



## The Role of Customer Satisfaction in Mediating the Influence of Service Quality on *Re-Visit Intention* (Study at Natya Hotel Kuta)

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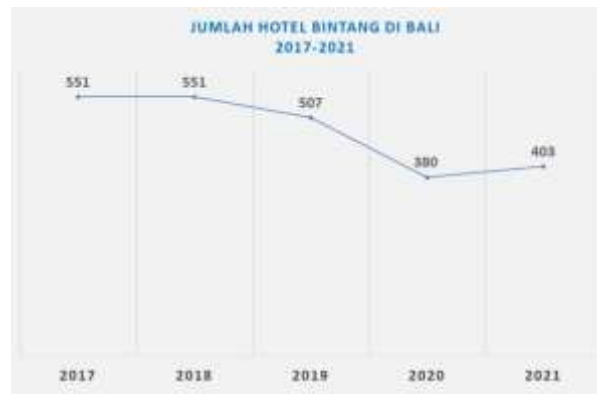
**Abstract** Bali is one of the tourist destinations in Indonesia that is most popular with both local and foreign tourists. The high interest of tourists in Bali provides opportunities for hotel industry entrepreneurs in Bali whose growth is increasingly rapid. This research was conducted at Natya Hotel Kuta, Badung. The aim of this research is to explain the role of customer satisfaction in mediating the influence of service quality on re-visit intention. This research uses consumer behavior as a theoretical basis with a sample size of 100 people based on adjusted criteria, using purposive sampling techniques. Data collection in this research was carried out using survey, observation and questionnaire methods via the Google Form platform. This research uses path analysis techniques, Sobel test, and VAF test. The results of this research show that all hypotheses are accepted. Service quality has a positive and significant effect on re-visit intention, service quality has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on re-visit intention and customer satisfaction plays a significant role in mediating the effect of service quality on re-visit intention. visit Intention. The implications of this research can be used by Natya Hotel Kuta to increase customer re-visit intention through the variables of customer satisfaction and service quality.

**Keywords:** Customer Satisfaction, Service Quality, Re-visit Intention

### 1. INTRODUCTION

Bali is one of the regions in Indonesia which is famous for its tourism. Bali has become a world tourist destination with an area of 5,632.86 km<sup>2</sup> or 0.29 percent of the area of the Indonesian archipelago. Apart from that, Bali is also a *branded tourist attraction* that has entered the minds of tourists as customers. In the 1970s, Bali tourism experienced a *booming period*, hotel services appeared to be developing rapidly (Pratiwi, *et al.* 2020).

The hotel industry is an industry that combines the sale of products and services. The products sold can be building designs, hotel room and restaurant exteriors, as well as all existing facilities, while the services sold are the friendliness and skills of hotel employees in serving their customers. Kotler and Armstrong, (2018:219) define services as activities or benefits offered by other parties that are basically intangible and do not result in any ownership. In line with this, research conducted by Pratiwi *et al.*, (2020) states that services are activities that have several elements of intangibility *and* are involved in various interactions with customers.



*Source: Bali Province Central Statistics Agency*

**Figure 1. Data on Hotel Development in Bali (2017-2021)**

Referring to data from the Bali Province Central Statistics Agency, the number of star hotels in Bali recorded significant growth. In 2020, the number of star hotels in Bali decreased by 25 percent compared to the previous year from 507 to 380 hotels. In 2021, the number of star hotels in Bali will increase again by 6 percent, from 380 to 403 hotels. The largest number of new hotels are in the 4 star hotel category with 18 hotels, 16 5 star hotels and 7 3 star hotels. However, the number of 1-star hotels and 2-star hotels has decreased. According to the chairman of the Indonesian hotel and restaurant association, Sholeh (FINROLLnews, 2022), hotel growth in Bali Province reaches around 9 percent every year, while the increase in tourist visits is only around 6-8 percent every year. This is certainly one of the causes of increasingly fierce competition to get customers and increase business profitability for hotel industry business players in Bali. Natya Hotel is a 3 star hotel in Bali located in several locations, namely Kuta, Tanah Lot and Ubud. Natya Hotel Kuta is one of the strategically located branches, namely located on the main road Bypass Ngurah Rai Kuta, which is quite a short distance from Ngurah Rai International Airport, and close to popular areas in the south of the island of Bali such as Sanur, Nusa Dua, Jimbaran, Legian, and Seminyak. Natya Hotel Kuta itself has been operating for 11 years and consists of 4 floors with 116 rooms.

