The Influence of Product Quality and Price Perception on Repurchase Intention at Favehotel Olo Padang

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Article Info	ABSTRACT
	The Indonesian hospitality industry is experiencing rapid growth, intensifying competition among hotels. This study examines the influence of product quality and price perception on repurchase intention at Favehotel Olo Padang. Using a quantitative associative approach, data were collected from 100 guests through questionnaires measured on a Likert scale. The analysis employed multiple linear regression using SPSS version 26.00. Results indicate that product quality and price perception together significantly influence repurchase intention (F = 6.323, p = 0.003). Individually, price perception shows a significant positive effect (t = 2.178, p = 0.032), while product quality does not demonstrate significant influence (t = 1.967, p = 0.052). The coefficient of determination reveals that both variables explain 11.5% of repurchase intention variation, with the remaining 88.5% influenced by other factors. These findings suggest hotel management should prioritize competitive pricing strategies while maintaining product quality standards to enhance guest retention and loyalty.

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1. INTRODUCTION

The hospitality industry in Indonesia is experiencing rapid development, characterized by increasing hotel numbers, diverse product offerings, and enhanced quality standards aimed at meeting the needs of both domestic and international guests [1]. This industry plays a crucial role in supporting Indonesia's tourism development and requires continuous innovation to remain competitive in hotel management [2]. Hotels serve as accommodation facilities that utilize entire or partial buildings to provide lodging services, food and beverages, and other commercial services meeting specific requirements [3].

Padang City, as the capital of West Sumatra Province, has become a tourism activity center experiencing annual increases in hotel guests. This development is evident from the growing accommodation options, ranging from budget hotels to four-star establishments. The increasing number of guests in Padang City drives hospitality industry development while simultaneously intensifying competition among hotels. In this competitive environment, hotels must deliver quality products and offer prices aligned with guest-perceived value. This is essential to ensure guest satisfaction and willingness to return or demonstrate repurchase intention [4].

Favehotel Olo Padang, operating under Archipelago International management since August 18, 2016, represents one hotel facing this competition. As a three-star hotel located strategically at Jalan Belakang Olo No. 46, Kelurahan Olo, Kecamatan Padang Barat, it serves as a primary choice for tourists and business travelers. Current hospitality industry competition requires Favehotel Olo Padang to continuously improve product quality and establish appropriate price perceptions to achieve optimal repurchase intention levels. In the hospitality industry, repurchase intention becomes a key factor determining hotel sustainability and competitiveness [5].

Repurchase intention reflects guests' willingness to make repeat purchases after previous purchases, driven by considerations deemed important by guests [6]. This can be observed through the frequency of returning guests. Data from Favehotel Olo Padang shows occupancy fluctuations from January to June

2025, with January, February, April, May, and June recording above 80% occupancy. However, March experienced a significant decline to 53.74%, indicating potential issues affecting guest interest and repurchase intention [7]. Research indicates repurchase intention is measured through four indicators: transactional intent, referential intent, preferential intent, and exploratory intent, each reflecting different aspects of repurchase behavior [8].

Observations during the internship period from July to December 2025 revealed phenomena affecting guest repurchase intention at Favehotel Olo Padang. Product quality, defined as a product's ability to perform intended functions including durability, reliability, ease of use, ease of repair, and valuable features, significantly influences guest satisfaction [9]. Guest reviews on online travel agent platforms revealed issues with facilities not functioning properly or inadequately maintained, causing guests to perceive prices as inconsistent with received product quality. These complaints reflect experiences of dissatisfaction during stays, with dominant issues related to service and facilities quality, including poorly maintained rooms, non-functioning televisions, inadequate air conditioning, and unfriendly staff attitudes [10].

Price perception plays an important role in influencing consumer repurchase intention [11]. When guests perceive prices paid as inconsistent with received product quality and service, negative price perceptions form. This perception can decrease trust and satisfaction levels, ultimately impacting low guest repurchase intention. Guest reviews indicate dissatisfaction with price perception at Favehotel Olo Padang, particularly regarding inadequate room facilities including hot air conditioning, damaged televisions, and noise disturbance from adjacent rooms. Many guests assessed that prices paid were inconsistent with received service quality, with some mentioning they could obtain better facilities elsewhere at similar prices [12].

Previous research by Nova and Tuti examined product quality and price perception effects on customer satisfaction and repurchase willingness at Rumah Kuliner Ibu Rio [13]. Another study by Syahrizal and Sigarlaki investigated product quality and price perception effects on repurchase intention mediated by customer satisfaction for ready-to-drink beverages [14]. Additionally, Shabrina and Budiatmo examined product quality and price effects on repurchase interest with purchasing decisions as intervening variables at Holland Bakery Pandanaran Semarang [15]. Most previous research focused on food and beverage sectors with customer satisfaction or purchasing decisions as mediating variables, while limited research specifically examined these relationships in the hospitality industry context. This study addresses this gap by providing empirical insights into how product quality perception and price perception influence hotel guest repurchase intention, using Favehotel Olo Padang as a case study.

