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Research Article

The Influence of Service Quality and Facilities on Revisit Intention at Aufa Hotel with Customer Satisfaction as an Intervening Variable

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ABSTRACT

This study aims to analyze the influence of service quality and facilities on revisit intention at Aufa Hotel, with customer satisfaction as an intervening variable. The research is based on the importance of maintaining customer loyalty amid increasingly competitive conditions in the hospitality industry, particularly in plantation-based economic areas such as Manis Mata District, Ketapang Regency, West Kalimantan. This study employs a quantitative associative approach, with data collected through questionnaires distributed to 100 respondents who had stayed at Aufa Hotel at least twice. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method. The results indicate that both service quality and facilities have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction significantly influences revisit intention and also mediates the relationship between service quality and facilities with revisit intention. These findings suggest that consistently improving service quality and facilities plays a crucial role in shaping positive customer experiences and fostering customer loyalty.

Keywords: Service Quality; Facilities; Customer Satisfaction; Revisit Intention; Hotel

1. INTRODUCTION

The hotel sector plays a crucial role as a key driver in supporting the growth of the tourism and travel industry. The increasing flow of both domestic and international tourists has made the demand for comfortable, high-quality, and affordable accommodation more pressing than ever. On the other hand, competition within the hospitality industry is becoming increasingly intense. As Msi & Evyanto (2021) explains, technological advances nowadays make it easier for consumers to access various information that was previously difficult to obtain regarding products and services available in the market. This condition demands that service providers or business actors be able to respond to customer needs and desires, particularly through the provision of adequate facilities and optimal service delivery. Achieving customer satisfaction will ultimately foster strong customer loyalty.

Kurnia & Khasanah (2022) also highlight that digital transformation in the hospitality sector has made it much easier for consumers to access information and make room reservations online. Various travel platforms such as Agoda, Airy, Booking.com, Pegipegi, Traveloka, Trivago, TripAdvisor, and others prove that digitalization has a significant impact on service efficiency, benefiting both hotel management and guests. According to Kurnia & Khasanah (2022), a hotel can be understood as a business entity that provides accommodation services for travelers, managed directly by its owner and equipped with lodging, dining, and other supporting facilities. To meet customer expectations, each hotel must develop service strategies that can deliver optimal satisfaction. A hotel that successfully satisfies its guests will build trust and loyalty in the minds of customers. In simple terms, customer satisfaction can be defined as the level of feeling that arises after guests compare the services received with their initial expectations. In other words, this level of satisfaction is determined by how well the service results meet or even exceed what customers anticipate.

Research conducted by Belinda (2024) discusses that several main factors influence guest loyalty, including excellent service quality, adequate facility availability, pricing strategies that align with the value provided, as well as optimal guest experience management and hotel reputation. The study also emphasizes the importance of implementing technology to support guest experience management, regularly monitoring customer feedback, and adapting to market trend changes as an effort to maintain competitiveness amid the increasingly tight hospitality industry.

Service quality is one of the key factors that contributes to customer satisfaction (Syahriani & Kurniasari (2021). According to Wella & Elfanso (2022) service quality in the hospitality industry focuses on how service providers can fulfill customer needs and expectations accurately, thereby meeting or even exceeding what customers expect. Service can be

viewed as a system that comprises two main components: service operations, which are often invisible or unnoticed by customers, and service delivery, which is generally visible and recognized by customers (Apriyani & Armaniah 2024). Therefore, corporate image plays an important role in shaping customer perceptions. Generally, customers assess a company by how its resources are managed and operated. This assessment covers the accuracy in delivering services, the responsiveness to customer demands, the reliability of the staff serving them, the ease of building good relationships, and the existence of physical evidence that strengthens credibility.

In addition to service, the availability of facilities is also a supporting factor that cannot be overlooked in attracting consumer interest. Facilities function as means to make it easier for guests to carry out activities during their stay. Kurnia & Khasanah (2022) emphasize that facilities are one of the aspects considered by customers when choosing a hotel. Within the same price range, the more complete the facilities offered, the greater the satisfaction felt by guests, which ultimately makes them more likely to choose the same hotel again as their primary option based on the positive perception formed through the facilities they enjoy.

The study conducted by Sinaga et al. (2024) found that service quality has a positive and significant effect on customer satisfaction at Hotel Grandhika Setiabudi Medan. Furthermore, Kurniawan & Hanifah (2023), in their research at Novotel Jakarta Gajah Mada, demonstrated that facilities have a positive and significant effect on guests' intention to revisit. The study by Samosir & Wulandari (2024) at Fave Hotel Olo Padang shows that satisfaction significantly influences guests' revisit intention. Amidst the competitive hotel industry, Aufa Hotel operates in a strategically located area within a plantation-based and local transportation economy. However, the hotel faces challenges in retaining customers due to fluctuating guest numbers each month. The following presents Aufa Hotel's revenue data from 2022 to 2024.

