

Analysis of the Influence of Physical Environment, Service Quality, and Satisfaction on Revisit Intention at Resort in Batam City

Dewirahayu Sad Wijaya

1946026.dewirahayu@uib.edu

Faculty of Business and Management, University International Batam

Ratih Anggraini

ratih@uib.ac.id

Faculty of Business and Management, University International Batam

Corresponding E-mail: 1946026.dewirahayu@uib.edu

ABSTRACT

The COVID-19 pandemic has negatively affected the tourism and hospitality industry in Indonesia. Many businesses have closed to help keep the virus under control, such as shopping centers and tourist attractions. Staycation can be a profitable business for tourism opportunities during the COVID-19 pandemic. Staycation has increased the popularity of hotels and resorts in Batam City. The study aims to help develop the world of tourism, especially in resort lodging in Batam City by exploring the influence of the physical environment, service quality, and satisfaction on revisit intentions at resorts in Batam City. The study used a quantitative approach by examining various variables and analyzed through a sampling process. The research respondents are local and domestic tourists who have previously had a staycation in Batam City. There were 1,883,244 tourists visiting Batam City in 2018 according to BPS data. The sample size in the population was calculated using the Sloven formula to obtain a sample of 440 respondents using Google Form Questionnaire disseminated through social media. IBM SPSS 25.0 software was used to analyze the collected data and test the hypothesis. The results showed that there is a significant positive influence between the physical environment, service quality, and satisfaction on revisit intention. Resort business owners need to understand the concept of staycation and the importance of improving products, services, and satisfaction to customers in order to create customer revisit intentions.

KEY WORDS: Staycation; Physical Environment; Service Quality; Satisfaction; Revisit Intention.

INTRODUCTION

Tourism is one of the largest and fastest growing industries in the world (Andajani et al., 2015). The tourism and hospitality industry in Indonesia has experienced a recession since March 2020 due to the COVID-19 pandemic. Many businesses have closed to help keep the virus under control such as shopping malls and tourist attractions (Mohammed Said Al-Mughairi et al., 2021). The Indonesian government required antigen swabs and rapid tests which caused additional costs for out-of-town vacations. During this time, there was an increase in the tourism trend called staycation (Dinata & Setyanto, 2021). Staycation comes from the word stay and vacation. Quoting Cambridge Dictionary, staycation is a vacation near home. In other words, it means a vacation in your own city.

Table 1. Best Resorts in Batam City

Accomodatian	Rating
Montigo Resorts Nongsa	1
Turi Beach Resort	2
HARRIS Resort Batam Waterfront	3
Holiday Inn Resort Batam	4
KTM Resort	5
SBS Resort	6
Nongsa Village	7

Source: Tripadvisor (2022)

Batam is one of the favorite tourism destinations for domestic and foreign tourists (BP Batam, n.d.). Staycation can be a profitable business for tourism opportunities during the COVID-19 pandemic. Based on (Metropolis Batam Pos, 2021) utilizing staycation opportunities has increased the popularity of hotels and resorts in Batam City. Table 1. shows the data on the best resorts in Batam City (Tripadvisor, 2022). At the end of each year, many lodgings in Batam City offer staycation at discounted prices. Staycation business is encouraged by the government to support tourism in Batam City.

This research focuses on how physical environment, service quality, and customer satisfaction can influence the intention to revisit a resort. Previous research has examined how the attractiveness of a location is highly dependent on the surrounding environment and services (Uboegbulam & Ezurume, 2020). According to (H. J. Lee, 2022) research about the factors that influence customer satisfaction with a business are determined by how well customers are treated. Resort businesses need to understand the concept of staycation and the importance of improving products, services, and satisfaction to customers so that there is a desire to revisit.

Overall, there is still a very little literature that examines revisit intention at resorts especially in Batam City. The author hopes that by exploring the influence of physical environment, service quality, and satisfaction on revisit intention at resorts in Batam City can help develop the world of tourism, especially in resort lodging in Batam City. Also, this research can be used as learning material and reference for readers in further research.

Revisit Intention

According to (Wisandiko & Indarwati, 2021), a person's desire to return to the same destination in the future is referred to as revisit intention. Revisit intention is expressed by (Mat Som et al., 2012) as a desire to return to the same location and recommend it to others. Revisit intention is also referred as the expectation of visiting the same place within a specified period of time (Stylos et al., 2016). Consumers have the desire to return to a certain destination if they intend to do so (Huang et al., 2015). In other words, revisit intention indicates how satisfied consumers are with the destination and its values.