A phenomenon that occurs in the hotel industry is that the hotel business is facing increasingly fierce competition, especially in the current digital era. This requires hotels to continue to innovate in improving competitive advantage and customer experience in order to survive amidst increasingly fierce competition (Mulyana, 2019). The tight competition in the hotel industry, especially in Bali, is shown by the large number of new hotels and accommodations appearing at low rates (Susanto, 2011). Apart from that, the latest trend in Bali is the emergence of boarding houses and villas for foreign tourists in strategic locations.

This also has an impact on Natya Hotel Kuta, where the environment around Natya Hotel Kuta is surrounded by many hotels and similar accommodation which causes a lot of competitors. Apart from the close proximity, reviews given by customers regarding the services of these hotels can also be a factor causing the tight competition around the Natya Kuta Hotel. Examples of hotels around the Natya Hotel Kuta and reviews of their services sourced from the official tripadvisor.com website, include The Kana Kuta Hotel with one review in January 2024 " *All the staff are very polite and always smiling, especially the Security Guard. The hotel is always clean* ", Hotel ZIA Kuta with its review in March 2024 " *The staff are all friendly and very helpful, especially Ms. Eka and Mr. Novid. Very satisfying, I will stay here again* ", Truntum Kuta with his review in March 2024 " *The hotel is clean and the service is very satisfying, for the next trip to Bali it is mandatory to stay again at this hotel, the entire hotel staff is also very helpful and friendly, everyone* ", Kuta Bali Episode with a review in March 2024 " *The staff is very friendly and very helpful in every problem, Will definitely come again* ".

At Natya Hotel Kuta itself, there are various reviews regarding its services. There are positive reviews but there are also negative reviews, including:

- February 2024: " *The hotel is complete, the location is strategic and the service is satisfactory. Will definitely come back to this hotel* "
- February 2024: " *So-so, standard service and less than friendly receptionist* "
- March 2024: " *Bad experience, room not clean. Waiters and cleaning services are not responsive in their work* "

Based on the positive reviews from other hotels and the various reviews on Natya Hotel Kuta, Natya Hotel Kuta must also provide higher quality service so that consumers have the intention to visit again. The comfort of *customers* in using the services of a hotel is the main factor, so hotel managers must create the best possible comfort so that hotel residential services can be maintained (Widyawati, 2018:74). According to Hafif, (2014) the better the service provided by the hotel, the more visitors will feel at home and comfortable returning to the hotel. Therefore, in this case Natya Hotel Kuta needs to focus on *re-visit intention*.

According to Qu, (2017) *re-visit intention* is defined as the possibility of visitors returning to a tourist destination in the future. When a tourist or visitor has *the intention to re-visit* a location or tourism product, it will trigger an attitude from the tourist to stay longer when repeatedly visiting the location or tourism product, to be more consumptive and active, to have

a higher sense of satisfaction in travel, and have a tendency to use positive *word of mouth* (Nashoikhul, 2020). Muslikhah *et al.* ., (2016) also revealed that *re-visit intention* is the result of a person's satisfaction with the product or service they have experienced. Research conducted by Ha *et al.* ., (2017) proves that one thing that causes someone to visit again is because they feel satisfaction. Customer satisfaction can be influenced by service quality. If good service quality is provided to customers, customers will be satisfied enjoying the services provided by employees (Altit, 2015). Therefore, service quality can be a factor that influences *re-visit intention* (Yisandy, 2020).

A service company must maintain the quality of the services it offers, be above its competitors, and be better than consumers imagine. Companies must also understand what consumers' needs and expectations are for the products or services offered (Tjiptono, 2011). The quality of service in a company can determine the continuity of the company's ties with customers in the long term (Zai, 2022). Service quality can be said to be good and satisfying if it has achieved the expectations or satisfaction desired by the customer (Nasution 2015:54). Customer satisfaction is one of the important factors in a competitive hotel industry, so that every company tries to optimize all factors that can increase the value of customer satisfaction after comparing the performance (results) thought to the performance (results) expected (Kotler, 2011).

There are several studies which state that service quality has a positive effect on *re-visit intention* . Among them, research conducted by Putri and Farida (2020) stated that service quality has a significant effect on *re-visit intention* . Then research by Putra *et al.* ., (2016) also stated that service quality has a positive and significant effect on tourists' *re-visit intention* . Furthermore, Lee and Kim (2017) also stated that there is a positive relationship between service quality and satisfaction with patient *re-visit intention* at the hospital. However, the relationship between service quality and *re-visit intention* is actually not consistent, this is because there are several different research results. One of them is research conducted by Oktariani and Syafruddin (2019) which found that there was no significant and positive relevance between service quality and *re-visit intention* . The differences in the results of this study indicate that there is a *research gap* regarding the relationship between service quality and *re-visit intention* . Therefore, a solution variable is needed in this research to mediate the relationship between the two, namely customer satisfaction.

