

The Influence of Service Quality and Hotel Facilities on Repurchase Intention at Novotel Jakarta Gajah Mada

Dimas Dwi Putra^{1*}, Violintikha Harmawan²

^{1,2}Hospitality Management, Universitas Negeri Padang

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ABSTRACT

This study examines the effects of service quality and hotel facilities on repurchase intention among guests of Novotel Jakarta Gajah Mada. A quantitative causal-associative design was applied to 100 guests who had previously stayed at the hotel. Data were collected through a five-point Likert-scale questionnaire and analyzed using descriptive statistics, classical-assumption tests, and multiple linear regression in SPSS. The regression model was significant ($F = 128.389$, $p < 0.001$) and explained 72.6% of the variance in repurchase intention ($R^2 = 0.726$). Service quality had a positive and significant effect ($B = 0.511$, $\beta = 0.608$, $t = 6.235$, $p < 0.001$), as did hotel facilities ($B = 0.250$, $\beta = 0.275$, $t = 2.816$, $p = 0.006$). The larger standardized coefficient for service quality indicates that it was the more dominant predictor. The findings suggest that management should prioritize consistent, responsive, and friendly service while maintaining reliable Wi-Fi, water pressure, and parking arrangements to strengthen guests' intention to return.

Corresponding Author:

Dimas Dwi Putra

Manajemen Perhotelan, Universitas Negeri Padang

Email: dimasdwiputra76@gmail.com

1. INTRODUCTION

The Indonesian hotel industry is increasingly competitive, especially in Jakarta, where business, government, and tourism activities generate sustained demand for accommodation. Hotels must therefore compete not only through room availability and location but also through the quality of the guest experience [1]. Product and service design provides an additional managerial perspective for aligning service offerings with customer needs [2]. In this context, service quality and the adequacy of hotel facilities are two controllable attributes that may influence whether guests choose the same hotel again.

Novotel Jakarta Gajah Mada is strategically located in West Jakarta near business districts, culinary destinations, and tourist attractions such as the National Monument and Kota Tua. Location is also an important managerial consideration because accessibility and proximity to activity centers can strengthen the attractiveness of a service business [3]. The hotel provides 24-hour service and facilities that include modern guest rooms, complimentary Wi-Fi, an international restaurant, a fitness center, and a swimming pool. The hotel serves domestic and international guests. Its room occupancy performance for July–December 2024 and 2025 is presented in Table 1.

Table 1. Room Occupancy Rate at Novotel Jakarta Gajah Mada

Month	Room Sold 2024	OCC 2024	Room Sold 2025	OCC 2025	Target OCC Rate
July	4,848	68%	5,134	72%	75%
August	4,991	70%	5,348	75%	75%
September	4,416	64%	4,760	69%	75%
October	4,706	66%	5,062	71%	75%

November	4,761	69%	5,104	74%	75%
December	5,561	78%	5,918	83%	75%

Source: Internal operational room-occupancy report of Novotel Jakarta Gajah Mada, 2024–2025.

During July–December 2024, the hotel exceeded its 75% occupancy target only in December, when occupancy reached 78%. In 2025, the target was achieved in August at 75% and surpassed in December at 83%, whereas occupancy in the remaining months stayed below the expected level. Even so, each monthly rate in 2025 was higher than in the corresponding month of 2024. This pattern points to stronger room demand, but occupancy growth alone cannot establish whether previous guests intended to return. Repurchase intention must therefore be assessed directly from guests who have experienced the hotel's services.

Repurchase intention reflects a customer's willingness to purchase or use the same service again after evaluating a prior experience [4]. In a hotel setting, it concerns not only whether guests plan to stay at the same property again, but also whether they are likely to prefer it over competing accommodation.

Before the main survey was conducted in April–May 2026, preliminary interviews were carried out with three guests who had previously stayed at Novotel Jakarta Gajah Mada. The interview questions were based on four dimensions of repurchase intention—transactional, referential, preferential, and exploratory intentions—adapted from [5]. Two participants viewed the speed and efficiency of the service positively, whereas one considered staff friendliness inconsistent. Despite this concern, all interviewees indicated a willingness to recommend the hotel, mainly because of their overall service experience and the cleanliness of the facilities.