2. METHOD

This study employed quantitative research with an associative approach. Associative research aims to determine relationships between two or more variables [16]. The research analyzed product quality and price perception influences on repurchase intention at Favehotel Olo Padang. The quantitative approach was used because this study relied on numerically processed statistical data to test formulated hypotheses. This approach enables objective and measurable analysis of relationships between independent and dependent variables, allowing researchers to identify significant influences between variables in causal relationships.

The research was conducted from November 2025 to January 2026 at Favehotel Olo Padang, located at Jalan Belakang Olo No. 46, Olo, Kecamatan Padang Barat, Kota Padang, West Sumatra Province 25116. The study population consisted of guests who had stayed at least once at Favehotel Olo Padang. Based on visitor data from January to June 2025, the total population was approximately 4,367 people per month. The sampling technique used non-probability sampling with purposive sampling approach, selecting samples based on specific relevant criteria for research objectives [17].

Sample criteria included FIT (Free and Independent Traveler) guests, guests who had stayed at Favehotel Olo Padang at least once, and guests currently staying at the hotel. According to Hair et al., appropriate sample sizes range from 100 to 200 respondents and can be adjusted to questionnaire indicator numbers, assuming 5-10 times the number of indicators [18]. With 16 indicators used in this study, the calculation yielded a minimum sample of 80 and maximum of 160 samples. Researchers adjusted to research conditions using 6 times the number of indicators, or 96 respondents rounded to 100, considered sufficient to represent the population.

The primary data type used was data collected directly from respondents through questionnaire distribution. The questionnaire consisted of closed questions given directly to respondents using Likert scales. Research instruments used questionnaires structured based on Likert scales with positive

statements relevant to both research variables. Each Likert scale answer has levels from very positive to very negative, categorized as: Strongly Agree (5), Agree (4), Less Agree (3), Disagree (2), and Strongly Disagree (1) [16].

Validity testing used Pearson Product Moment correlation analysis with SPSS version 26.00, with criteria: if Sig. value ≤ 0.05, data is valid; if Sig. value > 0.05, data is invalid. Reliability testing used Cronbach's Alpha coefficient, where if Cronbach's Alpha value > 0.6, data is reliable; if Cronbach's Alpha value < 0.6, data is unreliable [19]. Validity and reliability testing was conducted on 30 respondents with similar characteristics to the research population. Results showed all statement items for product quality, price perception, and repurchase intention variables were valid and reliable with Cronbach's Alpha values of 0.969, 0.938, and 0.936 respectively.

Data analysis techniques used descriptive statistical analysis and multiple linear regression analysis. Descriptive analysis aimed to obtain distribution frequency descriptions including maximum and minimum values, mean, median, standard deviation, and respondent achievement levels. Multiple linear regression analysis was used to determine product quality (X_1) and price perception (X_2) influences on repurchase intention (Y). Before hypothesis testing, prerequisite analysis tests were conducted including normality tests using One-Sample Kolmogorov-Smirnov, heteroscedasticity tests using Glejser test, and multicollinearity tests using tolerance and VIF values [20].

3. RESULTS AND DISCUSSION
3.1. Result
3.1.2. Respondent Characteristics

Based on research results from 100 respondents, characteristics were identified by gender, age, occupation, visit status, and reasons for staying as presented in Table 1.

Table 1. Respondent Demographic Profile (N=100)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	47	47.0
	Female	53	53.0
Age	<20 years	1	1.0
	21-30 years	59	59.0
	31-40 years	37	37.0
	>40 years	3	3.0
Occupation	Working	83	83.0
	Not Working	17	17.0
Visit Status	First-time guest	41	41.0
	Returning guest	31	31.0
	FIT guest	28	28.0
Reason for Staying	Vacation	38	38.0
	Business/Work	24	24.0
	Family Visit	13	13.0
	Transit/Travel	25	25.0

Table 1 shows majority respondents were female (53%), aged 21-30 years (59%), working (83%), first-time guests (41%), and staying for vacation purposes (38%).

3.1.2. Descriptive Analysis Results

Descriptive statistical analysis was conducted to examine mean values, standard deviations, minimum and maximum values for all research variables as presented in Table 2.

