

THE INFLUENCE OF BRAND IMAGE, MEMORABLE TOURISM EXPERIENCES, SERVICE QUALITY ON REVISITING INTENTION IN TOURISM AND HOSPITALITY INDUSTRY IN SAMARINDA

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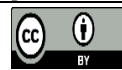
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ABSTRACT

This study aims to analyse and explain the effect of Brand Image, Memorable Tourism Experiences, and Service Quality on Revisiting Intention. The population in this study were visitors who at least visited two or more times to the Grand Sawit Hotel in Samarinda. The sample selection technique used nonprobability sampling, namely the Likert scale method with a sample size of 105 respondents. Data collection techniques using questionnaires. Analysis is used using Partial Least Square (PLS) with the SmartPLS version 0.3 application. The results of this study indicate that the influence of Brand Image has a positive and significant effect on Revisiting Intention; The influence of Memorable Tourism Experiences has a positive and significant effect on Revisiting Intention; The influence of Service Quality has a positive and non-significant effect on Revisiting Intention.



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INTRODUCTION

Tourism, being a comprehensive business, is a catalyst for economic growth. The definition of tourism has expanded to incorporate complicated functions like culture, experience, and education. In today's digital world, products related to tourism have a high information content and intangible value (Kim et al., 2021). The destination offers services that tourists can use for recreation, vacation, sports, religious activities, education, and other purposes. When engaging in tourism activities, destination features initially draw travelers. These qualities then develop into useful elements that influence the experiences of tourists. With the pragmatic component of a destination's features being so important, it is imperative that travelers have a positive and fulfilling travel experience (Singh & Singh, 2019).

Based on the commonly acknowledged perceptions that travelers' revisiting intention is what drives them to choose a location once more, an increasing number of researchers believe that memorable tourism experiences and destination image are significant factors influencing tourists' intention to return (Chang et al., 2014). The concept of loyalty refers to a visitor's intention to return, including the behavioral and behavioral elements that indicate a high likelihood of recommending the destination to friends or family (Dileep Kumar et al., 2020). Regardless of the method of service delivery, service providers must place a high priority on developing a social relationship with their clients (Alhathal et al., 2019).

Previous research on the topic of tourism indicates that the quality of an experience may play a significant role in determining a visitor's desire to return and in building lifelong travel memories (Ghorbanzadeh et al., 2021). Given the need to develop tourism destinations responsibly, it becomes imperative to create destinations in ways that actively enable

experiences that boost visitors' perceived experience value and destination sustainability (Seyfi et al., 2020).

According to Badan Pusat Statistik Indonesia, the progress of the hospitality industry in Indonesia has increased rapidly in the last 3 years. However, the COVID-19 pandemic in 2021 resulted in a -10.43% decrease in the hospitality industry. Hotel service industry started to fall sharply in 2021 with the number of 27.607 as the COVID-19 pandemic begins compared to year of 2020 with the number of 30.823, the hospitality service industry is still doing well in its development. With an increase of 4.32% in 2022, the hotel services industry experienced significant growth as the COVID-19 pandemic began to abate in the number of 28.800. In addition, compared to 2022, there were slightly more accommodation services in 2023 due to the economic recovery. The potential for tourism in Indonesia continues to be grow, and as the tourism industry expands at a rapid pace, Indonesia is becoming a popular travel destination for both domestic and foreign travelers. Indonesia's tourism industry is growing rapidly as well, helped by improved accommodations for tourists and updated infrastructure.

Customer satisfaction becomes the most important factor for business continuation in the hospitality sector, which includes tourism firms. According to Camilleri, (2018) Companies that offer tourism services need to know who their customers are. To comprehend the needs and tastes of their customers, they must constantly carry out market research. The marketing management process is in charge of recognizing, anticipating, and profitably meeting consumer needs. A hotel's customers may have varying wants and preferences. They might, however, consist of independent business travelers. As a result of relevant market research, hotel management will have a solid grasp of the tastes of its customers. This information will be helpful to hotel front desk employees as they serve guests appropriately. They might be able to improve the experience of visitors in this way.