Table 1. **Aufa Hotel Revenue for 2022–2024**

Year	Revenue (Rp)	Percentage %
2022	81.900.000	-
2023	88.800.000	8,42
2024	95.400.000	7,43

Source: Aufa Hotel, 2025

Based on the data in Table 1, it can be seen that Aufa Hotel's total revenue has increased annually from 2022 to 2024. In 2023, revenue rose by 8.42% compared to the previous year, and in 2024, it increased again by 7.43% from 2023. This shows a relatively stable trend in the hotel's revenue growth during that period. The growth in the number of guests achieved by Aufa Hotel cannot be separated from its consistency in maintaining service quality. The hotel offers various room types with adequate facilities, ranging from Standard rooms equipped with fans to VVIP rooms with a minibar and hot water. The quality of service is reflected in the staff's hospitality, room cleanliness, efficiency of check-in and check-out processes, and guest comfort during their stay. Seeing the positive trend in both guest numbers and revenue, the management of Aufa Hotel can consider implementing more extensive promotional strategies or adding supporting facilities to help optimize occupancy rates in the future.

2. RESEARCH METHOD

Type of Research

This study uses a quantitative approach with an associative research type. According to Sugiyono (2019), associative quantitative research aims to determine the relationship between two or more variables. This research is conducted to analyze the relationship between service quality and facilities on repeat stay intention through customer satisfaction as an intervening variable at Aufa Hotel.

Data Collection Techniques

The data used in this research consist of primary and secondary data. Primary data were collected through observation, interviews, and questionnaires. Observation was carried out by having the researcher directly go to the field to observe actual conditions according to the phenomena being studied. Interviews were conducted in two ways: structured and unstructured interviews (Sahir, 2022). The questionnaire instrument was prepared using a five-point Likert scale to measure respondents' level of agreement with the provided statements (Sahir, 2022). The respondents of this research are customers who have stayed at Aufa Hotel. Meanwhile, secondary data were obtained through internal reports of Aufa Hotel, such as occupancy rate data, customer reviews, and information related to the available hotel facilities.

Population and Sample

The population in this study consists of all customers who have stayed at Aufa Hotel during the 2022–2024 period, totaling

1,774 people. According to Sugiyono (2019), a population is the entire group of objects or subjects with certain characteristics determined by the researcher to be studied and used as a basis for drawing conclusions. The sample was determined using purposive sampling, which is the selection of respondents based on specific criteria, namely customers who have stayed at Aufa Hotel at least twice. The calculation of the sample size using the Slovin formula with a precision level of 10% resulted in a minimum number of 94.66 respondents. To strengthen the validity of the analysis, the sample size in this research was set at 100 respondents.

Research Variables & Measurement Scale

The variables in this research consist of independent, intervening, and dependent variables. The independent variables include Service Quality (X1) and Facilities (X2) (Sugiyono, 2019). The intervening variable is Customer Satisfaction (Z), while the dependent variable is Revisit Intention (Y). The measurement scale used in this research applies a five-point Likert scale with a range value of 1–5.

Data Analysis Technique

This research uses the Structural Equation Modeling (SEM) analysis technique based on Partial Least Square (PLS). This analysis is conducted to test hypotheses through the evaluation of the measurement model (outer model) and the structural model (inner model) (Juliandi, 2018). At the outer model evaluation stage, convergent validity is tested by considering the loading factor value (>0.60) and AVE value (>0.50). Discriminant validity is tested by comparing the Average Variance Extracted (AVE) value with the correlation between constructs. Reliability is measured by the composite reliability value (>0.70) and Cronbach's Alpha (>0.60) (Ashoer et al., 2019). Meanwhile, the inner model evaluation is conducted using the R-Square (R^2) test to see the magnitude of the influence of exogenous latent variables on endogenous latent variables. The R^2 value is categorized as strong (>0.75), moderate (>0.50), and weak (>0.25) (Juliandi, 2018). The hypothesis test is carried out by observing the p-value; the hypothesis is accepted if the p-value ≤ 0.05.

Variable Indicators

According to Astrika et al. (2021), the service quality variable can be measured using five indicators: tangibles, reliability, responsiveness, assurance, and empathy. Annishia & Prastiyo (2019) state that the facilities variable is measured using five indicators: complete bedding, restaurant and its supporting amenities, sports and entertainment facilities within the hotel, event space (ballroom), and parking area for visitors. In the study by Msi & Evyanto (2021), the customer satisfaction variable is assessed through four indicators: responsiveness, efficiency in service delivery, professionalism and service quality, and provision of good service. Meanwhile, according to Chan as cited in Hanjaya et al. (2019), there are four indicators that can influence consumer revisit intention, namely the intention to stay again in the future, the intention to recommend the hotel to others, the intention to invite others to stay at the hotel, and the willingness to share their satisfaction and experiences with others.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Convergent Validity

This test is examined through outer loading values and Average Variance Extracted (AVE). All indicators have outer loading values above 0.70 and AVE above 0.50, indicating that the indicators were convergent valid and able to explain the construct well.