These initial responses suggest that the hotel's service performance is generally favorable, although it is not equally consistent across all encounters. Staff friendliness, politeness, and responsiveness appear to be existing strengths, while complaint handling, employee competence, and interdepartmental coordination remain areas requiring closer managerial attention. This distinction is important because guests do not evaluate service quality only from routine interactions; their judgments are often shaped more strongly by how the hotel responds when a problem occurs. Service quality consequently influences both the immediate evaluation of the stay and the behavioral intention that follows [6]. From a total quality management perspective, improvement should not depend on occasional corrective action but on continuous monitoring, clear operating standards, and consistent execution across departments [7].

Hotel facilities form a second part of the guest experience because they affect comfort, convenience, and the perceived value of the stay. Previous research conducted at Novotel Jakarta Gajah Mada found that facility quality was associated with revisit intention through guest satisfaction [8]. This evidence indicates that facilities should not be judged solely by whether they are available. Their condition, accessibility, and reliability during use are equally important.

Guest feedback showed that the rooms were generally clean and well maintained, the air-conditioning system operated properly, and the breakfast selection was considered adequate. However, inconsistent shower water pressure, unstable Wi-Fi connectivity, and limited parking during peak periods remained recurring operational concerns. Although these issues may appear minor when considered separately, they directly affect the usability of the service environment and may weaken an otherwise positive stay. Their recurrence also highlights the need for preventive maintenance rather than relying mainly on repairs after complaints have been submitted [9].

Existing studies have often examined service quality and hotel facilities in separate models, while others have focused on satisfaction as an intervening mechanism [5], [8]. As a result, there is still limited evidence on how strongly these two controllable hotel attributes contribute to repurchase intention when assessed simultaneously within the same urban hotel. This study addresses that issue by estimating their partial and joint effects in a single regression model at Novotel Jakarta Gajah Mada. The statistical results are interpreted together with occupancy records and preliminary guest feedback, allowing the analysis to distinguish between rising room demand and guests' actual intention to return. The study therefore examines the effects of service quality and hotel facilities on guests' repurchase intention.

2. METHOD

This study employed a quantitative causal-associative design to examine the effects of service quality (X1) and hotel facilities (X2) on repurchase intention (Y) [10]. Data were collected at Novotel Jakarta Gajah Mada from April to May 2026. The accessible population used to determine the minimum

sample size consisted of 31,326 room-stay transactions recorded between July and December 2025, as calculated from the Room Sold 2025 data presented in Table 1. Using Slovin's formula with a 10% margin of error, the minimum sample size was calculated as $n = 31,326 / [1 + 31,326(0.10^2)] = 99.68$ and rounded to 100 respondents. Participants were required to have previously stayed at the hotel, be at least 17 years old, have participated in the room-reservation decision, and be willing to complete the questionnaire, thereby ensuring that the data were obtained from guests with direct experience of the hotel [11]. The study examined service quality (X1), hotel facilities (X2), and repurchase intention (Y), with each construct measured through questionnaire statements using a five-point Likert scale ranging from strongly disagree to strongly agree. Respondents completed the questionnaire based on their actual experiences at Novotel Jakarta Gajah Mada. The instrument comprised 30 statements, consisting of 10 items for service quality, 10 items for hotel facilities, and 10 items for repurchase intention. A pilot test was conducted before the main survey, and all items were declared valid because their corrected item-total correlation values exceeded the critical r-value, while all constructs met the minimum Cronbach's alpha criterion for reliability. Data were analyzed using IBM SPSS Statistics Version 25 through descriptive statistics, instrument validity and reliability testing, classical-assumption tests covering normality, multicollinearity, and heteroscedasticity, multiple linear regression, partial t-tests, the simultaneous F-test, and coefficients of determination, with statistical decisions made at a 5% significance level.