Research conducted by Fatihudin and Firmansyah (2019:206), states that customer satisfaction is a measurement or indicator of the extent to which customers are happy with the product or service they receive. Then research conducted by Tjiptono (2019:378) states that customer satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations. According to Aprilia (2020) customer satisfaction is a feeling of happiness or disappointment from customers which comes from a comparison between the company's performance and their expectations. Customers who are satisfied will make repeat purchases at the company and they will recommend it to others because of what they feel. Susnita (2020) stated, to create customer satisfaction, companies are required to make various changes in terms of the availability of human resources, service quality, and clean and comfortable buildings. These various changes are expected to create customer satisfaction.

According to Kotler and Armstrong in Indrasari, (2019:61) one of the main ways to maintain a service company is to provide services with higher service quality than competitors and meet customer expectations. If the perceived service quality is lower than expected, then customers will become disinterested in the service provider. However, if the opposite happens, then there is a possibility that customers will continue to use the service again (Sugiarti in Prasevie and Razak, 2018). Perceived service quality is very important for the company's success because it is directly related to customer satisfaction, companies must provide superior service to obtain a high level of customer satisfaction (Puspani, *et al.* , 2020).

The use of customer satisfaction as a mediating variable in relation to service quality is supported by research conducted by Krisdianti and Sunarti (2019), which shows that service quality has a significant effect on customer satisfaction. In line with this, Susanti and Ichsan (2017) in their research also said that service quality has a positive and significant effect on customer satisfaction. Other research conducted by Marselina (2019) also shows similar results, that service quality has a significant effect on customer satisfaction when shopping at Kum Kum Culinary Park so that it can increase consumers' repurchase interest.

Meanwhile, customer satisfaction in relation to *re-visit intention* is shown through the research results of Sukwadi *et al.* , (2016) which states that *customer satisfaction, customer experience, and quality of event* positively influence *re-visit intention* . Research conducted by Dennyimas and Eny (2020) also states that satisfaction has a significant effect on intention to revisit. This is also supported by research by Alan *et al* (2017), which states that *customer*

*satisfaction* has a positive effect on *re-visit intention* among mall visitors in Bangkok. Apart from that, according to research by Wang and Chiu (2015), *satisfaction* has a significant positive influence on *re-visit intention* among visitors to Mo Zai Dun Story Island.

As for supporting data to determine *re-visit intention* among Natya Hotel Kuta customers, researchers have conducted a *pre-survey* on 54 respondents by sending the *Google form link* provided. The questionnaire contains questions regarding the variables studied, namely customer satisfaction, service quality, and *re-visit intention*.

**Table 1. Pre-Survey Results on *Re-visit Intention* at Natya Hotel Kuta**

No	Question	Respondent's Answer	
		Yes	No
1	Have you ever stayed at Natya Hotel Kuta?	54	0
2	Does Natya Hotel Kuta provide good service?	35	19
3	Are you satisfied staying at Natya Hotel Kuta?	36	18
4	Are you interested in staying again at Natya Hotel Kuta?	34	20

Based on the results of a *pre-survey* conducted by researchers on 54 respondents who had stayed at Natya Hotel Kuta, it appeared that 64.9 percent of customers felt that Natya Hotel Kuta provided good service. The *pre-survey* results also showed that as many as 66.7 percent were satisfied staying at Natya Hotel Kuta, and as many as 63 percent of customers were interested in staying again because of the good quality of service provided by Natya Hotel Kuta.

Even though the results of the *pre-survey* show that the response from Natya Hotel Kuta customers is quite positive, the fact is that Natya Hotel Kuta itself has experienced a decline in customer arrivals from January-June 2024. This is shown in table 2 below.

**Table 2. Natya Hotel Kuta Customer Arrival Data January-June 2024**

Month (2024)	January	February	March	April	May	June
Customer Arrival	5,772	5,310	4,874	4,419	3,786	3,135

*Source: Natya Hotel Kuta*

The table above shows that there is a decrease in customer arrivals for Natya Hotel Kuta in 2024 starting from January with a total of 5,772 customers, which continues to decline until June with a total of 3,135 customers. The decrease in the number of customers at Natya Hotel Kuta causes problems that can affect sales targets. Therefore, we need a way to overcome this, one of which is by increasing *re-visit intention*. As explained above, factors that can influence *re-visit intention* are service quality which is influenced by customer satisfaction.

