Original Research Article

Increasing Revisit Intention Affected by Customer Satisfaction as a Mediation Factor

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Abstract: The purpose of this study is to assess the impact of Brand Image and Service Quality on Revisit Intention via customer satisfaction at Hotel Santika Premiere Malang. Data from respondents was evaluated quantitatively to gain critical insights into the hospitality business, notably in terms of Brand Image and service quality, in order to improve customer satisfaction and revisit intention. According to the findings, brand image has no effect on revisit intention, however service quality has a favorable and considerable impact on revisit intention and customer satisfaction. The assurance and tangibles components are aspects of service quality that have a substantial impact on customer satisfaction. Customer satisfaction, according to this study, is critical in the link between Brand Image and Service Quality with Revisit Intention. When clients are pleased with the services they receive, the brand can improve their desire to return. As a result, this study emphasizes the need of enhancing service quality in order to increase customer satisfaction and encourage consumers to return and utilize the same hotel services. These findings have a substantial impact on the development of business success in the hospitality industry through successful marketing strategies and client loyalty programs.
Keywords: Brand Image, Service Quality, Customer Satisfaction and Revisit Intention.

INTRODUCTION

The hotel business is one of the most important in the world. Millions of people are employed in this business, both directly and indirectly. In 2020, the Covid-19 Pandemic impacted the hospitality business, which consists of hotels, restaurants, travel and tour firms, causing immense damages. Due to social isolation, restricted movement, and closures, the sector has been forced to lay off millions of employees and potentially billions of rupiah in lost revenue; many hotels have been forced to close due to a lack of guests and business. The Indonesian Hotel and Restaurant Association (PHRI) Chairman, Haryadi Sukamdani, conveyed that around 1,643 hotels were closed throughout Indonesia (www.economic.bisnis.com/2020). The hotel industry is one of the main supporting facilities that support businesses in the tourism sector. In line with the rapid development of hotels in Indonesia in general and Malang City in particular, this will lead to an increasingly competitive climate in the hospitality business. The following is data for one to five-star hotels taken from the Central Bureau of Statistics for Malang/BPS (2022) with regional groupings consisting of Klojen, Sukun, Blimbing and Lowokwaru Districts. The following is a picture of the growth of hotels in the city of Malang from 2020 to 2022, especially in the Klojen District area; in 2020 and 2021, there will be 27 hotels, which will grow to 29 hotels in 2022, for the Sukun District area from 1 hotel to 2 hotels, in the Sukun District Lowokwaru grew from 6 hotels to 7 hotels, while hotels in Blimbing District did not grow in 2022. This indicates that after the Covid-19 Pandemic, the hotel business is still recovering, and the growth rate has not been evenly distributed.

Hotel occupancy in 2020 was at an all-time low. The average hotel income in Malang City has decreased substantially. During the economic recovery, the hotel industry needs to develop prevention strategies and active management to minimize the negative impact of Covid-19 on guest bookings and return visits. The figure above presents the occupancy rate of the city of Malang (town occupancy) in 2022 starting to grow significantly; the high number of hotel visits is an excellent opportunity to increase revisit intention in the hospitality business in Malang. Interest to revisit (revisit intention) is taken from the theory of interest in

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repurchasing a product so that interest in visiting can be applied to purchase intention in several categories. According to Umar (2003), the intention to revisit is a behaviour that arises as a response to an object that indicates a customer's desire to make a return visit. Interest in visiting again is created because customers feel the quality of the products and services provided align with expectations, so customers want to visit again in the future. The post-Covid recovery of hotels and restaurants requires extraordinary action, financial and other support. Most hotel companies have carried out effective promotions by collaborating with online booking platforms to ensure that the hotel has a Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certificate, using influencer services to review the hotels they are staying in to convince customers hotels to visit again, as well as improve the quality of products or services for customer satisfaction so that they make repeat purchases and not switch to competing products. Revisit intention or intention to return is essential for hotels because it is related to long-term business success.

According to Ghotbabadi *et al.* (2015), companies must understand consumer experiences with the services they use or have received in order to enhance service quality in the future and attain satisfaction. In other terms, service quality is defined as consumer appraisal of a service obtained. In addition to a hotel's brand image, service quality is one of the variables that influence customers' willingness to return. This is consistent with Wedhana's research (2021), which found that hotel service quality had a considerable impact on revisit intention. This is consistent with Gultom (2020) research, which found that service quality had a significant impact on the intention to return to the Chanti Hotel in Semarang. However, Oktariani (2019) discovered that service quality has no substantial effect on revisit intention. According to the backdrop stated above, and supported by multiple previous relevant research, hotel customers consider a variety of variables when deciding whether or not to return, including brand image, service quality, and customer happiness. There are also contradictions in the results of earlier studies concerning the variables addressed in this study. As a result, the researcher want to undertake additional research on Revisit Intention, Customer Satisfaction, Brand Image, and Service Quality at Hotels.