Physical Environment

The physical environment is described as a service provider appearance that are important in setting customer

expectations (Simpeh et al., 2011). According to (S. Lee & Jeong, 2012) that the physical environment contains elements such as aesthetics, design, layout, and decoration. According to (Uboegbulam & Ezurume, 2020) that the attractiveness of a location is highly dependent on the surrounding environment and services. The products that customers buy and use are influenced by the surrounding environment.

Service Quality

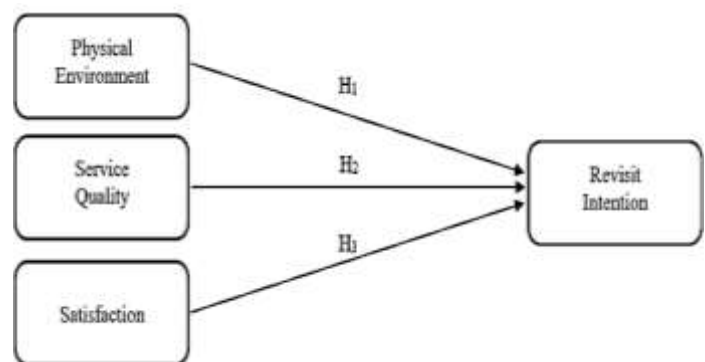
Based on research by (Cibro & Hudrasyah, 2017) that service quality contributes to customer satisfaction affects revisit intentions. Based on research by (Uboegbulam & Ezurume, 2020) examines that high service quality in a hotel is associated with a high tendency to return customers. The quality of services measured through physical evidence, empathy and reliability significantly affects which hotels and guesthouses or inns a traveler chooses (Suardi, 2020). High service quality in a hotel affects the high propensity of returning customers (Alwi et al., 2022).

Satisfaction

The level of tourist satisfaction is measured by how well their expectations match the characteristics of the chosen location (Aliman et al., 2016). According to research, people will return to a particular location if they experience a unique and personal sense of satisfaction while there (Sohn et al., 2016). The success of a business hinges on its ability to provide exceptional customer satisfaction (Karo, 2020). According to research by (H. J. Lee, 2022) states that the factor that influences customer satisfaction of a business is determined by how well the customer is being treated.

Conceptual Framework

Figure 1. Conceptual Framework



Source: Primary data processed (2022)

The hypothesis model is formed in accordance with the research model in Figure 1. With the following formulation:

- H₁ : Physical environment has an effect on revisit intentions.
- H₂ : Service quality has an effect on revisit intentions.
- H₃ : Satisfaction has an effect on revisit intentions.

METHODS

This research uses a quantitative approach. Based on research (A. Muri Yusuf, 2017) that a quantitative approach is data collection with statistical techniques that can be quantified and analyzed. Through this research, the relationship between various variables is examined and analyzed through the sampling process. The instrument used was adapted by (S. Chan, 2018) proving the validity and reliability of physical environment, service quality, and satisfaction on revisit intention. The study respondents targeted local residents and domestic tourists who have stayed at resorts in Batam City. Based on (BPS, 2018) shows that there were 1,883,244 tourists visiting Batam City in 2018. The sample size in the population was calculated using Sloven's formula to obtain a sample of 400 respondents. Google Form questionnaires were used to collect data in the study. The questionnaire was disseminated through social media and 440 respondents were collected. IBM SPSS 25.0 software was then used to analyze the collected data and test the hypothesis.

RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

Table 2. Respondent Characteristics

Sample Size	Frequency	Percentage
Gender		
Male	240	54,5%
Female	200	45,5%
Age		
< 18 years old	17	3,9%
18 – 23 years old	179	40,7%
24 – 29 years old	142	32,3%
30 – 40 years old	86	19,5%
> 40 years old	16	3,6%