According to the background information shown, there are still contradictions in the research findings between numerous factors that were previously examined in connection with the intention to revisiting intention. First, based on previous study involves Memorable tourism Experiences to Revisit intention as its variable, Central India served as the assessment cite for this study, and the results were negative and significant enough to warrant a return. In contrast, the other study's variable was Brand Image to Revisit Intention. Customers of Indonesian Halal restaurants served as the study's subject. With the result there is is a positive and significant relationship between brand image to revisit intention. Additionally, the results of the earlier study that used Service Quality as a measure to examine Revisiting Intention were significantly positive. Ten private hospitals in three major Malaysian cities Penang, Melaka, and Johor were utilized as the study's variable.

All the variables from previous studies will be combined in this study to determine the impact of each variable and which variable has the greatest influence on revisiting intention. The author use Grand Sawit Hotel Samarinda as the object of this research with Brand Image, Memorable Tourism Experience, and Services Quality on the decision to revisit the destination as its variables.

METHOD

This study uses 2 (two) types of variables, consisting of dependent variables of Revisiting Intention and independent variables consist of Brand Image, Memorable Tourism Experience, and Service Quality. This study uses the subject of visitors who have visited Grand Sawit Hotel Samarinda. This research uses quantitative data types with the data sources used are primary and secondary data. Primary data is data obtained from the first party, which is the respondents. whereas, secondary data is data obtained through second parties, in the form of journals, articles, reports and books (Yudaruddin R, 2021. p.9).

The population in this study are visitors to the Grand Sawit Hotel Samarinda who have visited the hotel at least twice or more, the number of which is not known. To obtain an appropriate result, ten (10) times the number of observations required to fulfill the requirements and accurately represent the underlying population (Hair et al., 2019. p.762). Considering multiply by a scale of 5 to 10 times rule as a loose guideline for the required minimum sample

size. In this research, there are a total of 21 indicators of 4 variables. To determine the sample size, the number of indicators will be multiplied by 5. Therefore, a sample of 105 respondents must be collected to complete this research.

Defined as PLS-SEM (partial least squares structural equation modeling), it is a hybrid of interdependence and dependency techniques. In PLS-SEM, the structural model is called the inner model, and the measurement model is frequently referred to as the outer model (Hair et al., 2019, p.764). Outer model is a specification of the relationship between latent variables and their indicators with two assessment criteria. Convergent validity, as a generic statistic, evaluates the degree to which the indicators of a construct converge and take item variance into account in reflective measurement models. Regression weights, or individual standardized factor loadings, ought to be at least 0.5 and ideally 0.7 (Hair et al., 2019). The degree to which a theoretical structural model's constructs differ from one another. The degree to which an indicator represents more than one construct in the theoretical model as opposed to how much it connects with other constructs is how it is measured (Hair et al., 2019). While in the inner model, (R²) will be tested. The model's ability to take into account variations in the dependent variable is assessed using the coefficient of determination (R²).

RESULTS AND DISCUSSION

Demographic Information

Demographic information showed that 53.3% of respondents were female and 46.67% were male. The majority of respondents were in the age group of >45 (48.57%) years. Most respondents (37.14%) have jobs other than self-employed, employees, civil servants, and state-owned employees. A more complete demographic profile of the respondents is provided in Table 1.

Measurement model test

The factor loadings of one indicator "BI2" was 0.611, respectively, which was lower than the recommended value of 0.5 Hair et al., (2019), where this value is still acceptable and categorised as exploratory research. Thus, the analysis can proceed to the discriminant validity test. Using reflexive indicators, discriminant validity is tested by determining if each variable's cross loading value is greater than that of the other variables; if it is, discriminant validity is said to be satisfied. Table 3 shows the cross loading value for each variable with the results of all cross loading values for each indicator of each latent construct having a value greater than other latent constructs. This shows that the model has good discriminant validity.

High reliability data have a composite reliability of greater than 0.7. Alpha Cronbach. The Cronbach Alpha test enhances the reliability test. For confirmatory research, a score of > 0.7 is expected, whereas for exploratory research, a value of 0.6–0.7 is still acceptable (Latan & Ghazali, 2015). Table 1 shows good construct reliability because the Composite reliability and AVE values on the Brand Image, Memorable Tourism Experiences, Service Quality, and Revisiting Intention variables are above 0.5 and have met the discriminant validity criteria.