Based on the problems stated above, this study aims to provide empirical evidence as follows: to describe the variables of brand image, service quality, customer satisfaction, and revisit intention; to determine and analyze the direct effect of brand image and service quality on revisit intention; to determine and analyze the direct effect of brand image and service quality on customer satisfaction at Hotel Santika Premiere Malang; and to determine and analyze the direct effect of brand image and service quality on revisit intention.

This research provides a great instrument for incorporating research knowledge about marketing management. Furthermore, the benefits for the hospitality industry, particularly hotels in Malang, in determining marketing strategies such as brand image strategies, service quality, and customer satisfaction on the interest in returning for guests or hotel customers are expected to contribute to the advancement of science in general and the field of marketing management in particular. This study can also be utilized as a resource for future researchers, particularly those interested in studying the effect of brand image and service quality on revisit intention via customer satisfaction.

THEORETICAL BASE

The basic theory in this research is Consumer Behavior Theory, which aims to understand, explain, and predict consumer behaviour; several competing and complementary theories of consumer behaviour are to be developed further, Dacko (2008). customer behavior, according to Schiffman and Wisenblit (2015), is the study of customer actions when searching for, using, and evaluating goods and services that they expect to meet their requirements. Consumer behavior, according to Keller and Kotler (2016), is the study of how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to meet their needs and desires. Marketers must comprehend both the theory and the reality of consumer behavior. Consumer purchasing behavior is influenced by cultural, societal, and personal variables. Cultural elements have the most extensive and profound influence of the three. Consumer or visitor behavior refers to the process and action of searching, purchasing, consuming, and evaluating items and services to suit the requirements and preferences of visitors. Irwansyah and colleagues (2021). Consumer Behavior has three stages in decision-making: the input, process, and output. The following is a consumer model in decision-making:

It can be interpreted that if the consumer's evaluation of a good/service is good, they will return to make a purchase. However, vice versa, if the consumer's evaluation of a good/service could be better, the consumer will not make a repurchase. Customers (customers) will have different meanings from consumers (consumers). A person is said to be a customer if that person purchases products or services that are offered repeatedly for a certain period. If that person does not repurchase within a certain period, that person can only be said to be a consumer or not a customer. According to Griffin in Sukesi (2009), a customer is said to be faithful or loyal if the client exhibits consistent purchasing behavior or if the consumer is needed to buy at least twice in a particular time frame. Customers (repeaters) in the following study, however, are guests who stay three times a year for the hotel business category or three times in three

years for the resort hotel category, according to the regulations of the Santika Premiere Malang hotel. In general, Fullerton and Taylor in Jasfar (2002) describe repurchase intention as buy intention, i.e. a strong desire to repurchase. Miller, Glawter, and Primbram define buy intention in Iman Khalid Abdul Qader (2008) as a person's mental state that reflects a plan to do many activities within a specific time frame. Meanwhile, Cronin and Taylor (1992) describe repurchase intention as customer behavior in which a customer responds positively to a firm's service quality and eventually expresses an interest in returning to the company or repurchasing the goods.
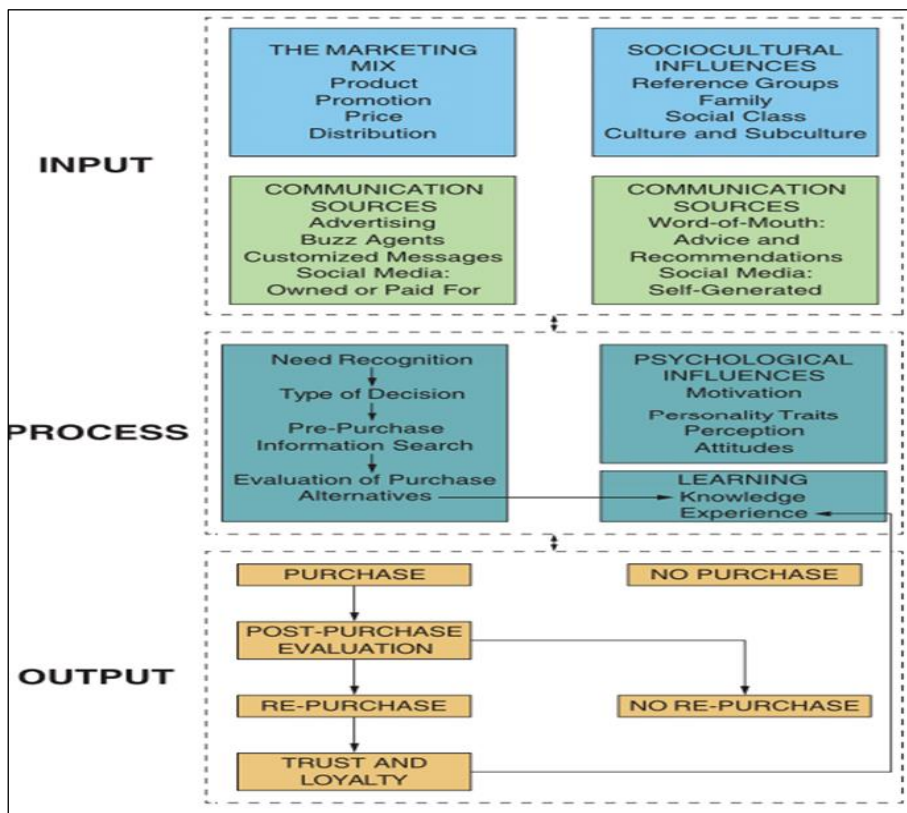