Based on the background and *research gap* from previous research and the existence of problems in the form of a decrease in customer arrivals at the Natya Hotel Kuta over the last 6 months, the researchers are interested in carrying out research with the title “The Role of Customer Satisfaction in Mediating the Influence of Service Quality on *Re-visit Intention* (Study at Natya Kuta Hotel)”.

## 2. RESEARCH METHODS

This research design includes associative research using a quantitative approach. This research aims to find out the role of customer satisfaction in mediating the influence of service quality on *re-visit intention*. This research uses a data collection method directly with respondents by giving questionnaires. This data collection method was chosen to obtain primary data, namely data sourced directly from Natya Hotel Kuta consumers.

In this research, the population is customers of Natya Hotel Kuta. Based on these considerations, the research sample size was set at 100 respondents. The type of *non-probability sampling* used is *purposive sampling*. Sampling used *purposive sampling* which was carried out in such a way that its representativeness was determined by the researcher based on the considerations of experienced people (Rahyuda, 2016: 154).

### 3. RESULTS AND DISCUSSION

#### Inferential Analysis Results

Inferential statistics is a statistical technique used to analyze sample data and the results are applied to the population (Sugiyono, 2018:233). Inferential statistics are used to answer hypotheses. Inferential statistics is a body of statistical calculations that are relevant for drawing conclusions from findings based on sample observations of a larger population (Rahyuda, 2019:271). Inferential statistics has several statistical analysis methods, and this research uses path analysis and the Sobel test which is used to test the strength of the indirect influence of the service quality variable (X) on *re-visit intention* (Y) through the customer satisfaction variable (M).

#### Classic assumption test

A regression model can be said to be good if the model is free from classical statistical assumptions. A regression model will theoretically produce appropriate estimator parameter values if it meets the requirements of classical regression assumptions, namely the normality test, multicollinearity test and heteroscedasticity test .

##### 1) Normality test

The normality test on the residuals was carried out using *the Kolmogorov-Smirnov* model with a significance level of 5 percent, where the data is normally distributed if *the Asymp Sig (2-tailed) is greater than 0.05 ( $\alpha = 5$  percent), as for the One-Sample test results Kolmogorov-Smirnov can be shown in table 3 .*

**Table 3. Normality Test ( One-Sample Kolmogorov-Smirnov )**

Equality	<i>Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z</i>
Substructural 1	0.159
Substructural 2	0.076

Table 3 shows that the normality test using *the One-Sample Kolmogorov-Smirnov Test* has a value as large as the *Asymp value . Sig. (2-tailed) Kolmogorov-Smirnov* with 0.159 and 0.076. *Asymp value . Sig. (2-tailed) Kolmogorov-Smirnov* means that if it is greater than the *alpha value* of 0.05, it indicates that the data used in this study is normally distributed, so it can be concluded that the model meets the normality assumption.



## 2) Multicollinearity Test

The Multicollinearity Test aims to test the existence of correlation between the independent variables in the regression. To detect multicollinearity, *the Tolerance and Variance Influence Factor values can be seen* from the results of multiple regression calculations. If the *Tolerance value* is  $>0.10$  and if the VIF value is  $<10$  then it can be interpreted that there is no multicollinearity. The results of this research's multicollinearity test can be seen in Table 4 below.

**Table 4. Multicollinearity Test (Tolerance and Variance Inflation Factor)**

Equality	Model	Tolerance	VIF
Substructure 2	Service quality	0.694	1,441
	Customer satisfaction	0.694	1,441

Table 4 shows that there are no exogenous variables that have a tolerance value of more than 0.10 and a VIF value of less than 10. Therefore, the regression model is free from symptoms of multicollinearity.

## 3) Heteroscedasticity Test

Heteroscedasticity testing was carried out using the Glejser method. The Glejser method regresses the regression model to get the residual value, then the residual value is absolute and the regression is carried out with all exogenous variables. If there are exogenous variables that have a significant effect on the absolute residual then heteroscedasticity occurs in this regression model. The results of statistical calculations using the Glajser method are shown in Table 5 as follows.

**Table 5. Heteroscedasticity Test (Glejser Test)**

Equality	Model	Q	Sig.
Substructure1	Service quality	0.090	0.928
Substructure 2	Service quality	1,342	0.183
	Customer satisfaction	-1,323	0.189

Table 5 shows that each model has a significant value of more than 0.05 . Therefore, this research is free from symptoms of heteroscedasticity.

## Path analysis

The variables analyzed are service quality (X), customer satisfaction (M) and *re-visit intention* (Y). Path analysis can only be used if certain assumptions are met. The steps in testing the hypothesis that have been formulated using path analysis are as follows.