Jobs		
Student	69	15,7%
Self-employed	134	30,5%
Private Employee	174	39,5%
Public Servant	42	9,5%
More (etc.)	21	4,8%
Income		
< Rp. 3.000.000	20	4,5%
Rp. 3.000.000 – Rp. 4.000.000	83	18,9%
Rp. 4.000.000 – Rp. 5.000.000	210	47,7%
> Rp. 5.000.000	127	28,9%
Staycation Frequency		
1 – 3 times	221	50,2%
3 – 5 times	164	37,3%
> 5 times	55	12,5%
Source of Information		
Online (through Social Media, Website, etc.)	311	70,7%
Offline (through TV, Newspapers, Family, Friends, etc.)	129	29,3%
Batam Resorts that Have Been Visited		
Harris Resort Barelang Batam	103	23,4%
Holiday Inn Resort Batam	93	21,1%
KTM Resort Batam	75	17,0%
Montigo Resort Nongsa	60	13,6%
Nongsa Point Marina & Resort	61	13,9%
SBS Resort	35	8,0%
Turi Beach Resort Batam	13	3,0%

Source: Primary data processed (2022)

Table 2 shows the characteristics of the respondents collected. The majority of respondents are male, aged 18 - 23 years old, working as private employees with an income of Rp. 4,000,000 - Rp. 5,000,000 per month. In addition, the majority of respondents spend 1 - 3 days for staycation in Batam City. The source of information about the resort

is known online. Harris Resort Barelang Batam was chosen as the most popular resort in the study. The popularity of Harris Resort Barelang Batam is ranked 3rd on (Tripadvisor, 2022). It can be concluded that the trend of healing with staycation is very popular among teenagers and adults.

Variable Characteristics

Table 3. Descriptive Statistics Test Results

Min	Max	Mean	Std. Deviation	N
Physical Environment				440
1,50	5,00	4,3494	0,55983	
Service Quality				
1,25	5,00	4,3932	0,57343	
Satisfaction				
1,00	5,00	4,4348	0,60980	
Revisit Intention				
1,50	5,00	4,3960	0,59860	

Source: Primary data processed (2022)

In Table 3. the data processed were 440 respondents. The standard deviation by the physical environment variable is 0.55983 or 13.9% of the average. The standard deviation by the service quality variable is 0.57343 or 13.1% of the average. The standard deviation by the satisfaction variable is 0.60980 or 13.8% of the average. The standard deviation by the intention to visit again is 0.59860 or 13.6% of the average. It can be concluded that the variables of physical environment, service quality, satisfaction, and intention to visit again have data that does not vary too much.

Outlier Test Results

Table 4. Outlier Test Results

Subject	Outlier Variables	Outlier Value
Respondent #29	ZTotal_PE	-3,58504
Respondent #127	ZTotal_PE	-5,08981
	ZTotal_SQ	-4,6094
	ZTotal_S	-5,08614
	ZTotal_RI	-4,83796
Respondent #219	ZTotal_PE	-4,64324
	ZTotal_SQ	-4,17343

	ZTotal_S	-4,42032
	ZTotal_RI	-4,42032
Respondent #239	ZTotal_PE	-4,64324
	ZTotal_SQ	-4,6094
	ZTotal_S	-4,53951
	ZTotal_RI	-4,42032
Respondent #243	ZTotal_PE	-5,08981
	ZTotal_SQ	-5,04537
	ZTotal_S	-3,99288
	ZTotal_RI	-4,42032
Respondent #253	ZTotal_PE	-4,64324
	ZTotal_SQ	-4,6094
	ZTotal_S	-4,53951
	ZTotal_RI	-4,00268
Respondent #269	ZTotal_PE	-4,64324
	ZTotal_SQ	-5,04537
	ZTotal_S	-5,08614
	ZTotal_RI	-4,42032
Respondent #288	ZTotal_PE	-4,64324
	ZTotal_SQ	-4,6094
	ZTotal_S	-5,63277
	ZTotal_RI	-4,42032
Respondent #293	ZTotal_PE	-5,08981
	ZTotal_SQ	-4,6094
	ZTotal_S	-3,99288
	ZTotal_RI	-4,83796
Respondent #317	ZTotal_PE	-5,08981
	ZTotal_SQ	-4,6094
	ZTotal_S	-5,08614
	ZTotal_RI	-4,83796
Respondent #324	ZTotal_PE	-4,64324
	ZTotal_SQ	-4,6094
	ZTotal_S	-4,53951
	ZTotal_RI	-4,42032
Respondent #338	ZTotal_PE	-4,64324
	ZTotal_SQ	-5,04537
	ZTotal_S	-4,53951

	ZTotal_RI	-4,83796
Respondent #344	ZTotal_PE	-4,64324
	ZTotal_SQ	-5,04537
	ZTotal_S	-3,99288
	ZTotal_RI	-4,42032
Respondent #351	ZTotal_PE	-4,64324
	ZTotal_SQ	-5,48134
	ZTotal_S	-4,53951
	ZTotal_RI	-4,83796

Source: Primary data processed (2022)

The data in Table 4. is the result of the outlier test which shows that 14 respondents have a z-score lower than -3. As a result, this data will be discarded when performing the next test.