Figure 1: Model of Consumer Decision-Making
Source: Schiffman & Wisenblit (2015)

In the meantime, Fishbein and Ajzen (1975) and Baker and Crompton (2000) define revisit intention as the likelihood that visitors will repeat an activity or return to a facility/destination. According to Zeithaml *et al*. (2018), revisit intention is a type of customer behavior or desire to return, make a good impression, stay longer than planned, and shop more than expected. With so many customers purchasing the company's goods or services, the company will make the predicted profit. Meanwhile, Hellier *et al*. (2003) define repurchase intention as "a person's judgment about repurchasing services provided by the same company while taking into account the current situation and circumstances." If a customer has a positive image of a location, they are more likely to return. Revisit intention is an important part of customer/customer behavior since it may be utilized as a future prediction tool to boost income and a business's/business's sustainability. They are all of the opinion that if behavioral intentions can be accurately recorded, future visitor behavior may be properly anticipated.

Consumers create their expectations based on previous experiences and messages from sellers, friends, and other sources of information. The consumer will be disappointed if the seller exaggerates the potential performance of a product or service. The wider the disparity between expectations and performance, the greater the consumer discontent. This demonstrates that the vendor must accurately reflect the performance of the product or service in order for the buyer to be happy. In the future, the service industry, particularly tourism, must be linked to visitor behavior, according to Kotler *et al*. (2022). According to Kotler and Keller (2009), satisfaction is a customer's experience of joy or disappointment after comparing the product/service supplied, whether it meets his expectations or not. Customers will be delighted if hotel services satisfy their expectations.

In contrast, if the hotel's performance/service exceeds the customer's expectations, the customer will be happy. Customer satisfaction is a manifestation of contented behavior with the purchased or sought goods or service. Zeithaml and Bitner, 2009. Meanwhile,

customer satisfaction, as defined by Cadotte, Woodruff, and Jenkins in Tjiptono (2006: 169), is the process of evaluating the experience of utilizing a product. According to Parasuraman (2013), service quality is the difference between reality and the service that customers anticipate to receive. Meanwhile, Wyekof (2010) defines service quality as "the expected level of excellence and control over that level of excellence in order to fulfill customer desires." According to the above definition, service quality is everything that focuses on efforts to meet the requirements and wishes of consumers, coupled by accuracy in transmitting them to achieve balanced conformance with consumer expectations. Thus, the expected service, the service obtained or felt by consumers, or the perceived results are the two key elements impacting service quality.

RESEARCH METHOD
Research Design

This study uses a quantitative explanatory research approach, a research method used to test hypotheses or explain causal relationships between variables by collecting numerical data and analyzing them using statistical techniques. The main goal of this approach is to find a clear causal relationship between the independent and dependent variables and gain a deeper understanding of the phenomena studied by Sekaran & Bougie (2016). The planned research location is at Hotel Santika Malang city.

Population

The population to be observed is customers or repeaters, namely hotel customers who have visited Santika Hotel three times in one year. The number of customers in 2022 is 254, consisting of the corporate, travel agent, government, online booking and free individual traveller segments or called individual guests. Because in the following study, the researcher wanted to explore customers who were interested in staying again, the research focused more on the FIT (free individual traveller) segment, with an analysis

sample of 142 guests/customers used as respondents. Therefore, the researcher used a simple random sampling technique with an error rate of 10% to find a sample of 59 respondents. The sample uses a purposive sampling method, which means the sampling technique has specific criteria/considerations, Sugiyono (2013).

Data Analysis Techniques

Path Analysis was the data analysis technique used in this study. Models are typically represented by circles and arrows, with the arrow direction representing the link between the independent variables and the dependent variable. Each variable in the model is regressed as a dependent intervening variable, which is indicated on the dependent variable. Regression weights predicted by the model versus observed correlation matrices for the variables and excellent fit (as determined by statistics). Path analysis, or path analysis in general, is an analytical technique used to investigate causal linkages in multiple regression. The independent variable has an impact on the dependent variable both directly and indirectly. Rutherford, Robert D (1993).