Table 1. Cross Loading

Variable	Brand Image	Memorable Tourism Experiences	Revisiting Intention	Service Quality
I 1	0.845	0.576	0.587	0.541
BI 2	0.611	0.294	0.232	0.419
BI 3	0.831	0.561	0.498	0.515
BI 4	0.839	0.571	0.563	0.530
BI 5	0.787	0.606	0.515	0.583
BI 6	0.814	0.517	0.554	0.547
MTE 1	0.487	0.751	0.542	0.432
MTE 2	0.511	0.776	0.621	0.380
MTE 3	0.563	0.876	0.657	0.381
MTE 4	0.597	0.780	0.524	0.454
MTE 5	0.583	0.846	0.633	0.500

Variable	Brand Image	Memorable Tourism Experiences	Revisiting Intention	Service Quality
MTE 6	0.558	0.806	0.589	0.473
MTE 7	0.518	0.808	0.624	0.399
RI 1	0.476	0.501	0.780	0.305
RI 2	0.586	0.630	0.812	0.462
RI 3	0.564	0.655	0.865	0.505
RI 4	0.501	0.659	0.851	0.316
SQ 1	0.652	0.495	0.454	0.926
SQ 2	0.623	0.481	0.445	0.903
SQ 3	0.599	0.498	0.427	0.951
SQ 4	0.571	0.493	0.467	0.917

Table. 2 Discriminat Validity

Variable	Composite Reliability	AVE
Brand Image	0.909	0.672
Memorable Tourism Experiences	0.929	0.652
Revisiting Intention	0.897	0.685
Service Quality	0.959	0.855

Structural Path Model

Testing of the structural model (Inner Model) is done by looking at the R- Square value which is a goodness-fit model test. R-squares for each endogenous latent variable as the predictive power of the structural model. R-squares values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Latan & Ghozali., 2015). Measurement of the structural model is done by looking at the R-Square value which is a goodness-fit model test. Table.5 R Square shows that the R-square value simultaneously affects the Brand Image, Memorable Tourism Experiences, and Service Quality variables on Revisiting Intention is 0.580. So, it can be concluded that all exogenous constructs (Brand Image, Memorable Tourism Experiences, and Service Quality) simultaneously affect Revisiting Intention by 0.580 or 58% and the other 42% are variables not examined, and it can be said that the model is moderate.

Table 3. R-Square

Variable	R-Square
Brand Image	
Memorable Tourism Experiences	
Service Quality	
Revisiting Intention	0.580

By examining the parameter coefficient value and the significance value of the t statistics, hypothesis testing may be done with significance. Path Coefficients in the Algorithm Bootstrapping report. The t-value and significance (t-table significance 5% = 1.96) are less than the t-statistic value. On path coefficients, the bootstrapping method generates inner output.

Table 4. Path Coefficient

	Original Sample	Sample Mean	Standard Deviation	T Statist	P Values
Brand Image ->Revisiting Intention	0.251	0.263	0.110	2.280	0.023
Memorable Tourism Experiences -> Revisiting Intention	0.565	0.560	0.094	5.988	0.000
Service Quality ->Revisiting Intention	0.019	0.013	0.082	0.236	0.813

The coefficient of Brand Image on Revisiting Intention for the original sample is 0.251, to revisiting intention if there is increase in Brand Image then Revisiting Intention will increase, and vice versa if the brand image decreases then the revisiting intention will decrease. The t-statistic value is 2.280 (>1.96) or the p- value is 0.023 (<0.05). Because the t-statistic value of 2.280 is

greater than the t- table 1.96 and the p-value is less than 0.05, Brand Image has a positive and significant effect on Revisiting Intention. Hypothesis 1 validated.

The coefficient of Memorable Tourism Tourism on Revisiting Intention for original sample is 0.565, to revisiting intention if there is increase in Memorable Tourism Experiences then Revisiting Intention will increase, and vice versa if the Memorable Tourism Experiences decreases then the revisiting intention will decrease. The t-statistic value is 5.988 (>1.96) or the p-value is 0.000 (<0.05). Because the t-statistic value of 5.988 is greater than the t-table of 1.96 and the p-value is less than 0.05, Memorable Tourism Experiences has a positive and significant effect on Revisiting Intention. Hypothesis 2 is validated.