Table 2. Convergent Validity Test Results

Variable	Indicators	Outer Loading	AVE
Service Quality (X1)	X1.1	0.959	0.912
	X1.2	0.938	
	X1.3	0.938	
	X1.4	0.959	
	X1.5	0.962	
	X1.6	0.954	
	X1.7	0.965	
	X1.8	0.954	
	X1.9	0.955	
Facilities (X2)	X2.1	0.976	0.916
	X2.2	0.954	
	X2.3	0.945	
	X2.4	0.966	
	X2.5	0.962	

	X2.6	0.939	
	X2.7	0.960	
	X2.8	0.947	
	X2.9	0.963	
Customer satisfaction (Y1)	Y1.1	0.748	0.564
	Y1.2	0.705	
	Y1.3	0.737	
	Y1.4	0.810	
Revisit Intention (Y2)	Y2.1	0.788	0.553
	Y2.2	0.750	
	Y2.3	0.731	
	Y2.4	0.739	
	Y2.5	0.732	
	Y2.6	0.720	

Source: Processed Data, 2025

The measurement evaluation in this study consists of a reflective measurement model in which the variables of Service Quality, Facilities, Customer Satisfaction, and Revisit Intention are measured reflectively. In Hair et al. (2021), the evaluation of the reflective measurement model consists of a loading factor > 0.70 and average variance extracted (AVE > 0.50). From the results of the variable testing, it is concluded that the variables are valid and reliable.

3.1.2 Discriminant Validity

Discriminant validity is tested using the Fornell-Larcker criteria. The results showed that the AVE root value of each construct is higher than the correlation value between other constructs. This means that each construct is significantly different from other constructs and has good discriminant validity.

Tabel 3. Discriminant Validity Test Results

Variable	Facilities	Customer satisfaction	Service Quality	Revisit Intention
Facilities	0.957			
Customer satisfaction	0.770	0.751		
Service Quality	0.086	0.398	0.954	
Revisit Intention	0.655	0.826	0.432	0.744

Source: Processed Data, 2025

Discriminant validity is tested using the Fornell-Larcker criteria. The results showed that the AVE square root value of each construct is greater than the correlation between other constructs: facilities (0.957), Customer Satisfaction (0.751), Service Quality (0.954), Revisit Intention (0.744). All constructs met the discriminant validity criteria, indicating that each construct stood independently.

3.1.3 Reliability Test

The reliability test is conducted by looking at Cronbach's Alpha and Composite Reliability (CR) values. All constructs in this model have Cronbach's Alpha and CR values above 0.70, indicating that each construct has high internal consistency, and all indicators are reliable in measuring their respective variables.

Tabel 4. Composite Reliability & Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Facilities	0.988	0.990
Customer satisfaction	0.741	0.838
Service Quality	0.988	0.989
Revisit Intention	0.838	0.881

Source: Processed Data, 2025

The results of the analysis in the **Table 4** show that the Cronbach's alpha value for the facilities variable construct is 0.988, Customer Satisfaction is 0.741, Service Quality is 0.988, and Revisit Intention is 0.838. All Cronbach's alpha values are > 0.70. Thus, all variables have reliability.

3.1.4 Coefficient of Determination (R-Square)

The test results show that the Customer Satisfaction variable has an R^2 of 0.537, meaning that 53.7% of the variation in satisfaction is explained by service quality and facilities. Revisit Intention variable has an R^2 of 0.612, meaning that 61.2% of the variation in Revisit Intention is explained by customer satisfaction. These values indicate that the model has strong explanatory power.

Table 5. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Customer Satisfaction	0.704	0.697
Revisit Intention	0.701	0.691

Source: Processed Data, 2025

R Square describes the amount of variation in the endogenous variable that can be explained by other exogenous/endogenous variables in the model. According to Chin (1998), the qualitative interpretation of R square values is 0.19 (low influence), 0.33 (moderate influence), and 0.66 (high influence). Based on the output of the Customer Satisfaction test, it is found that it could explain 70.4% of the influence, and the Revisit Intention test showed 70.1% influence. Based on Chin's interpretation, both variables have a high influence.