### 1) Formulating Hypotheses and Structural Equations

The first step of path analysis is to formulate a research model hypothesis based on existing theory

- a. Service quality has a significant positive effect on *re-visit intention* at Natya Hotel Kuta
- b. Service quality has a significant positive effect on customer satisfaction at Natya Hotel Kuta
- c. Customer satisfaction has a significant positive effect on *re-visit intention* at Natya Hotel Kuta
- d. Customer satisfaction is a mediating variable in the influence of service quality on *re-visit intention* at Natya Hotel Kuta

Based on the hypothesis that has been prepared, structural equation 1 can be formulated as follows:

$$M = \beta_2 X + e_1$$

Meanwhile, structural equation 2 can be formulated as follows:

$$Y = \beta_1 X + \beta_3 M + e_2$$

In this research, the influence of service quality on customer satisfaction was calculated using the *SPSS 25.0 for Windows program*. Below are shown the results of the first structural calculation in Table 6.

**Table 6. Results of Path Analysis in Structural 1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,865	1,241		6,338	0,000
Service quality	0.388	0.059	0.553	6,574	0,000
R <sup>2</sup> : 0.306					

Based on the results of the path analysis in Table 6, the structural equation formed can be formulated as follows.

$$M = \beta_2 X + e_1$$

$$M = 0.553 X + e_1$$

The structural equation can be interpreted as follows:

The service quality variable has a coefficient of 0.553 This means that service quality has a positive influence on customer satisfaction. This result means that if service quality increases, customer satisfaction will increase will increase .

In this study, the influence of service quality was calculated and customer satisfaction regarding *re-visit intention* through the *SPSS 25.0 for Windows program*. Below are the results of the second structural calculation in Table 7.

**Table 7. Path Analysis Results in Structural 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,199	1,207		3,480	0.001
Service quality	0.126	0.058	0.221	2,177	0.032
Customer satisfaction	0.328	0.083	0.402	3,968	0,000
R <sup>2</sup> : 0.309					

Based on the results of the path analysis in Table 7, the structural equation formed can be formulated as follows.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.221X + 0.402M + e_2$$

The structural equation can be interpreted as follows:

The service quality variable has a coefficient of 0.221. This means that service quality has a positive influence on *re-visit intention*. This means that if service quality increases then *re-visit intention* will increase. The customer satisfaction variable has a coefficient of 0.402, meaning customer satisfaction has a positive influence on *re-visit intention*, this means that if customer satisfaction increases then *re-visit intention* will increase.

## 2) Path Coefficient Diagram Form

### (1) Direct influence (*direct effect*)

Direct influence occurs if a variable influences another variable without any mediating variable

- a. The influence of service quality on *re-visit intention* is 0.221
- b. The influence of service quality on customer satisfaction is 0.553
- c. The influence of customer satisfaction on *re-visit intention* is 0.402

### (2) Indirect influence (*indirect effect*)

Indirect influence occurs if there are other variables that mediate the relationship between the two variables. The influence of service quality on *re-*

visit intention with the mediation of customer satisfaction is  $0.553 \times 0.402 = 0.222$ .

(3) Total influence ( *total effect* )

To understand the total influence, it can be done by adding the direct influence of service quality on *re-visit intention* of 0.221 and the indirect influence of service quality on *re-visit intention* through customer satisfaction of 0.222, so we get a result of  $0.221 + 0.222 = 0.443$

**3) Testing the value of the coefficient of determination ( $R^2$ ) and error variable (e)**

In this test, the value of each coefficient of determination for structural 1 and structural 2 will be seen as well as the value of each error variable for each structural with the aim of preparing the final path diagram model. The following are the results of calculating the value of the error variable for each structure.

$$e_i = \sqrt{(1 - R_i^2)}$$

$$e_1 = \sqrt{(1 - R_1^2)} = \sqrt{(1 - 0.306)} = 0.833$$

$$e_2 = \sqrt{(1 - R_2^2)} = \sqrt{(1 - 0.309)} = 0.831$$

In calculating the effect of error (e), the results obtained for the effect of structural error 1 ( $e_1$ ) were 0.833 and the effect of structural error 2 ( $e_2$ ) was 0.831. Next, the total coefficient of determination will be calculated as follows:

$$\begin{aligned} R^2_m &= 1 - (e_1)^2 - (e_2)^2 \\ &= 1 - (0,833)^2 - (0,831)^2 \\ &= 1 - (0,694) - (0,691) \\ &= 1 - 0,480 = 0,520 \end{aligned}$$

In calculating the total coefficient of determination, the total coefficient of determination is 0.520, so the conclusion is that 52 percent of the *re-visit intention variable* at Natya Hotel Kuta is influenced by service quality directly or indirectly through customer satisfaction, while the remaining 48 percent is influenced by other factors not included in the model research or outside the research model. Based on the explanation regarding structural equations, the results of the value of the path coefficient calculation will be explained which are shown through the *standardized coefficient value* beta on each influence of the relationship between variables.