3. RESULTS

3.1. Respondent Characteristics and Descriptive Statistics

Of the 100 respondents, 54% were male and 46% were female. Most respondents were aged 17–20 years (53%), followed by those above 40 years (19%), aged 21–30 years (18%), and aged 31–40 years (10%). Table 2 shows that hotel facilities recorded the highest mean score ($M = 38.73$, $SD = 7.564$), followed by service quality ($M = 38.63$, $SD = 8.188$) and repurchase intention ($M = 37.34$, $SD = 6.882$).

Table 2. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Dev.
Service Quality (X1)	100	10	50	38.63	8.188
Hotel Facilities (X2)	100	15	50	38.73	7.564
Repurchase Intention (Y)	100	18	50	37.34	6.882

Source: Processed SPSS output, 2026.

3.2. Classical Assumption Tests

The regression model satisfied all classical assumptions. The residuals were normally distributed because the Kolmogorov–Smirnov significance value was 0.068 (> 0.05).

Table 3. One-Sample Kolmogorov–Smirnov Test

Statistic	Unstandardized Residual
N	100
Test Statistic	0.128
Asymp. Sig. (2-tailed)	0.068

Source: Processed SPSS output, 2026.

No serious multicollinearity was detected because both predictors had a tolerance value of 0.297 and a VIF of 3.368.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Service Quality (X1)	0.297	3.368
Hotel Facilities (X2)	0.297	3.368

Source: Processed SPSS output, 2026.

The Glejser test also showed no heteroscedasticity, as the significance values for service quality (0.096) and hotel facilities (0.087) exceeded 0.05.

Table 5. Heteroscedasticity Test Results

Variable	Sig.
Service Quality (X1)	0.096
Hotel Facilities (X2)	0.087

Source: Processed SPSS output, 2026.

3.3. Regression and Hypothesis Testing

The regression equation was:

$$Y = 7.908 + 0.511X1 + 0.250X2 + e$$

Service quality had a positive and significant effect on repurchase intention ($B = 0.511$, $\beta = 0.608$, $t = 6.235$, $p < 0.001$), while hotel facilities also had a positive and significant effect ($B = 0.250$, $\beta = 0.275$, $t = 2.816$, $p = 0.006$). The larger standardized coefficient indicates that service quality was the stronger predictor.

Table 6. Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	7.908	1.930	—	4.098	<0.001
Service Quality (X1)	0.511	0.082	0.608	6.235	<0.001
Hotel Facilities (X2)	0.250	0.089	0.275	2.816	0.006

Dependent variable: Repurchase Intention (Y). Source: Processed SPSS output, 2026.

Both research hypotheses were therefore supported.

Table 7. Partial t-Test Results

Relationship	t-value	Critical t	Sig.	Decision
X1 → Y	6.235	1.985	<0.001	Supported
X2 → Y	2.816	1.985	0.006	Supported

Source: Processed SPSS output, 2026.

The overall regression model was also significant, $F(2, 97) = 128.389$, $p < 0.001$, confirming that service quality and hotel facilities jointly affected repurchase intention.

Table 8. ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3402.95	2	1701.47	128.389	<0.001
Residual	1285.49	97	13.25	—	—
Total	4688.44	99	—	—	—

Dependent variable: Repurchase Intention (Y). Source: Processed SPSS output, 2026.

3.4. Coefficient of Determination

Service quality alone explained 70.3% of the variance in repurchase intention ($R^2 = 0.703$), whereas hotel facilities explained 61.6% ($R^2 = 0.616$). In the combined model, both predictors explained 72.6% of the variance ($R^2 = 0.726$; adjusted $R^2 = 0.720$), leaving 27.4% attributable to factors outside the model.

Table 9. Model Summary for Service Quality

R	R Square	Adjusted R Square	Std. Error
0.839	0.703	0.700	3.767

Table 10. Model Summary for Hotel Facilities

R	R Square	Adjusted R Square	Std. Error
0.785	0.616	0.612	4.287

Table 11. Combined Model Summary

R	R Square	Adjusted R Square	Std. Error
0.852	0.726	0.720	3.640

Source: Processed SPSS output, 2026.

