

## The Influence of Price, Place, and Promotion on Guests' Repurchase Intention at Pangeran City Hotel

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### ABSTRACT

This study aims to analyze the influence of price, place, and promotion on guests' repurchase intention at Pangeran City Hotel, Padang. The research was motivated by occupancy-rate fluctuations and guest complaints concerning the mismatch between room rates and facilities, limited parking availability, and underperforming promotional activities. A quantitative causal-associative design was employed. Data were collected through a structured questionnaire distributed to 100 respondents who had checked out from Pangeran City Hotel, selected using purposive sampling. The instrument was measured using a five-point Likert scale and tested for validity and reliability prior to data collection. Data were analyzed using multiple linear regression in IBM SPSS Statistics version 26 after fulfilling the classical assumption tests of normality, heteroscedasticity, and multicollinearity. The results show that price ( $\beta = 0.363$ ;  $p = 0.011$ ) and place ( $\beta = 0.422$ ;  $p = 0.001$ ) have positive and significant effects on repurchase intention, while promotion ( $\beta = 0.245$ ;  $p = 0.119$ ) has a positive but insignificant effect. Place is the most dominant predictor. Simultaneously, the three variables explain 63.3% of the variance in repurchase intention. The findings imply that hotel management should align room prices with delivered facilities, sustain location-based service advantages, and redesign promotional strategies to be more relevant and attractive to repeat guests.

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## 1. INTRODUCTION

The hospitality industry is one of the key sectors supporting tourism and contributes substantially to national economic growth. The rapid expansion of business travel and leisure mobility has driven the proliferation of hotels across Indonesia, particularly in urban tourism destinations such as Padang City, the capital of West Sumatra Province. The growth in the number of accommodation providers, ranging from budget hotels to four-star properties, has intensified competition among hotels and has placed considerable pressure on hotel managers to retain guests rather than merely attract new ones [1], [2]. In this competitive environment, the ability to encourage guests to return becomes a strategic imperative, because repeat guests typically generate higher lifetime value and lower acquisition costs than first-time customers [3], [4].

Pangeran City Hotel is a three-star property under the Pangeran Group, operating 97 rooms and 4 meeting rooms. Situated at Jalan Dobi No. 3, Kampung Pondok, West Padang, the hotel is located approximately 40 minutes from Minangkabau International Airport, 10 minutes from Padang Beach, and 3 minutes from the city's main shopping center. Despite its strategic position, the hotel faces competitive pressure from numerous three- and four-star hotels in the same district, which makes guests' repurchase intention a critical performance indicator.

Occupancy data from Pangeran City Hotel during the second semester of 2024 demonstrate that guest visits have not stabilized. From July to December 2024 the occupancy rate fluctuated noticeably: it declined by 5% in August, increased by 9% in September, decreased again by 1% in October, rose by 2%

in November, and dropped by 6% in December. These fluctuations are summarized in Table 1 and signal an unresolved problem in maintaining guests' intention to return amid increasingly tight hotel competition in Padang City.

Table 1. Room Occupancy Rate of Pangeran City Hotel, July–December 2024

Month	Occupancy (%)	Change (%)	Trend
July 2024	62	—	Baseline
August 2024	57	–5	Decrease
September 2024	66	+9	Increase
October 2024	65	–1	Decrease
November 2024	67	+2	Increase
December 2024	61	–6	Decrease

Source: Front Office Department, Pangeran City Hotel, 2025

In addition to the quantitative trend, observations conducted by the researcher during the Industrial Field Practice (PLI) at Pangeran City Hotel from 10 September to 31 December 2025 indicate that several recurring complaints from staying guests are related to (i) the mismatch between the advertised room category and the facilities actually provided, (ii) limited parking capacity during peak periods, and (iii) the perception that promotional offers are not clearly communicated or insufficiently attractive compared with competing hotels. These complaints suggest that three components of the marketing mix—price, place, and promotion—are the main areas where the hotel currently underperforms from a guest perspective.

Conceptually, this study draws on the marketing mix framework first formalized by Borden and McCarthy and widely applied in hospitality contexts [5], [6]. While the framework includes four elements (product, price, place, and promotion), the present study focuses on the three elements that emerged most clearly from the empirical complaints at Pangeran City Hotel; the product element (room features and facilities) is partially embedded in guests' price-fairness perceptions and has been examined extensively elsewhere [7], [8]. Price has been consistently identified as a strong predictor of repurchase intention in the hotel industry: when the perceived price aligns with the value delivered, guests are more willing to stay again [9], [10]. Place, understood as accessibility, parking, and strategic location, has been reported as a core servicescape cue influencing revisit behavior in both restaurants and accommodations [11], [12]. Promotion, defined as the marketing communication used to inform and persuade target consumers, has been shown to shape booking intentions, although its direct effect on repurchase behavior is sometimes weaker than expected, especially when guests have already evaluated the property's actual price-value and location performance [13], [14].