Validity & Reliability Test Results

Table 5. Validity & Reliability Test Results

Item Inquiry	Loading Factor	Cronbach's Alpha	Conclusion
Physical Environment			
PE1	0,836	0,808	Valid
PE2	0,718		Valid
PE3	0,829		Valid
PE4	0,805		Valid
Service Quality			
SQ1	0,842	0,810	Valid
SQ2	0,813		Valid
SQ3	0,784		Valid
SQ4	0,753		Valid
Satisfaction			
S1	0,879	0,800	Valid
S2	0,850		Valid
S3	0,806		Valid
Revisit Intention			
RI1	0,829	0,835	Valid
RI2	0,750		Valid
RI3	0,842		Valid
RI4	0,854		Valid

Source: Primary data processed (2022)

All questions used in the study passed the reliability and validity tests with Cronbach's alpha scores higher than 0.6

in Table 5. This indicates that all variables are reliable and valid.

Multicollinearity Test Results

Table 6. Multicollinearity Test Results

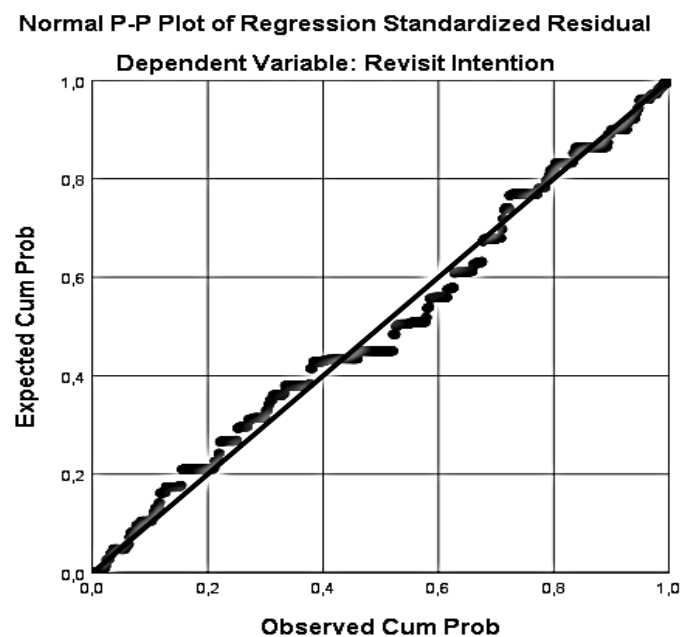
Variables	Tolerance	VIF	Conclusion
PE → RI	0,813	1,230	No Multicollinearity
SQ → RI	0,763	1,310	No Multicollinearity
S → RI	0,669	1,495	No Multicollinearity

Source: Primary data processed (2022)

The results in Table 6. show that all independent variables can be trusted not to occur multicollinearity because the tolerance value is greater than 0.1 and the VIF value is smaller than 10.

Normality Test Results

Figure 2. Normality Test Results

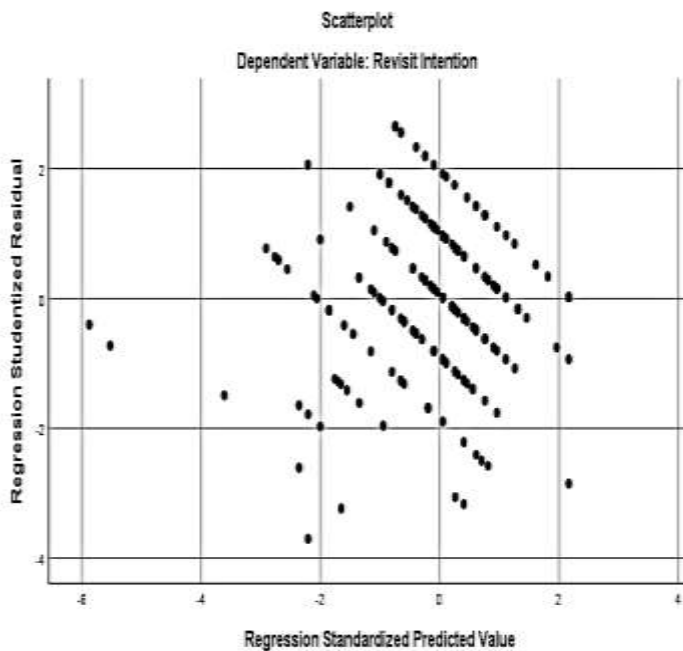


Source: Primary data processed (2022)

The results of the normality test are shown in Figure 2. which can be seen from the equation. It shows that the points on the graph lie near the diagonal line, indicating that the equation is normally distributed.