Table 2. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	Std. Dev	Category
Product Quality (X_1)	100	24	80	62.18	9.856	Good
Price Perception (X_2)	100	16	40	31.32	4.562	Good
Repurchase Intention (Y)	100	16	40	30.78	4.926	Good

Based on Table 2, product quality variables showed mean values of 62.18 (SD=9.856), categorized as good. Price perception variables obtained mean values of 31.32 (SD=4.562), also categorized as good. Repurchase intention variables showed mean values of 30.78 (SD=4.926), categorized as good. These

results indicate that overall, guests perceive product quality and price positively, leading to favorable repurchase intentions.

3.1.3. Prerequisite Analysis Test Results
3.1.3.1. Normality Test

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

Test Statistics	Value
N	100
Mean	0.0000000
Std. Deviation	2.34497
Kolmogorov-Smirnov Z	0.067
Asymp. Sig. (2-tailed)	0.200

Table 3 shows significance value of 0.200 (>0.05), indicating the regression model residuals are normally distributed, meeting normality assumption requirements.

3.1.3.2. Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results (Glejser Test)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.262	2.089	-	0.125	0.901
Product Quality (X_1)	-0.077	0.027	-0.281	-2.830	0.006
Price Perception (X_2)	0.196	0.055	0.352	3.542	0.001

Table 4 shows significance values below 0.05, indicating heteroscedasticity presence in the model, suggesting variance inequality across residuals.

3.1.3.3. Multicollinearity Test

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Product Quality (X_1)	0.898	1.114	No Multicollinearity
Price Perception (X_2)	0.898	1.114	No Multicollinearity

Table 5 shows tolerance values >0.10 and VIF values <10.00 for both variables, confirming no multicollinearity exists between independent variables.

3.1.4. Hypothesis Testing
3.1.4.1. Coefficient of Determination

Table 6. Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of Estimate
1	0.340	0.115	0.097	2.36902

Predictors: (Constant), Price Perception, Product Quality

Table 6 reveals R^2 value of 0.115, indicating product quality and price perception explain 11.5% of repurchase intention variance, while 88.5% is explained by other factors such as service quality, brand image, location, promotions, and emotional experiences.

3.1.4.2. Simultaneous Test (F-Test)

Table 7. ANOVA Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	70.972	2	35.486	6.323	0.003
Residual	544.388	97	5.612	-	-
Total	615.360	99	-	-	-

Dependent Variable: Repurchase Intention

Table 7 shows F-value of 6.323 with significance 0.003 (<0.05), indicating product quality and price perception simultaneously have significant influence on repurchase intention. This confirms the regression model is valid for prediction.

3.1.4.3. Partial Test (t-Test)

Table 8. Coefficients and Partial Test Results

Model	B	Std. Error	Beta	t	Sig.	Hypothesis
(Constant)	20.711	3.442	-	6.018	0.000	-
Product Quality (X_1)	0.088	0.045	0.198	1.967	0.052	Rejected
Price Perception (X_2)	0.198	0.091	0.220	2.178	0.032	Accepted

Dependent Variable: Repurchase Intention

Table 8 reveals product quality has positive but non-significant effect (t=1.967, p=0.052>0.05), while price perception has significant positive effect (t=2.178, p=0.032<0.05) on repurchase intention. The regression equation is:

$Y = 20.711 + 0.088X_1 + 0.198X_2$

Where Y = Repurchase Intention, X_1 = Product Quality, X_2 = Price Perception

3.2. Discussion

Based on descriptive analysis, product quality at Favehotel Olo Padang is categorized as good with a mean score of 62.18. This result indicates that the products offered have generally met guest expectations in terms of facilities, room comfort, and service consistency. Nevertheless, guest reviews reveal several issues related to facility maintenance, non-functioning amenities, and inadequate air conditioning systems that require managerial attention. Product quality reflects the overall characteristics of a product in fulfilling guest needs and satisfaction, including performance, features, conformance, reliability, durability, perceived quality, and aesthetics [21]. Therefore, continuous evaluation and improvement of product quality are essential to sustain guest satisfaction and maintain hotel competitiveness.

Furthermore, price perception at Favehotel Olo Padang is also categorized as good, with a mean score of 31.32. Guests perceive room prices as relatively affordable, competitive, and proportional to the facilities and services received. This positive perception indicates an alignment between the value received by guests and the costs incurred. Price perception refers to how consumers assess prices as high, low, or fair, which strongly influences purchase decisions and satisfaction levels [22]. However, some guests still express concerns regarding inconsistencies between prices and certain facilities, suggesting the need for management to maintain competitive pricing while simultaneously improving service quality.