Despite the rich literature on marketing mix and repurchase intention, prior empirical studies report mixed findings regarding the relative importance of price, place, and promotion in the three-star hotel segment in regional Indonesian cities. Several studies in retail and food services reveal that promotion has a strong significant effect on repurchase intention [13], whereas other hospitality studies indicate that price and location dominate, while promotion plays only a supportive role [10], [12]. This inconsistency constitutes a research gap that the present study seeks to address using empirical data from a three-star hotel in Padang, a regional tourism destination that has so far received limited attention in the hospitality marketing literature.

Accordingly, this study aims to (1) analyze the influence of price on guests' repurchase intention at Pangeran City Hotel; (2) analyze the influence of place on guests' repurchase intention at Pangeran City Hotel; (3) analyze the influence of promotion on guests' repurchase intention at Pangeran City Hotel; and (4) examine the simultaneous influence of price, place, and promotion on guests' repurchase intention at Pangeran City Hotel. The findings are expected to enrich the literature on hospitality marketing in mid-scale hotels and provide practical guidance for hotel managers in designing more effective pricing, location-based service, and promotional strategies.

## 2. METHOD

This research is classified as descriptive quantitative research with a causal-associative approach because it aims to test the cause-and-effect relationship between independent variables and a dependent variable [15]. The independent variables are price (X1), place (X2), and promotion (X3), while the dependent variable is repurchase intention (Y). The study was conducted at Pangeran City Hotel from 1 April to 1 May 2026.

The population in this study consisted of guests who had stayed and checked out from Pangeran City Hotel during the data-collection period. Because the exact size of the population was unknown, a non-probability purposive sampling technique was applied. The sampling criteria were: (i) respondents must be at least 17 years old; (ii) respondents must have stayed at Pangeran City Hotel at least once and completed the check-out process; and (iii) respondents must be willing to fill out the questionnaire completely. The sample size of 100 respondents was determined following the rule of thumb proposed by Hair et al. [16], which suggests a minimum of 5–10 times the number of indicators for multiple linear regression with three independent variables and 12 indicators in total. A sample of 100 therefore exceeds the minimum requirement and is consistent with previous hotel-marketing studies in Indonesia that employed similar sample sizes [9], [12].

Data were collected using a structured questionnaire distributed directly to respondents at the hotel lobby after check-out and via a digital form sent to guests who provided their e-mail address. Each item was measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The variables and their indicators were adapted from validated instruments in prior hospitality and marketing studies, as summarized in Table 2.

Table 2. Operationalization of Variables and Indicators

Variable	Indicators	Source
Price (X1)	(1) Price affordability; (2) Price fairness/suitability with facilities; (3) Price competitiveness relative to other hotels.	Kotler & Armstrong [5]; El Haddad et al. [7]
Place (X2)	(1) Strategic location; (2) Ease of accessibility; (3) Parking availability.	Kotler & Armstrong [5]; Yuniar & Pasaribu [12]
Promotion (X3)	(1) Promotion attractiveness; (2) Promotion clarity; (3) Promotion frequency.	Kotler & Keller [6]; Listi & Surenda [14]
Repurchase Intention (Y)	(1) Intention to revisit; (2) Willingness to recommend; (3) Preference to repurchase over competitors.	Hellier et al. [3]; Chatzoglou et al. [4]

Source: Adapted from prior studies, 2026

Prior to the main survey, the instrument was pre-tested on 30 guests outside the main sample to assess validity and reliability. All items obtained an r-count value greater than the r-table value of 0.361 at the 5% significance level, and all variables produced Cronbach's alpha coefficients above 0.70, indicating that the instrument is valid and reliable [16], [17].

The collected data were analyzed using IBM SPSS Statistics version 26. The analytical steps included: (i) descriptive statistics; (ii) classical assumption tests covering the Kolmogorov–Smirnov normality test, the Glejser heteroscedasticity test, and the multicollinearity test (tolerance and VIF); (iii) multiple linear regression analysis; (iv) coefficient of determination ( $R^2$ ); (v) the partial t-test; and (vi) the simultaneous F-test [17]. The regression model employed is specified as  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$ , where Y denotes repurchase intention, X1 price, X2 place, X3 promotion,  $\alpha$  the constant,  $\beta$  the regression coefficients, and e the error term.