## Hypothesis test

The test criteria to explain the interpretation of the influence between each variable are as follows

If  $\text{sig} < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted

If  $\text{sig} > 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected

(1) The influence of service quality on *re-visit intention*

$H_0$  : Service quality does not have a significant positive effect on *re-visit intention*

$H_a$  : Service quality has a significant positive effect on *re-visit intention*

Based on the results of structural path analysis 2, it is clear that service quality has a Beta value of 0.221 and Sig value. is 0.032, then it can be said that  $H_0$  is rejected and  $H_a$  is accepted because the Sig value.  $0.032 < 0.05$  so it can be seen that service quality has a significant positive effect on *re-visit intention*. This shows that the better the quality of service provided by Natya Hotel Kuta, the *re-visit intention* at Natya Hotel Kuta will increase. So the first hypothesis can be accepted.

(2) The influence of service quality on customer satisfaction

$H_0$  : Service quality does not have a significant positive effect on customer satisfaction

$H_a$  : Service quality has a significant positive effect on customer satisfaction

Based on the results of structural path analysis 1, it explains that service quality has a Beta value of 0.553 and a Sig value. is 0.000, then it can be said that  $H_0$  is rejected and  $H_a$  is accepted because the Sig value.  $0.000 < 0.05$ . So it can be seen that service quality has a significant positive influence on customer satisfaction. This shows that the better the quality of service that Natya Hotel Kuta has, the more customer satisfaction at Natya Hotel Kuta will increase. So the second hypothesis can be accepted

(3) The influence of customer satisfaction on *re-visit intention*

$H_0$  : Customer satisfaction has no significant positive effect on *re-visit intention*

$H_a$  : Customer satisfaction has a significant positive effect on *re-visit intention*

Based on the results of structural path analysis 2, it explains that customer satisfaction has a Beta value of 0.402 and a Sig value. is 0.000, then it can be said

that  $H_0$  is rejected and  $H_a$  is accepted because the Sig value is  $0.000 < 0.05$ . So it can be concluded that customer satisfaction has a significant positive influence on *re-visit intention*, this shows that customer satisfaction is increasing at Natya Hotel Kuta, *re-visit intention* at Natya Hotel Kuta will increase, so that the third hypothesis can be accepted.

#### 4) Summarizing and concluding

Based on the calculations above, it can be summarized as a calculation of the direct influence, indirect influence and total influence of each structural equation which will be presented in the following table.

**Table 8. Direct Influence, Indirect Influence of Service Quality (X), on Customer Satisfaction (M) and *Re-visit intention* Y).**

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Std. Error	Sig.	Results
X → M	0.553		0.553	0.059	0,000	Significant
M → Y	0.402		0.402	0.083	0,000	Significant
X → Y	0.221	0.222	0.443	0.058	0.032	Significant

Table 8 shows the summary results of the values for each direct and indirect influence path between variables as well as the error values for each structural equation produced through path analysis techniques. Below we will explain the meaning of the values in Table 4.10.

1) The influence of service quality on *re-visit intention*

The effect of service quality on *re-visit intention* was that service quality had a direct influence on *re-visit intention* of 0.221 and a significance of 0.032, which shows that service quality has a significant positive effect on *re-visit intention*.

2) The influence of service quality on customer satisfaction

The effect of service quality on customer satisfaction is that the results show that service quality has a direct influence on customer satisfaction of 0.553 and a significance value of 0.000, which shows that service quality has a significant positive effect on customer satisfaction.

3) The influence of customer satisfaction on *re-visit intention*

The effect of customer satisfaction on *re-visit intention* is that customer satisfaction has a direct influence on *re-visit intention* of 0.402 and a significance value of 0.000, which states that customer satisfaction has a significant positive effect on *re-visit intention*.

4) The role of customer satisfaction in mediating the influence of service quality on *re-visit intention* .

The role of customer satisfaction in mediating the influence of service quality on *re-visit intention*. The results show that service quality has a direct influence on *re-visit intention* of 0.221 and an indirect influence of 0.222 with a total influence of 0.443.