RESEARCH RESULTS
Classical Assumption Test

In order to get a good regression, it must meet the required assumptions, namely fulfilling the normality assumption test and being free from multicollinearity and heteroscedasticity. Analysis of the classical assumption test data is described as follows. Namely, the first is the Heteroscedasticity Test. Heteroscedasticity means variations in the residuals that are not the same for the observations or variations that are getting bigger at a more significant number of observations. Testing the symptoms of heteroscedasticity using a scatterplot, the results of the heteroscedasticity test are presented in the following figure:
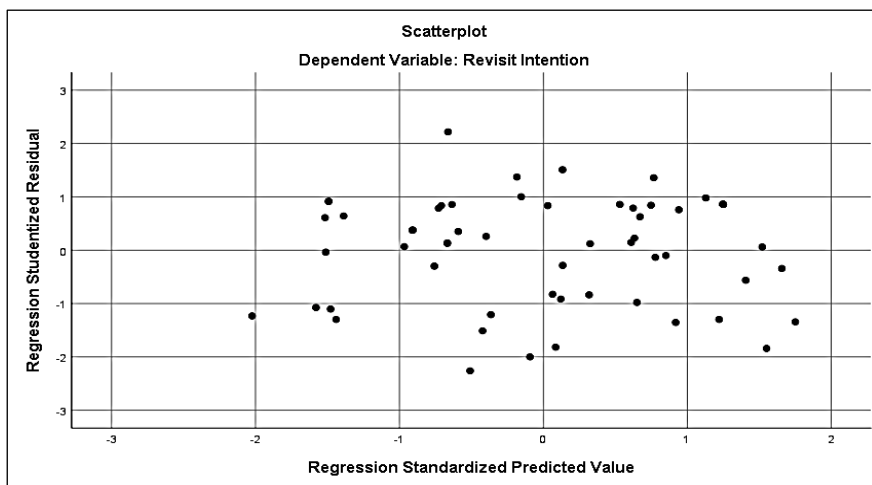
SUBSTRUCTURAL

Figure 2: Source: Primary data processed in 2023

The scatterplot graphs for Substructural I and Substructural II indicate that the data points are distributed both above and below the zero point on the Y and X axes, without exhibiting any discernible pattern. Based on this observation, it may be inferred that there is no evidence of heteroscedasticity. The second study employs the Multicollinearity Test. As stated by Ghozali (2011), the purpose of the multicollinearity test is to examine the presence of correlation among independent variables within the regression model. In order to assess the presence of multicollinearity, one can examine the Variance Inflation Factor (VIF) for each independent variable. If the VIF value is less than 10, it can be inferred that the data is devoid of indications of multicollinearity. The variance inflation factor (VIF) results are reported in the following manner:

Table 1
Multicollinearity Test Results

Variable	tolerance		VIF	
	Substructural I	Substructural II	Substructural I	Substructural II
Brand Image	0.295	0.277	3,391	3,612
Service quality	0.295	0.228	3,391	4,388
Customer satisfaction	-	0.333	-	3,003

Source: Primary data processed in 2023

According to the findings presented in Table 1, it is evident that the independent variables pertaining to substructure I and substructure II exhibit no discernible signs of multicollinearity. This conclusion is supported by the observation that the tolerance values are greater than 0.10 or the VIF values are less than 10. There is no evidence of multicollinearity between the independent variables in the regression model for substructures I and II. The present analysis employs the Normality Test. The purpose of the normality test is to assess whether the confounding or residual variables in the regression model have a normal distribution. The distribution of independent, dependent, and moderating variables can be either normal or non-normal. In Ghozali's (2006) study, the assessment of data normality was conducted by examining the distribution pattern of the data. Specifically, the focus was on observing the alignment of data points along the diagonal axis of the graph. If the data points are dispersed within the boundaries of the diagonal lines and exhibit a tendency to follow a horizontal, diagonal trajectory, it suggests that the data conforms to a normal distribution.
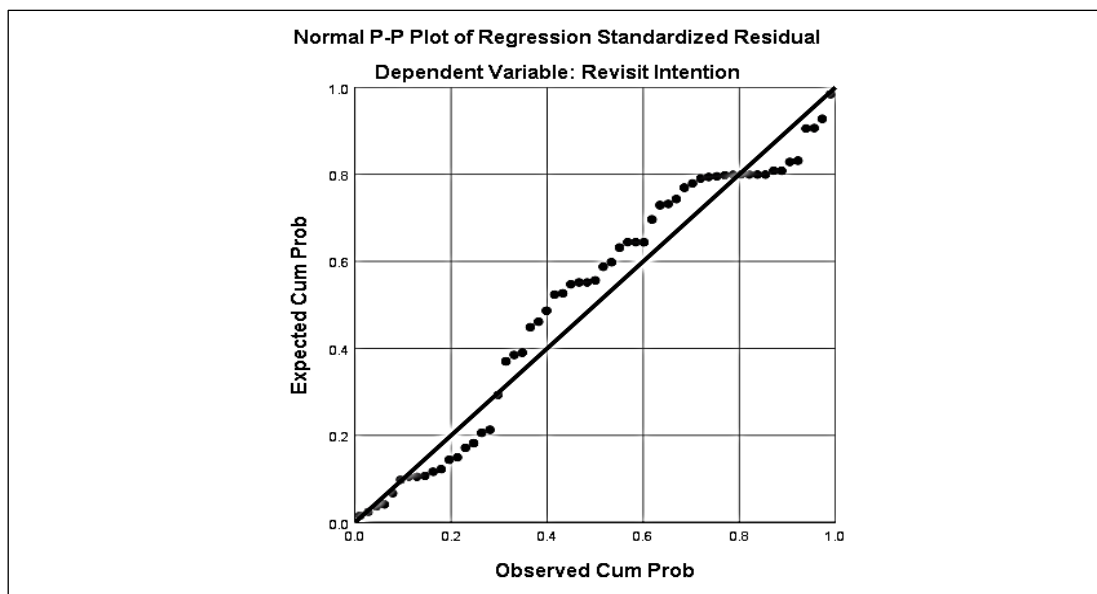
Sub-structuralP-