In line with these findings, repurchase intention at Favehotel Olo Padang is classified as good, with a mean score of 30.78. This indicates that guests tend to revisit the hotel, recommend it to others, and show interest in using other services offered. Such tendencies reflect positive stay experiences that foster trust in Favehotel Olo Padang. Repurchase intention represents consumers' desire to repurchase products or services from the same provider, driven by satisfactory experiences related to quality, service, and perceived benefits [23]. High repurchase intention suggests a favorable level of guest loyalty, which can contribute to increased occupancy rates and long-term competitiveness. Nonetheless, continuous improvement in product quality, service delivery, and perceived value remains necessary to strengthen guest repurchase intentions.

Hypothesis testing results show that product quality does not have a significant influence on repurchase intention (t = 1.967, p = 0.052 > 0.05), although the relationship is positive. This finding is consistent with Kurniawan's research, which indicates that product quality does not significantly affect repurchase intention [24]. In the hospitality industry, product quality is often perceived as a basic requirement that must be fulfilled. When hotels within the same classification offer relatively similar levels of product quality, guests tend to consider other value-added factors, such as price, promotions, accessibility, and overall stay experiences. Thus, while product quality remains crucial for maintaining guest satisfaction and hotel image, it is not the sole determinant of repurchase intention [25], [26].

In contrast, partial hypothesis testing reveals that price perception has a significant influence on repurchase intention (t = 2.178, p = 0.032 < 0.05). This result confirms that price perception plays a significant role in guests' decisions to return to Favehotel Olo Padang. These findings support the research of Yasri et al., which demonstrates that price perception positively affects repurchase intention [27]. Guests place strong emphasis on the consistency between prices and the benefits received. When prices are perceived as reasonable, affordable, and proportional to the quality of facilities and services provided, guests are more likely to repurchase. Positive price perceptions generate a sense of value for money, thereby encouraging repeat visits. In a highly competitive hospitality industry, price perception

becomes a strategic tool for attracting and retaining guests through transparent and competitive pricing aligned with service quality [28], [29].

Simultaneously, the F-test results show an F-value of 6.323 with a significance level of 0.003 (< 0.05), indicating that product quality and price perception together have a significant influence on repurchase intention. This suggests that changes in product quality and price perception are followed by changes in repurchase intention. These findings are consistent with the research of Purnomo and Wijaksana, which states that product quality and price positively and significantly affect repurchase interest [30].

The adjusted R^2 value of 0.097 indicates that 9.7% of the variation in repurchase intention is explained by product quality and price perception, while the remaining 90.3% is influenced by other factors not included in this research model, such as service quality, hotel brand image, location, promotional strategies, emotional stay experiences, and individual guest characteristics and preferences. Although the explanatory power of the model is relatively low, the results indicate that product quality and price perception still play significant roles when considered simultaneously. This finding supports Retnowulan's research, which states that product quality and price perception jointly influence repurchase intention [31]. Similar conclusions are also reported by Rizal et al., who find that product quality and price have positive effects on repurchase interest [32].

Overall, although product quality and price perception are not the sole determinants of repurchase intention, both variables collectively play important roles in encouraging repeat purchase intentions. Therefore, Favehotel Olo Padang management should continue to maintain acceptable product quality standards while implementing competitive pricing strategies that align with guest expectations and perceived value.

4. CONCLUSION

Based on research results and discussion, several conclusions emerge. First, product quality at Favehotel Olo Padang is categorized as good, indicating offered products have met guest expectations and needs. Second, price perception at Favehotel Olo Padang is categorized as good, showing guests assess room prices as relatively affordable, competitive, and proportional to received facilities and service quality. Third, repurchase intention at Favehotel Olo Padang is categorized as good, indicating most guests have positive tendencies to make repeat purchases. Fourth, product quality does not significantly influence repurchase intention at Favehotel Olo Padang, though having positive influence direction. This indicates product quality is viewed as minimum standards requiring fulfillment, but is not the sole determinant encouraging repurchase intentions. Fifth, price perception significantly and positively influences repurchase intention at Favehotel Olo Padang, showing price perception is a dominant factor encouraging guest return intentions. Sixth, product quality and price perception simultaneously significantly influence repurchase intention at Favehotel Olo Padang, though with relatively low contribution levels of 11.5%. Based on these conclusions, several recommendations emerge. Hotel management should prioritize competitive pricing strategies while maintaining product quality standards to enhance guest retention and loyalty. Additionally, management needs focusing on other factors influencing repurchase intention, such as service quality, promotional strategies, and overall guest experiences. Future research should examine other variables not included in this study, such as service quality, brand image, location, and emotional experiences, to obtain more comprehensive understanding of factors influencing repurchase intention in the hospitality industry. Management should address facility maintenance issues and staff service quality to improve overall guest experiences and strengthen repurchase intentions.

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