3.2 Hypothesis Testing

Hypothesis testing is conducted using path coefficient values and t-statistics (bootstrapping). The results are as follows:

3.2.1 Direct Effect Test

Table 6. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Service Quality —> Customer Satisfaction	0.335	6.061	0.000	Significant
H2	Facilities —> Customer Satisfaction	0.741	19.166	0.000	Significant
H3	Customer Satisfaction —> Revisit Intention	0.660	7.926	0.000	Significant
H4	Service Quality —> Revisit Intention	0.158	2.866	0.002	Significant
H5	Facilities —> Revisit Intention	0.134	1.368	0.086	Not Significant

Source: Processed Data, 2025

Based on the results of testing the direct effect of Smart PLS as follows:
1. The Effect of Service Quality on Customer Satisfaction
   The results indicate that Service Quality has a significant positive effect on Customer Satisfaction with a coefficient value of 0.335, a T-statistic of 6.061 (>1.92), and a P-value of 0.000 (<0.05). Therefore, the first hypothesis is accepted.
2. The Effect of Facilities on Customer Satisfaction
   The results indicate that the facilities have a significant positive effect on Customer Satisfaction with a coefficient value of 0.741, a t-statistic of 19.166 (>1.92), and a p-value of 0.000 (<0.05). Therefore, the second hypothesis is accepted.
3. The Effect of Customer Satisfaction on Revisit Intention
   The results indicate that Customer Satisfaction has a significant positive effect on Revisit Intention, with a coefficient value of 0.660, a T-statistic of 7.926 (>1.92), and a P-value of 0.000 (<0.05). Therefore, the third hypothesis is accepted.
4. The Effect of Service Quality on Revisit Intention
   The results indicate that Service Quality has a positive but insignificant effect on Revisit Intention, with a coefficient value of 0.158, a t-statistic of 2.866 (>1.92), and a p-value of 0.002 (>0.05). Therefore, the fourth hypothesis is accepted.
5. The Effect of Facilities on Revisit Intention
   The results indicate that facilities do not have an effect on Revisit Intention, with a coefficient value of 0.134, a t-statistic of 1.368 (>1.92), and a p-value of 0.086 (<0.05). Therefore, the fifth hypothesis is rejected.

3.2.2 Indirect Effect Test

Table 7. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Service Quality —> Customer Satisfaction —> Revisit Intention	0.221	4.827	0.000	Significant
H7	Facilities —> Customer Satisfaction —> Revisit Intention	0.489	7.443	0.000	Significant

Source: Processed Data, 2025

Based on the results of testing the indirect effect of Smart PLS as follows:

1. The effect of service quality on Revisit Intention through customer satisfaction

   The results indicate that Service Quality has a significant positive effect on Revisit Intention through customer satisfaction, with a coefficient value of 0.221, a t-statistic of 4.827 (>1.92), and a p-value of 0.000 (<0.05). Thus, the seventh hypothesis is proven, indicating that the customer satisfaction variable mediates the relationship between the service quality variable and Revisit Intention.

2. The Effect of Facilities on Revisit Intention through Customer Satisfaction

   The results indicate that facilities have a significant positive effect on Revisit Intention through customer satisfaction, with a coefficient value of 0.489, a t-statistic of 7.443 (>1.92), and a p-value of 0.000 (<0.05). Thus, the seventh hypothesis is proven, indicating that the customer satisfaction variable mediates the relationship between the facilities variable and Revisit Intention.

4. CONCLUSION

Based on the results of the analysis using the Structural Equation Modeling (SEM) method with the assistance of the SmartPLS application, this study draws several important conclusions. First, service quality has been proven to have a positive and significant effect on customer satisfaction, indicating that the better the quality of service provided, the higher the level of guest satisfaction. Second, the availability of adequate facilities also has a positive and significant impact on customer satisfaction; in other words, complete facilities both in the rooms and in supporting areas of the hotel can directly enhance guests' comfort. Third, customer satisfaction plays a crucial role as it significantly influences guests' intention to return to Aufa Hotel in the future. In addition, service quality also directly affects revisit intention, although its influence is stronger when mediated through satisfaction. Conversely, facilities do not have a direct significant effect on revisit intention but do have an indirect effect through customer satisfaction. Overall, these findings indicate that customer satisfaction acts as an important bridge that strengthens the effect of service quality and facilities in building guest loyalty. The results of this study offer practical contributions for the management of Aufa Hotel, especially as input to maintain consistent service quality and to ensure that facilities are well-maintained, so that guests' intention to return can continue to increase amidst the increasingly competitive hotel industry. As a follow-up, there are several points worth considering. First, the hotel should consistently maintain its service quality, starting from staff hospitality, prompt assistance to guests, down to small details that are often overlooked. Second, hotel facilities need to be properly maintained, especially room cleanliness, bed comfort, and supporting areas such as lounges or parking lots. Third, the hotel should routinely gather guest feedback through short surveys after check-out, so that any criticisms or suggestions can be addressed promptly. For future researchers, it would be beneficial to include additional variables such as price, location, or hotel reputation, and to broaden the population and sample so that future studies can be more comprehensive and provide useful references for other hotels.

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