Figure 3: Source: Primary data processed in 2023

From the substructural picture above, it can be seen that the dots follow and approach the diagonal line, so it can be concluded that the regression model meets the normality assumption.

The Influence of Brand Image and Service Quality on Customer Satisfaction

To test the effect of Brand Image and Service Quality on Customer Satisfaction and the magnitude of the direct effect using a linear regression method. The calculation results are presented in the table below:

The effect of Brand Image on Customer Satisfaction is significant at the α level of 5% with a p-value of 0.062. This means that Brand Image has no significant effect on Customer Satisfaction. The effect of service quality on customer satisfaction is significant at the α level of 5% with a p-value of 0.000. This means that Service Quality affects Customer Satisfaction; better Service Quality can increase Customer Satisfaction. The magnitude of the coefficient of determination is shown by the summary model, where the Adjusted R Squared value is 0.655, which means that the contribution of Brand Image and Service Quality to Customer Satisfaction is 65.5%. In comparison, 34.5% of the variable Customer Satisfaction is influenced by other variables.

Table 2
The Effect of *Brand Image* and Service Quality on Customer Satisfaction

Model	Unstandardized Coefficients	Standardized Coefficients	Betas	t	Sig.
	B	std. Error			
Constant	1,391	2,354		0.591	0.557
Brand Images (X1)	0.261	0.137	0.271	1,908	0.062
Service Quality (X2)	0.402	0.099	0.576	4,056	0.000
Dependent Variables	Customer Satisfaction (Y1)				
R	0.817				
R2	0.667				
R2 Adjusted	0.655				
F Count	56,096				
probability	0.000				
Line Equations 1	$Y_1 = \beta_1 X_1 + \beta_2 X_2 + \varepsilon 1$				
Results	$Y_1 = 0.271 + 0.576 + 0.577$				

Source: Primary data processed in 2023

The Influence of Brand Image, Service Quality, and Customer Satisfaction on Revisit Intention (Y2)

To determine the effect of Brand Image, Service Quality and Customer Satisfaction on Revisit Intention directly and the magnitude of the direct influence using multiple linear regression methods. The calculation results are presented in Table 3 below:

The influence of *Brand Image* on Customer Satisfaction is significant at the α level of 5% with a p-value of 0.348. This means that *Brand Image* has no significant effect on *Revisit Intention*. The effect of Service Quality to *Revisit Intention* is significant at the α level of 5% with a p-value of 0.027. This means that Service Quality has a significant influence on *Revisit Intention*. The Effect of Customer Satisfaction to *Revisit Intention* is significant at the α level of 5% with a p-value of 0.028. This means that customer satisfaction has a significant effect on *Revisit Intention*. Higher Customer Satisfaction can increase *the Revisit Intention*. The significance of the coefficient of determination is shown by *the summary model,* where the value is *Adjusted R Squared* is 0.615, meaning that the contribution of Brand Image, Service Quality and Customer Satisfaction to Revisit intention reaches 61.5%. The magnitude of the influence of other variables is 38.5%. This shows that the contribution of *Brand Image*, Service Quality, and Customer Satisfaction to the *Revisit Intention variable* is 61.5%. In comparison, 38.5% of the *Revisit Intention variable* is influenced by other variables not present in this study.