4. DISCUSSION

4.1. Descriptive Findings

Service quality is the strongest predictor in the regression model. Employee friendliness and attention received the highest index score (3.96), indicating that courteous interpersonal contact is a core strength that should be preserved across shifts. Complaint handling received the lowest score (3.67), showing that guests' evaluations may decline when problems are not resolved quickly or consistently. Management should therefore establish response-time standards, clarify escalation procedures between the front office and relevant departments, and review recurring complaints in daily operational briefings. This interpretation is consistent with evidence that service quality supports repurchase intention through positive customer evaluations [12]. Broader operational research also indicates that coordinated resource and supply-chain practices can support business performance, reinforcing the need for cross-functional consistency in hotel operations [13].

Hotel facilities also contributed significantly to repurchase intention. The completeness of core facilities—guest rooms, the lobby, and reception areas—received the highest score (3.94), whereas parking arrangements received the lowest score (3.78). These results should be interpreted alongside the preliminary complaints concerning unstable Wi-Fi and inconsistent shower water pressure. The hotel should conduct peak-hour Wi-Fi capacity checks, implement preventive maintenance and pressure testing for room plumbing, and improve parking flow through clearer signage, staff assistance, or overflow arrangements during high-occupancy periods. Such improvements would reduce functional inconvenience and help convert an otherwise satisfactory stay into a stronger intention to return [14].

Repurchase intention was reflected most strongly in guests' willingness to recommend Novotel Jakarta Gajah Mada to others (index = 3.92). Recommendation behavior suggests that a favorable experience can extend beyond an individual revisit decision and generate positive word of mouth. However, recommendation should not be treated as equivalent to actual repeat behavior; maintaining service consistency and reliable facilities remains necessary to convert favorable intentions into future bookings. This pattern is broadly aligned with research linking guest satisfaction to loyalty and repeat patronage [15].

4.2. Effects of Service Quality and Hotel Facilities

The partial tests confirmed that both predictors were statistically significant, but service quality had the larger standardized effect ($\beta = 0.608$) compared with hotel facilities ($\beta = 0.275$). For Novotel Jakarta Gajah Mada, this means that facility improvements should continue, but they cannot compensate for inconsistent interpersonal service or slow complaint resolution. The most defensible managerial priority is therefore to protect the quality of guest–employee interactions while ensuring that essential facilities function reliably.

The combined model explained 72.6% of the variance in repurchase intention ($R^2 = 0.726$), with an adjusted R^2 of 0.720. The small difference between R^2 and adjusted R^2 indicates that the explanatory power was not merely produced by adding the second predictor. The result supports the view that service delivery and the physical-service environment jointly shape guests' intention to return.

The remaining 27.4% may be associated with variables outside the model, including price fairness, brand image, promotions, prior staying experience, perceived value, and satisfaction. Prior hotel research has likewise emphasized the role of satisfaction in translating service quality into repurchase intention [16]. Future studies should test these mechanisms directly rather than treating the unexplained variance as evidence of any single omitted factor.

5. CONCLUSION

The respondents evaluated service quality, hotel facilities, and repurchase intention positively, with mean scores of 38.63, 38.73, and 37.34, respectively. Service quality had a positive and significant effect on repurchase intention ($B = 0.511$, $\beta = 0.608$, $t = 6.235$, $p < 0.001$), while hotel facilities also showed a positive and significant effect ($B = 0.250$, $\beta = 0.275$, $t = 2.816$, $p = 0.006$), with service quality emerging as the more dominant predictor. Simultaneously, both variables significantly predicted repurchase intention ($F = 128.389$, $p < 0.001$) and explained 72.6% of its variance ($R^2 = 0.726$; adjusted $R^2 = 0.720$), whereas the remaining 27.4% was associated with factors outside the model. These findings show that guests' intention to return is shaped by both interpersonal service quality and the reliability of hotel facilities. Hotel management should therefore maintain employee friendliness while improving complaint handling through clear response-time standards, cross-department escalation procedures, and periodic service-recovery training. Facility improvements should prioritize Wi-Fi stability, shower water pressure, and parking arrangements during peak occupancy, supported by preventive maintenance and routine guest-feedback monitoring to identify operational problems before they reduce repeat-stay intentions.

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