## 3. RESULTS

### 3.1. Description of the Price Variable (X1)

Descriptive statistics for the price variable, based on three indicators and 100 respondents, are summarized in Table 3.

Table 3. Descriptive Statistics of the Price Variable

Statistic	Value
N (Valid)	100
Mean (total)	11.42
Mean per item	3.81 (high)
Median	12.00
Mode	13.00
Std. Deviation	2.917
Minimum	4.00
Maximum	15.00
Sum	1,142.00

Source: Primary data processed with SPSS 26.00, 2026

Using the interpretation interval of 1.00–1.80 (very low), 1.81–2.60 (low), 2.61–3.40 (moderate), 3.41–4.20 (high), and 4.21–5.00 (very high), the mean per item of 3.81 indicates that guests' perception of price at Pangeran City Hotel is in the high category. Guests generally consider that the room rates are affordable, fair relative to the facilities received, and competitive with other hotels in the same class.

### 3.2. Description of the Place Variable (X2)

The descriptive statistics for the place variable are presented in Table 4.

Table 4. Descriptive Statistics of the Place Variable

Statistic	Value
N (Valid)	100
Mean (total)	11.57
Mean per item	3.86 (high)
Median	12.00
Mode	13.00
Std. Deviation	2.865
Minimum	3.00
Maximum	15.00
Sum	1,157.00

Source: Primary data processed with SPSS 26.00, 2026

The mean per item of 3.86 falls into the high category. Guests generally perceive that the hotel's location is strategic, accessible, and supported by sufficient (though not abundant) parking facilities.

### 3.3. Description of the Promotion Variable (X3)

Descriptive statistics for the promotion variable are presented in Table 5.

Table 5. Descriptive Statistics of the Promotion Variable

Statistic	Value
N (Valid)	100
Mean (total)	9.82
Mean per item	3.27 (moderate)
Median	10.00
Mode	11.00
Std. Deviation	2.181
Minimum	4.00
Maximum	13.00
Sum	982.00

Source: Primary data processed with SPSS 26.00, 2026

The mean per item of 3.27 falls into the moderate category. This indicates that guests' perception of the hotel's promotional activities, both online and offline, is only adequate. The result is consistent with the observation that promotion is the weakest performing element of the marketing mix at Pangeran City Hotel.

### 3.4. Description of the Repurchase Intention Variable (Y)

Descriptive statistics for the repurchase intention variable are presented in Table 6.

Table 6. Descriptive Statistics of the Repurchase Intention Variable

Statistic	Value
N (Valid)	100
Mean (total)	9.82
Mean per item	3.27 (moderate)
Median	10.00
Mode	11.00
Std. Deviation	2.181
Minimum	4.00
Maximum	13.00
Sum	982.00

Source: Primary data processed with SPSS 26.00, 2026

Data on repurchase intention show a mean per item of 3.84, which falls into the high category. This means that the majority of respondents intend to return to Pangeran City Hotel, are willing to recommend it to others, and tend to choose it over competing hotels in the same class.

### 3.5. Normality Test

The Kolmogorov–Smirnov test was used to examine the distribution of the regression residuals. The results are shown in Table 7.

Table 7. One-Sample Kolmogorov–Smirnov Test

Indicator	Unstandardized Residual
N	100
Mean	0.0000000
Std. Deviation	1.93766044
Test Statistic	0.077
Asymp. Sig. (2-tailed)	0.146

Source: Primary data processed with SPSS 26.00, 2026

The Kolmogorov–Smirnov test produced an Asymp. Sig. value of 0.146, which is greater than 0.05. Therefore, the regression residuals are normally distributed and the normality assumption is fulfilled.

### 3.6. Heteroscedasticity Test

The Glejser test was used to detect heteroscedasticity by regressing the absolute residuals on the independent variables. If the significance value of each variable is greater than 0.05, the model is considered free from heteroscedasticity [17]. The results are presented in Table 8.