Table 3
The Effect of *Brand Image*, Service Quality and Customer Satisfaction on *Revisit Intention*

Model	Unstandardized Coefficients	Standardized Coefficients	Betas	t	Sig.
	B	std. Error			
Constant	2,225	2,366		0.940	0.351
Brand Images (X1)	0.134	0.142	0.146	0.946	0.348
Service Quality (X2)	0.256	0.113	0.387	2,272	0.027
Customer Satisfaction (Y1)	0.301	0.134	0.317	2,250	0.028
Dependent Variables	Revisit Intention (Y2)				
R	0.797				
R2	0.635				
R2 Adjusted	0.615				
F Count	31,943				
probability	0.000				
Line Equations 1	$Y_2 = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Y_1 + \varepsilon 2$				
Results	Y2 = 0.146 + 0.387 + 0.317 + 0.604				

Source: Primary data processed in 2023

The Influence of Brand Image and Service Quality on Revisit Intention Through Customer Satisfaction

The hypothesis testing method is carried out by path analysis, namely by using multiple regression and filtering based on statistical tests and significance. This statistical test can be carried out using the standardized beta coefficient (standard β). If the β value is significant, then the path coefficient is significant. The path coefficients that are not significant are discarded. A significance test can be done by comparing the significance of these pathways. If the significance value of the path coefficient is less than 0.05, the coefficient is considered significant. Conversely, if the significance value of the coefficient is more significant than 0.05, it is considered insignificant. To see the effect of Brand Image and Service Quality on Revisit Intention through Customer Satisfaction is presented in Table 4 below:

Table 4
Summary of Results of the Analysis of Direct, Indirect, and Total Effects of the Path Analysis

Variable	Direct Influence	Sig.	Indirect Influence	Total Impact	Information
Brand Image (X1) ⮕ Customer Satisfaction (Y1)	0.271	0.062	-	-	Not significant
Service Quality (X2) ⮕ Customer Satisfaction (Y1)	0.576	0.000	-	-	Significant
Brand Image (X1) ⮕ *Revisit Intention* (Y2)	0.146	0.348	-	-	Not significant
Quality of Service (X2) ⮕ *Revisit Intention* (Y2)	0.387	0.027	-	-	Significant
Customer Satisfaction (Y1) ⮕ *Revisit Intention* (Y2)	0.317	0.028	-	-	Significant
Brand Image (X1) ⮕ Customer Satisfaction (Y1) ⮕ *Revisit Intention* (Y2)	0.146	-	0.271 x 0.317 = 0.086	0.086	Full Mediation
Service Quality (X2) ⮕ Customer Satisfaction (Y1) ⮕ *Revisit Intention* (Y2)	0.387	-	0.576 x 0.317 = 0.183	0.387 + 0.183 = 0.570	Partial Mediation

Source: Primary data processed in 2023

Based on Table 17, it appears that the total effect of the variable (X1) on the variable (Y2) through the variable (Y1) is (0.086), while the direct effect of the variable (X1) on the variable (Y2) is (0.146), or it can be interpreted as a complete path mediation. This means the Brand Image variable can only significantly influence the Revisit Intention variable if it goes through Customer Satisfaction. However, the total effect for the variable (X2) on the variable (Y2) through the variable (Y1) is more significant (0.570) than the direct effect (0.387), or it can be interpreted as a partial mediation path. This means that the Service Quality variable can directly influence the Revisit Intention variable without going through/involving the Customer Satisfaction variable. These results indicate that Customer Satisfaction is an intervening variable in the influence of Brand Image and Service Quality on Revisit Intention.

Structural Equation Model Test Results

Two indicators need to be seen to test the model's validity in path analysis, namely the total coefficient of determination (Rm2). In this case, the interpretation of the coefficient of determination (Rm2) is the same as that of the coefficient of determination (R2) in the regression analysis.

$$
\begin{aligned}
Rm &= 1 - (\sqrt{1-R21} * \sqrt{1-R22}) \\
&= 1 - (\sqrt{1-0{,}667} * \sqrt{1-0{,}635}) \\
&= 1 - (\sqrt{0{,}333} * \sqrt{0{,}365}) \\
&= 1 - (0.577 * 0.604) \\
&= 1 - 0.348 \\
&= 0.652
\end{aligned}
$$

The total value of the coefficient of determination is 0.652, indicating that the diversity of the data that the model can explain is 65.2%, or in other words, the information contained in the data is 65.2% which can be explained by other models (which have not been found in the model) and errors.