The coefficient of Service Quality on Revisiting Intention for original sample is 0.019, to revisiting intention if there is increase in Service Quality then Revisiting Intention will increase, and vice versa if the Service Quality decreases then the revisiting intention will decrease. The t-statistic value is 0.236 (<1.96) or the p- value is 0.813 (>0.05). Because the t-statistic value of 0.236 is smaller than the t- table of 1.96 and the p-value is more than 0.05, Service Quality has a positive and no significant effect on Revisiting Intention. Hypothesis 3 is rejected.

The Effect of Brand Image on Revisiting Intention

The results of hypothesis testing show that Brand Image has a positive and significant effect on Revisiting Intention with an t-statistic of 2.280 (>1.96) or a p- value of 0.023 (<0.05). Thus, hypothesis H1 in this study is accepted, this shows that Brand Image has a positive and significant effect on Revisiting Intention. The study's findings support the hypothesis, which holds that Brand Image significantly and positively influences Revisiting Intention. Furthermore, this study supports the findings of studies by Wardi et al. (2022), Maulida et al. (2020), and Istiqomah et al. (2023) they examine the connection between revisiting intention and brand image and discover that it has a positive effect.

Based on the results of this research, the findings indicate that respondents who visit at the Grand Sawit Samarinda hotel have a positive view of the establishment and believe that guests have a nice experience visiting. Grand Sawit Samarinda hotel is an attractive option for tourists looking for a distinctive experience because of its ideal position in the center of the city, which makes it simple to access the many public facilities and nearby tourist attractions. Grand Sawit Samarinda hotel distinctiveness as a sharia hotel enhances its attractiveness, particularly for tourists who admire indigenous traditions and traditions. The hotel's accessibility and unique features allow it to provide a unique experience that sets it apart from other Samarinda hotels, which increases its attractiveness in the sights of tourists. The Tourist Attraction indicator, which has the greatest brand image loading factor score of 0.845, provides support to this statement.

This demonstrates that guests at the Grand Sawit Samarinda hotel have a positive perception of the area. On the novelty indicator, there is a coefficient (0.611) that is still being studied in exploratory study. Visitors, especially those traveling on business, may feel more at ease if the hotel is conveniently located near public areas, workplaces, and medical facilities along major thoroughfares. Because the hotel is close the center of action, visitors will feel more at ease and can save time and effort by easily accessing public services. Although the hotel is strategically located in the city center near public facilities, there are other influencing factors related to facilities that are not related to location. However, many visitors come from outside Samarinda for vacation or work, they may face difficulties in accessing the hotel from the terminal, port or airport due to the lack of efficient transportation options. In addition, internal issues such as internet connectivity, adequate workspace, or conference facilities may not satisfy visitors' expectations. Thus, even if the location of the hotel is supportive, facilities aspects remain important concerns for incoming travelers.

According to the theory, an individual's attitude towards their activity is determined by how much they admire or despise it. When guests have a positive impression of the hotel's facilities and surroundings, it can influence their decision to stay. Visitors who feel that the surrounding area can make it simpler for them to access their requirements will have a stronger perception of behavioral control. Perceived behavioral control is defined as an individual's belief about the amount to which they have control over completing a behavior. The more easily

individuals can complete tasks to make use of the facility, the more probable it is that they will choose to return.

The effect of Memorable Tourism Experiences on Revisiting Intention

The results of hypothesis testing show that Memorable Tourism Experiences have a positive and significant effect on Revisiting Intention with an t-statistic of 5.988 (>1.96) or a p-value of 0.000 (<0.05). Thus, hypothesis H2 in this study is accepted, this shows that Memorable Tourism Experiences have a positive and significant effect on Revisiting Intention. The study's findings support the theory, which holds that memorable tourism experiences have a positive and significant impact on revisiting intention. Furthermore, this study aligns with the research conducted by Izzati et al. (2019), Torabi et al. (2022), and Zhang et al. (2018), which investigates the impact of memorable tourism experiences on revisiting intentions and concludes that such experiences have a positive influence.