Table 8. Glejser Heteroscedasticity Test

Variable	B	Std. Error	t	Sig.
(Constant)	1.645	0.604	2.724	0.008
Price (X1)	-0.177	0.090	-1.964	0.052
Place (X2)	0.103	0.079	1.310	0.193
Promotion (X3)	0.066	0.100	0.657	0.513

Source: Primary data processed with SPSS 26.00, 2026

All significance values are above 0.05 (price = 0.052; place = 0.193; promotion = 0.513). Although the significance value of price is very close to the 0.05 threshold, it remains above the cut-off; therefore, the regression model does not indicate heteroscedasticity. This finding should be interpreted with caution, and a follow-up robustness check using White's test or robust standard errors is recommended in future replications.

### 3.7. Multicollinearity Test

The multicollinearity test was conducted using tolerance and variance inflation factor (VIF). A regression model is free from multicollinearity if tolerance > 0.10 and VIF < 10 [17]. The results are shown in Table 9.

Table 9. Multicollinearity Test

Variable	Tolerance	VIF
Price (X1)	0.232	4.307
Place (X2)	0.318	3.148
Promotion (X3)	0.339	2.950

Source: Primary data processed with SPSS 26.00, 2026

All tolerance values are greater than 0.10 and all VIF values are below 10. The regression model therefore satisfies the multicollinearity assumption. Nevertheless, the VIF of price (4.307) is moderately high, suggesting a moderate degree of correlation between price and the other independent variables; this should be considered when interpreting the partial coefficients.

### 3.8. Model Summary and Simultaneous (F) Test

The coefficient of determination and the simultaneous F-test were used to assess the overall fit of the regression model. The results are shown in Tables 10 and 11.

Table 10. Model Summary

Model	R	R Square	Adjusted R Square
1	0.795	0.633	0.621

Source: Primary data processed with SPSS 26.00, 2026

Table 11. ANOVA / F-Test

Model	Sum of Squares	df	F	Sig.
Regression	672.45	3	55.27	0.000
Residual	389.50	96	—	—
Total	1061.95	99	—	—

Source: Primary data processed with SPSS 26.00, 2026

The model summary shows an R value of 0.795 and an R<sup>2</sup> value of 0.633, indicating that price, place, and promotion jointly explain 63.3% of the variation in guests' repurchase intention. The remaining 36.7% is influenced by other variables outside this study, such as service quality, brand image, customer satisfaction, or perceived value [3], [4], [18]. The F-test produced an F value of 55.27 with a significance value of 0.000 < 0.05, confirming that price, place, and promotion simultaneously have a significant effect on repurchase intention.

### 3.9. Partial Hypothesis Testing (Multiple Linear Regression)

The partial regression results are presented in Table 12.

Table 12. Multiple Linear Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	0.105	0.941	—	0.111	0.911
Price (X1)	0.363	0.141	0.326	2.579	0.011
Place (X2)	0.422	0.122	0.372	3.442	0.001
Promotion (X3)	0.245	0.156	0.164	1.572	0.119

Source: Primary data processed with SPSS 26.00, 2026

Based on Table 12, the regression equation can be written as:

$$Y = 0.105 + 0.363 X_1 + 0.422 X_2 + 0.245 X_3 + e$$

The partial results indicate that price has a positive and significant effect on repurchase intention ( $\beta = 0.363$ ;  $t = 2.579$ ;  $p = 0.011 < 0.05$ ), so H1 is accepted. Place also has a positive and significant effect on repurchase intention ( $\beta = 0.422$ ;  $t = 3.442$ ;  $p = 0.001 < 0.05$ ), so H2 is accepted. Promotion has a positive but insignificant effect on repurchase intention ( $\beta = 0.245$ ;  $t = 1.572$ ;  $p = 0.119 > 0.05$ ), so H3 is rejected. Comparing the standardized coefficients (Beta), place (0.372) is the most dominant predictor, followed by price (0.326) and promotion (0.164).

## 4. DISCUSSION

### 4.1. The Influence of Price on Repurchase Intention

The first hypothesis is supported: price has a positive and significant effect on guests' repurchase intention at Pangeran City Hotel. This means that the more positively guests perceive the room rates relative to the facilities and benefits received, the stronger their intention to return. The finding is

consistent with the price-fairness perspective developed by El Haddad et al. [7] and Han and Hyun [8], who show that perceived price fairness in hotel bookings significantly influences behavioral intentions, including repurchase intention. It also aligns with prior empirical evidence in Indonesian hotels reported by Sari and Fadilah [9], who demonstrate that price perception significantly drives repurchase intention at Favehotel Olo Padang. In the context of Pangeran City Hotel, the result implies that guests are sensitive to the alignment between price and the actual room facilities they receive; once that alignment is achieved, price becomes a strong driver of repurchase intention. Management should therefore ensure that rate categories (e.g., superior versus deluxe) genuinely correspond to differentiated facilities and that promotional rates do not create a perception gap between expected and received value.