Hypothesis Testing

Based on the findings shown in Table 3, it can be observed that the beta coefficient for Brand Image is 0.142, the corresponding t-value is 0.946, and the associated p-value is 0.348. It is worth noting that all of these values exceed the predetermined significance level of p = 0.05 (or 5%). Consequently, these results suggest that there is no significant impact of Brand Image on Revisit Intention. The beta coefficient for Service Quality is 0.113, with a corresponding t-value of 2.272 and a p-value of 0.027. These values, all below the significance level of p = 0.05 (or 5%), suggest that Service Quality has a statistically significant impact on Revisit Intention. Consequently, the initial hypothesis positing a significant impact of Brand Image and Service Quality on Revisit Intention produces two outcomes: There is no observable impact of brand image on the intention to revisit. The impact of service quality on revisit intention is significant. The statistical research results indicate

that Service Quality exerts a more significant impact on Revisit Intention compared to Brand Image. Based on the findings shown in Table 2, the beta coefficient for Brand Image is determined to be 0.137. The corresponding t-value is calculated to be 1.908, and the associated p-value is reported as 0.062. Notably, all of these values above the predetermined significance level of p = 0.05 (or 5%).

Consequently, it can be concluded that the impact of Brand Image on Customer satisfaction is not statistically significant. The beta coefficient for Service Quality is 0.099, with a t value of 4.056 and a p-value of 0.000. These values, all below the significance level of p = 0.05 (or 5%), suggest that Service Quality significantly influences Customer Satisfaction. Consequently, the second hypothesis positing that Brand Image and Service Quality exert a substantial influence on customer happiness produces two outcomes: Service Quality demonstrates a noteworthy impact on customer contentment. On the contrary, it can be argued that Brand Image has a minimal impact on Customer Satisfaction. The statistical research results indicate that service quality exerts a more significant impact on customer satisfaction compared to brand image. Based on the findings presented in Table 3, the beta coefficient for Customer Satisfaction is determined to be 0.134, with a corresponding t-value of 2.250 in relation to the third hypothesis. The obtained p-value of 0.028 is lower than the predetermined significance level of 0.05 (or 5%). This suggests that there is a statistically significant relationship between Customer Satisfaction and Revisit Intention. Consequently, the acceptance of the third hypothesis is warranted, indicating that Customer Satisfaction exerts a significant influence on Revisit Intention. According to the findings presented in Table 4, the study reveals that Brand Image does not have a substantial impact on the Revisit Intention variable unless it first affects Customer Satisfaction. This is supported by the overall influence value of 0.086 and the direct influence value of 0.146. The direct influence of the Service Quality variable on the Revisit Intention variable is contingent upon its prior influence on the Customer Satisfaction variable. The total effect value (0.576) of this indirect influence is shown to be bigger than the direct effect value (0.387). In summary, the statistical analysis findings indicate that there is no statistically significant impact of Brand Image and Service Quality on Customer Satisfaction and Revisit Intention.

DISCUSSION OF RESEARCH RESULTS

Hotel Santika Premiere Malang has a good reputation and quality standards from the results of customer assessments. In terms of reputation, it can be seen from the results of the questionnaire distributed by researchers for the value of reputation, getting a score of 4.52 out of 5. It is the same as the assessment of one of the online booking platforms, which displays customer ratings of the Santika Hotel on average at 8.8

out of value 10, with a high rating on hospitality and cleanliness of the room. So the hospitality of the Santika Hotel employees can increase the hotel's reputation. In addition, Hotel Santika has standard procedures for reception check-in, selection of food ingredients with quality and price determined by the head office, and employee reception standards which also determine the creation of quality standards for its customers. Even so, this has yet to be fully able to encourage customers to return to stay at the Santika Hotel. Other factors also create interest to return (revisit intention), which are not solely influenced by brand image perceptions. Meanwhile, when viewed from the quality of its service, Hotel Santika guarantees security and comfort for its customers by providing 24-hour security services in the hotel area, rooms, and parking lots, as well as security for hotel guest data. In addition, the rooms and hotel areas are always clean and comfortable. Employees are also ensured to be in neat and clean condition. Hotel Santika, which has a unique characteristic in the uniform/design of employee work clothes by giving accents with ethnic nuances, such as; batik and sarongs for the front line staff, will be able to add a sense of comfort for customers to enjoy a unique Indonesian touch.

This research shows that hotel customers interested in visiting or staying again only sometimes see the Brand Image but rather prioritize the hotel's Service Quality. They will choose to stay for business or leisure purposes. Brand Image does not affect customer satisfaction. Even though there are indicators of brand association excellence as reflected in the reputation of Hotel Santika, their contribution to Brand Image has yet to create customer satisfaction. The brand image generated by Hotel Santika, which consists of its reputation and quality standards, has yet to satisfy customers. However, the quality of service that is formed from knowledge, courtesy, company ability and physical evidence from the appearance of employees to foster trust in customers can create customer satisfaction at the Santika Hotel. Tangibles (physical evidence) are reflected in employees' neat and clean appearance, which makes the most outstanding contribution to service quality. This means that the visually neat appearance of employees has a significant impact on creating positive perceptions about the quality of services Hotel Santika provides. In this case, Brand Image does not significantly influence customer satisfaction. However, service quality, especially in Tangibles aspects (such as neat employee appearance), significantly impacts customer satisfaction. Customer satisfaction has a significant effect on Revisit Intention, which means that the higher the level of customer satisfaction, can increase the intention to return or revisit intention. The customer satisfaction indicator that contributes the most to customer satisfaction is the buying experience, reflected in fast payment transactions. Hotel Santika is a business hotel that is in demand by business people; of course, customers always want a fast and efficient service process regarding room bookings and payment transactions. Therefore, Hotel Santika provides a multi-skill program for its employees to improve service speed.