Grand Sawit Hotel Samarinda offers guests the opportunity to experience something unique and enjoyable, according to the study's findings. After their journey is over, guests continue to remember the unforgettable visit from their time at the location. Their first impression can persuade them to come back in the future. If individuals who have been there numerous times still perceive novelty, it indicates that Hotel Grand Sawit Samarinda can keep providing its visitors with fresh and fascinating experiences. The attention to detail may be more noticeable to those who are already familiar with the property. Service improvements, building renovations, or new experiences that change and develop over time can all contribute to novelty. At Hotel Grand Sawit Samarinda, innovation extends beyond the current amenities. But also from the hotel's dedication to updating and innovating the visitor experience on a constant basis. The novelty indicator, which has the greatest memorable tourism experiences loading factor score of 0.876, provides support to this statement.

Positive new experiences are likely to be shared with others, either directly or through online reviews, according to the theory of a person's perception of social pressure or other people's expectations of specific behaviors. When subjective norms are influenced by good reviews or recommendations of new experiences from visitors each visit, they tend to be more encouraged to return to the hotel because of the support from their neighbourhood.

The effect of Services Quality on Revisiting Intention

The results of hypothesis testing show that Service Quality has a positive effect and has no significant effect on Revisiting Intention with an t-statistic of 0.236 (<1.96) or a p-value of 0.813 (>0.05). Thus, hypothesis H3 in this study is rejected, this indicates that Service Quality has a positive and no significant effect on Revisiting Intention. The study's findings contrast the hypothesis, which argues that service quality positively and significantly influences revisiting intention. Furthermore, this study differs with the research conducted by Wardi et al. (2022), Lai et al. (2020), and Nor et al. (2015), which investigates the relationship between service quality and revisiting intention and finds a positive correlation.

Among the primary factors ensuring a satisfying stay is the Hotel Grand Sawit Samarinda's ability to respond to guests' requirements and requests in a timely and accurate manner. Whether visitors are there for business or pleasure, the staff's ability to communicate clearly and offer pertinent solutions enhances the visitor experience. The responsiveness indicator, which has the greatest service quality loading factor score of 0.951, provides support to this statement. High service quality is reflected in responsiveness, but other social or contextual elements may have a greater influence on how customers feel or make decisions. Subjective norms and other elements, including the hotel's reputation, social setting, or distinctive experiences it provides, frequently impact the decisions made by guests. This implies that although great service accentuates good experiences, other factors might be more important in forming opinions and influencing choices to stay at the hotel.

While it is obvious that one of the key determinants of decisions in the travel and hospitality sector is service quality, its impact on the TPB variables may not always be as significant. Behavior attitudes are typically shaped by an individual's positive or negative decision-making experience.

When a customer's decision to visit is influenced by factors other than direct service, the Grand Sawit Hotel Samarinda is selected. Although the hotel provides excellent services, this does not largely affect their opinion. Giving reference to subjective norms may imply that suggestions made by reviewers place more attention on other aspects of the hotel— such as its reputation, its social setting, or the distinctive experiences it offers—than on the quality of its services.

This is in line with the research of Talukder et., al (2023) which found a positive and insignificant effect. This study's findings are not significant because, during the COVID-19 pandemic, visitors were concerned about viruses and infectious diseases. As a result, information technology (IT) can guarantee the quality of food service, which is crucial when choosing food service outlets and boosting visitor confidence in different five-star hotel

CONCLUSION

Based on the results of the research and the discourse thus far, it is possible to assume that:

- The study's conclusions demonstrate a strong and positive correlation between revising intention and brand image. The hypothesis is accepted since the study's findings support the idea that brand image has a positive and significant effect on revisiting intention. The study's findings show that respondents who have stayed at the Grand Sawit Samarinda Hotel have a positive opinion of the hotel's image.
- The research findings demonstrate that the relationship between Memorable Tourism Experiences and Revisiting Intention is positively and significantly impacted. The hypothesis, according to the study's findings, is accepted because it indicates that memorable tourism experiences significantly and positively impact revisiting intentions. The study's findings suggest that respondents who were guests of the Grand Sawit Samarinda Hotel had a positive view of the noteworthy travel experiences that guests recall long after their vacation has ended.
- The findings of the research indicate that the relationship between Service Quality and Revisiting Intention is positive and statistically significant. The premise that Service Quality has a positive and significant effect on Revisiting Intention is rejected because the study's data do not support this theory. According to the study's findings, elements other than direct service are what make respondents who are guests of the Grand Sawit Samarinda hotel chose which hotel to stay at.

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