#### **4.2. The Influence of Place on Repurchase Intention**

The second hypothesis is supported: place has a positive and significant effect on guests' repurchase intention, with the largest standardized coefficient among the three predictors. This indicates that the strategic location of the hotel, ease of accessibility, and the availability of parking are the most influential factors in encouraging guests to return. The result is consistent with the findings of Yuniar and Pasaribu [12] at Dendivila Coffee Saniangbaka Solok, where location was the strongest predictor of repurchase intention, and with the cross-cultural evidence reported by Baquero [18] showing that physical access and customer experience cues consistently shape revisit intention in the hotel industry. For Pangeran City Hotel, located only minutes from the airport, the beach, and the city shopping center, place is a structural competitive advantage that should be actively leveraged in marketing communications and integrated with location-based services such as airport pick-up packages and shopping-district partnership programs.

#### **4.3. The Influence of Promotion on Repurchase Intention**

The third hypothesis is not supported: promotion has a positive but insignificant effect on repurchase intention. This means that promotional activities at Pangeran City Hotel do influence guests' intention to return in the expected direction, but the effect is not statistically strong enough to be considered significant at the 5% level. This finding is in line with Servilo et al. [13] who report that, while marketing-mix elements collectively affect repurchase intention, the partial effect of promotion can be weaker than that of place, particularly when guests have already evaluated the product on the basis of price and location performance. Several plausible explanations apply to Pangeran City Hotel. First, promotional activities may be insufficiently attractive or insufficiently differentiated from those of competing hotels in the same district. Second, promotions may not be optimally targeted: descriptive results show that the perception of promotion is only in the moderate category (mean per item 3.27), while perceptions of price and place are both high. Third, in line with marketing-communication-saturation theory, hotel promotions that fail to deliver unique added value or emotional engagement tend not to become a primary driver of repeat patronage [14], [19]. Management should therefore redesign promotional content to be more relevant to repeat guests (e.g., loyalty-based discounts, package promotions integrated with the hotel's location advantages), increase the clarity and frequency of digital promotions, and align promotional messages with the actual price–facility configuration to avoid creating expectation gaps.

#### **4.4. The Simultaneous Influence of Price, Place, and Promotion on Repurchase Intention**

The F-test confirms that price, place, and promotion simultaneously have a significant effect on guests' repurchase intention at Pangeran City Hotel ( $F = 55.27$ ;  $p = 0.000$ ), with a coefficient of determination of 63.3%. This result is consistent with the broader hospitality marketing literature [4], [5], [13], which demonstrates that marketing-mix elements work jointly rather than in isolation in shaping behavioral intentions. The remaining 36.7% of the variance is attributable to other factors such as service quality, customer satisfaction, brand image, and perceived value, which have been documented in earlier studies [3], [4], [18], [20] but are beyond the scope of the present model. For Pangeran City Hotel, the practical implication is clear: maintaining a coherent and well-balanced marketing-mix strategy—where the price is aligned with the facilities, the location-based advantage is actively communicated, and promotional activities are redesigned to be more relevant—will provide a strong combined effect on repeat patronage.

## 5. CONCLUSION

Based on the analysis, this study concludes that price and place have positive and significant effects on guests' repurchase intention at Pangeran City Hotel, while promotion has a positive but statistically insignificant effect. Among the three predictors, place is the most dominant factor ( $\beta = 0.422$ ; Beta = 0.372), indicating that accessibility, strategic location, and parking availability are the key considerations driving guests to return. Simultaneously, the three marketing-mix variables explain 63.3% of the variation in repurchase intention, while the remaining 36.7% is explained by other factors outside the model.

From a managerial perspective, Pangeran City Hotel is advised to (1) align room rates with the actual facilities delivered in each room category to strengthen the price–value perception; (2) maintain and actively communicate its location-based service advantages, including airport accessibility, proximity to Padang Beach, and the central shopping district, while expanding parking capacity during peak periods; and (3) redesign promotional strategies so that they are more attractive, clearer in their value proposition, and better targeted at repeat guests through digital and loyalty-based channels. Future research is encouraged to expand the model by including service quality, brand image, customer satisfaction, and perceived value as additional predictors or mediators, and to apply the framework to other mid-scale hotels in regional tourism destinations across Indonesia.

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