Back office employees are trained to assist in front office services, which are more crowded during check-in and check-out hours, so hotel guests can be served quickly without waiting long for booking transactions or room payments. In addition, Hotel Santika has also created a hotel system program independently by the head office, namely the Front Office System, to make it easier for employees to make improvements and update data about their customers in order to boost customer satisfaction levels. Customer satisfaction is one of the critical factors affecting customer loyalty; when customers are satisfied with the service they receive, they will have a tendency to return and use the same service in the future. Improving customer satisfaction can be an essential strategy for strengthening long-term customer relationships. Customer satisfaction is a complete mediation (full mediation) of brand image on revisit intention, which means that brand image cannot significantly influence revisit intention without customer satisfaction. In this study, respondents consisted of hotel Santika customers with productive ages between 30-40 years, which means that the potential for this generation is dominant to explore buying experience and experience while staying at the hotel. These customers prioritize the satisfaction provided by the hotel rather than the perception of a hotel's brand image because the brand image cannot be seen but can be felt and shaped by a reputation, quality standards, positive image, and distinctive and sincere service from hotel employees, likewise, with service quality on revisit intention through customer satisfaction. Customer satisfaction is partial mediation; when customers are satisfied with the service quality, they will tend to return to using the service. In other words, customer satisfaction will encourage a revisit intention at the Santika Hotel.

CONCLUSION
Based on the findings of the study of brand image and service quality on revisit intention through customer satisfaction at Hotel Santika Premiere Malang City services, it can be concluded that from the research above, it was discovered that there is a different effect between Brand Image and Service Quality on Revisit Intention, where the findings show that Brand Image has no significant effect on Revisit Intention. Despite having a solid reputation and a positive brand image, the influence of Brand Image has yet to fully affect customer desire in returning to Hotel Santika services. However, Service Quality has been shown to have a considerable impact on Revisit Intention, particularly the Assurance component, which contributes the most to influencing customer interest in returning. As a result, a focus on improving Brand Image in order to increase customer interest in returning to Santika Hotels

is required in order for the company's vision to be used in fulfilling one of the hotel's goals to develop sustainable tourism in the hospitality industry.

Customer satisfaction at Hotel Santika Premiere Malang City is directly influenced by brand image and service excellence. Santika Hotel's brand image has yet to drive client satisfaction. Customers may return to Santika Hotel despite having a better brand image. However, it differs from service quality; if personnel deliver excellent service, it would result in better customer satisfaction at Hotel Santika Premiere Malang. Customer satisfaction has a direct and considerable positive effect on revisit intention at Hotel Santika, which indicates that the better the customer satisfaction, the greater the customer's choice and decision to return to Hotel Santika Premiere Malang (revisit intention). Although brand image has no positive or substantial effect on revisit intention via customer satisfaction, service quality has a considerable effect on revisit intention via customer satisfaction. This demonstrates how tough it is to create a positive brand image and adhere to customer perceptions. The main reason that Santika Hotel clients return is because of a great and memorable stay experience. Furthermore, planning and consistency from leadership and all staff are required to improve customer happiness. As a result, customers will continue to pick Santika and will recommend other visitors to visit and return to Hotel Santika Premiere Malang.

SUGGESTIONS

From the results of the research, discussion and research conclusions, several suggestions can be conveyed as follows: the service quality of Hotel Santika management is expected to improve service quality, especially in the aspects of Responsiveness and Empathy. Employee training and development in providing services with a fast response and how employees behave in giving attention to guests according to Santika's culture can help improve the quality of service at Santika hotels. There must be more than brand Image to encourage Revisit Intention for Santika Hotel customers. This is very important to make improvements from within the environment and outside the organization. Hotel Santika is expected to create a new strategy for the uniqueness of brand associations, namely distinctive service and sincere service. In accordance with the company's tagline that was created to shape Santika's image, namely hospitality from the heart, it is hoped that it can strengthen a positive brand image in building a better perception of customers about Hotel Santika. The Customer Loyalty Program does not only create programs for Santika Hotel customers but how to develop and packages attractive and functional customer loyalty programs. So that it can help in retaining satisfied customers to increase Revisit Intention, research can be carried out by involving more variables to identify other factors that can also affect

Revisit Intention and Customer Satisfaction. As well as increasing Cooperation with the Hospitality Industry: To increase the relevance and effectiveness of interest in returning, it is necessary to establish close cooperation with related industries.

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