### Sobel Test

According to Utama (2016:169), mediation hypothesis testing can be carried out using a procedure developed by Sobel (1982) and known as the Sobel *Test* . This Sobel test is carried out by testing the strength of the indirect influence of the independent variable (X) on the dependent variable (Y) through the mediating/intervening variable (M). Mediation hypothesis testing can be done with the Sobel Test. The Sobel test is used to test the strength of the indirect influence of the service quality variable (X) on *re-visit intention* (Y) through the customer satisfaction variable (M). The indirect effect of service quality (X) on the *re-visit intention variable* (Y) through the customer satisfaction variable (M) is calculated by multiplying the path coefficient of X to M (a) by the path coefficient of M to Y (b) or ab. The standard errors of coefficients a and b are written as Sa and Sb, the magnitude of the indirect standard error (indirect effect). If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable, indicating that Ho is rejected and Ha is accepted.

Ho : Customer satisfaction does not mediate the effect of service quality on *re-visit intention*

Ha : Customer satisfaction mediates the influence of service quality on *re-visit intention*

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

Information :

$$a = 0.553$$

$$S_a = 0.059$$

$$b = 0.402$$

$$S_b = 0.083$$

$$Z = \frac{0,553 \cdot 0,402}{\sqrt{(0,402^2 \cdot 0,059^2) + (0,553^2 \cdot 0,083^2) + (0,059^2 \cdot 0,083^2)}}$$

$$Z = \frac{0,222}{0,052}$$

$$Z = 4.284$$

Based on the results of the Sobel test, it shows that the results of  $Z = 4.284 > 1.96$  then it can be said that  $H_0$  is rejected and  $H_a$  is accepted, which means that the customer satisfaction variable is a significant mediating variable between service quality and *re-visit intention* at Natya Hotel Kuta, so the fourth hypothesis is accepted.

#### VAF Test

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula for calculating the VAF value is as follows:

$$\begin{aligned} \text{VAF} &= \frac{\text{Pengaruh tidak langsung}}{\text{Pengaruh langsung} + \text{Pengaruh tidak langsung}} \\ &= \frac{0,222}{0,221 + 0,222} \\ &= 0.5013 \text{ (50.13\%)} \end{aligned}$$

There are criteria for the form of mediation influence using the VAF value (Sholihin, 2014), namely:

- 1) If the VAF value is above 80 percent, it shows the role of mediation as full mediation.
- 2) If the VAF value is between 20-80 percent, it can be categorized as partial mediation.
- 3) If the VAF value is less than 20 percent, it shows almost no mediation effect.

Based on the VAF test, the calculated value is 50.13 percent, which is between 20-80 percent, so it can be categorized as partial mediation (Sholihin, 2014), so it can be concluded that customer satisfaction can partially mediate the influence of service quality on *re-visit intention* at Natya Hotel Kuta.



## **Discussion of Research Results**

### **The influence of service quality on *re-visit intention* at Natya Hotel Kuta**

Based on the results of testing the first hypothesis in this research, it shows that service quality has a positive and significant effect on *re-visit intention*, in other words, as the quality of service perceived by Natya Hotel Kuta customers increases, *re-visit intention* at Natya Hotel Kuta will increase. So the first hypothesis in this research is declared accepted. Good service quality, such as providing good service to customers and being able to fulfill customer needs well, can encourage customers to *re-visit* their intentions, so that customers will make Natya Hotel Kuta their main choice when they stay again. A service company must maintain the quality of the services it offers, be above its competitors, and be better than consumers imagine. Companies must also understand what consumers' needs and expectations are for the products or services offered (Tjiptono, 2011). The quality of service in a company can determine the continuity of the company's ties with customers in the long term (Zai, 2022). Service quality can be improved through the company's reliability in fulfilling customer desires, because every customer has the hope of getting satisfaction from both the products and services used. The results of this research are in line with research conducted by Nugroho (2019), which states that service quality variables have a significant effect on *re-visit intention*. The results of research conducted by Dwi *et al.*, (2020) also show that service quality has a significant positive effect on *re-visit intention*. According to Ita Riyanti (2020), service quality has a positive and significant influence on *re-visit intention*.

### **The influence of service quality on customer satisfaction at Natya Hotel Kuta**

Based on the results of testing the second hypothesis in this research, it shows that service quality has a positive and significant influence on customer satisfaction, in other words, the more service quality at Natya Hotel Kuta increases, the more customer satisfaction at Natya Hotel Kuta increases. So the second hypothesis in this research is declared accepted. The good quality of service offered by Natya Hotel Kuta, such as providing good service to customers and being able to fulfill customer needs well, can increase customer satisfaction at Natya Hotel Kuta where customers are willing to recommend Natya Hotel Kuta, this is because customers are satisfied with the quality of service. which is owned by Natya Hotel Kuta. The quality of service in a company can determine the continuity of the company's ties with customers in the long term (Zai, 2022). According to Nasution (2015:54), service quality can be said to be good and satisfactory if it has achieved the expectations desired by the customer. Service quality is the level of excellence that is the expectation and control in fulfilling customer desires. Factors