Heteroscedasticity Test Results

Figure 3. Heteroscedasticity Test Results



Source: Primary data processed (2022)

The results of the heteroscedasticity test are shown in Figure 3 as indicated by the equation. The figure shows that points below or above zero appear without forming any pattern. As a result, no heteroscedasticity appears in the study.

Results of the t-test

The t test is used to determine the effect of the independent variables partially. The value of the hypothesis is accepted if it is based on a significant value of less than 0.05.

Table 9. Results of the t-test

Variables	Unstandardized Coefficients		Standardized Coefficients B	t	Sig	Conclusion
	B	Std. Error				
PE → RI	0,473	0,045	0,419	10,430	0,000	Significant
SQ → RI	0,330	0,046	0,299	7,218	0,000	Significant
S → RI	0,191	0,058	0,147	3,321	0,001	Significant

Source: Primary data processed (2022)

F Test Results

Table 7. F Test Results

Variables	Sum of Squares	df	Mean Square	F	Sig.
Regression	376,906	3	126,635	113,680	0,000

Source: Primary data processed (2022)

The F test results in Table 7. show a positive value greater than 0.05. This view confirms that the Ho decision is rejected. This study proves that physical environment factors, service quality, and satisfaction have a significant effect on return visit intentions.

Test Results of the Coefficient of Determination (R²)

Table 8. Test Results of the Coefficient of Determination (R²)

Variable (Dependent)	R	R ²	Adjusted R ²	Std. Error of the Estimate
Revisit Intention	0,669	0,447	0,443	1,05127

Source: Primary data processed (2022)

The coefficient of determination in Table 8. is 0.443. This shows that 44.3% of the independent variables in the regression affect the intention to revisit. In this sense, there are 55.7% other variable factors that are not measured or not tested from the study results.

Discussion

H₁: Physical environment has an effect on revisit intentions.

Table 9. in the study justifies that the physical environment has a significant positive effect on revisit intention. This can be seen from the T-value of 10.43 and a significant value of 0.000. This is supported by (H. J. Lee, 2022; Polas et al., 2020; Uboegbulam & Ezurume, 2020) research.

H₂: Service quality has an effect on revisit intentions.

Table 9. in research confirms that higher service quality makes customers want to return. This can be seen from the T-value of 7.218 and a significant value of 0.000. This is supported by (Abbasi et al., 2021; Alwi et al., 2022; Jumraidin & Liu, 2022; Kour et al., 2021; Lai et al., 2020; H. J. Lee, 2022; Polas et al., 2020; Uboegbulam & Ezurume, 2020) research.

H₃: Satisfaction has an effect on revisit intentions.

Table 9. in the study justifies that satisfaction has a significant positive effect on people's intentions to return to a location. This can be seen from the T-value of 3.321 which is the t-value of the tourist satisfaction variable and a significant value of 0.001. This is supported by (Abbasi et al., 2021; Ali & Widayati, 2020; Alwi et al., 2022; Alzaydia, 2021; W. C. Chan et al., 2020; Hasan et al., 2019; Kour et al., 2021; H. J. Lee, 2022; Moon & Armstrong, 2019; Polas et al., 2020; Rajput & Gahfoor, 2020; Sohn et al., 2016; Wahyudiono, 2022) research.

CONCLUSION

The study showed that tourists consider the quality of the physical environment, the services provided and their satisfaction in intention to revisit. So it is very important for resort managers to be able to provide a safe environment, good service, and increase tourist satisfaction so that they intend to return to the resort. The limitations of this research include that this research was only conducted in the Batam City area. This means the results cannot be applied to other areas. There are additional variables with a coefficient of determination of 55.8%, which are not included in the study. This means that there are other factors that influence the intention of tourists to revisit and staycation at a resort in Batam City. Further research is expected to investigate this subject with a wider range of respondents. Also consider testing other variables that influence tourists' desire to staycation at resorts in Batam City.

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