that influence service are the expected quality of service and the service received. If the service received is appropriate and meets expectations, then the service is categorized as good and positive (Tjiptono, 2016). Service quality is an important factor that can influence customer satisfaction. The success of a company can be seen from the satisfaction felt by customers with the quality of service provided. Customers will remember which restaurants provide good service and make customers feel satisfied and not disappointed. By looking at customer satisfaction, a company can find out whether the company's performance is good and meets expectations or still needs to be improved. The research results are in line with previous research which found that service quality has a significant effect on customer satisfaction (Krisdianti and Sunarti, 2019; Putra, 2016).

### **The influence of customer satisfaction on *re-visit intention* at Natya Hotel Kuta**

Based on the results of testing the third hypothesis in this research, it shows that customer satisfaction has a positive and significant influence on *re-visit intention*, in other words, if customer satisfaction at Natya Hotel Kuta increases, *re-visit intention* at Natya Hotel Kuta will increase. So the third hypothesis in this research is declared accepted. The customer satisfaction felt by Natya Hotel Kuta customers will be able to attract customers to *re-visit intention*, so that customers will make Natya Hotel Kuta their main choice if they stay again. Customer satisfaction can be interpreted as the feeling that arises from those who want to buy or enjoy the services provided by the product or service provider. According to Tjiptono (2017), customer satisfaction is a form of post-purchase evaluation where the alternative chosen at least exceeds the customer's expectations. The sense of satisfaction felt by customers causes someone to intend to visit again. The results of this research are in line with research conducted by Muslikhah *et al.*, (2016) which revealed that *re-visit intention* is the result of customer satisfaction with the product or service they have experienced. Research conducted by Ha *et al.*, (2010) proves that one of the things that causes customers to return is because they feel satisfied. The results of research conducted by Meng and Han (2018) also state that tourist satisfaction has a positive and significant relationship with *re-visit intention*.

### **The role of *re-visit intention* mediates the influence of service quality on *re-visit intention* at Natya Hotel Kuta**

Based on the results of testing the fourth hypothesis in this study, it shows that service quality influences *re-visit intention* at Natya Hotel Kuta by mediating customer satisfaction, so that customer satisfaction is a partial mediating variable in the influence of service quality on *re-visit intention*, this shows that service quality is The better Natya Hotel Kuta is, the better

it will be able to increase customer satisfaction, with increasing customer satisfaction it will be able to increase *re-visit intention* at Natya Hotel Kuta. So the fourth hypothesis in this research is declared accepted. The good quality of service offered by Natya Hotel Kuta, such as providing good service to customers and being able to fulfill customer needs well, can increase customer satisfaction at Natya Hotel Kuta where customers are willing to recommend Natya Hotel Kuta, this is because customers feel satisfied with the quality of service. which is owned by Natya Hotel Kuta, so it will increase *re-visit intention* because customers will make Natya Hotel Kuta their main choice if they stay again. The results of this research are in line with research conducted by (Ali and Abdulla, 2019) which states that customer satisfaction mediates the relationship between customer perceptions regarding service quality and customer *re-visit intention* . The results of research conducted by Pambudi (2020) stated that customer satisfaction and trust can mediate the relationship between service quality and re-visit intention. Other research conducted by (Soleimani and Einolahzadeh, 2018) also proves that there is a relationship between service quality and return visit intention, which is mediated by customer satisfaction.

#### 4. CONCLUSION

Based on the research results obtained, several conclusions can be drawn as follows.

- 1) Service quality has a positive and significant effect on *re-visit intention* at Natya Hotel Kuta. These results show that if service quality is improved it will have a real impact on increasing re-visit intention at Natya Hotel Kuta.
- 2) Service quality has a positive and significant effect on customer satisfaction at Natya Hotel Kuta. These results show that if service quality is improved it will have a real impact on increasing customer satisfaction at Natya Hotel Kuta.
- 3) Customer satisfaction has a positive and significant effect on *re-visit intention* at Natya Hotel Kuta. These results show that increasing customer satisfaction will have a real impact on increasing *re-visit intention* at Natya Hotel Kuta.
- 4) Customer satisfaction is a partial mediating variable in the influence of service quality on *re-visit intention* at Natya Hotel Kuta. These results show that if service quality is improved it will increase customer satisfaction, increasing customer satisfaction will increase *re-visit intention* at Natya Hotel Kuta.

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