

FACTORS INFLUENCING REPURCHASE INTENTION: A CASE STUDY OF PT. KRISTAL HOLIDAYS

Gusti Putu Gede Aditya Putra Wibawa^{1*}, Ni Putu Evi Wijayanti², I Gede Ngurah Primanda S Rahadiarta³

^{1,2,3}Tour and Travel Business Study Program, Department of Tourism, Politeknik Pariwisata Bali, Badung, Indonesia

ARTICLE INFO

Article history:

Received: June, 2024

Accepted: November, 2024

Published: December, 2024

Keywords:

Brand Image, Service Quality, Repurchase Intention

E-ISSN: 3064-044X

DOI: 10.52352/jtrue.v1i2.1470

*Corresponding author:

dedeputrawibawa@gmail.com

ABSTRACT

This research aims to explore the factors influencing repurchase intention from domestic tourist points of view. This research describes the brand image and service quality as factors influencing repurchase intention. This research uses quantitative methods by examining domestic tourist points of view. The primary informants in this research are 103 domestic tourists who previously used the services of PT. Kristal Holidays. This research provides positive results from the factors that influence repurchase intention. There are suggestions that researchers can give to PT. Kristal Holidays will increase the repurchase interest of tourists who use PT. Kristal Holidays services, namely by strengthening the brand image and the quality of service in various aspects of the company.

1. INTRODUCTION

Tourism is critical in generating foreign exchange and supporting economic growth, particularly in countries like Indonesia, where Bali is a premier destination (Yakup & Haryanto, 2019). Despite the growth of tourism in Bali, the intention of domestic tourists to repurchase, particularly in the context of travel services, remains underexplored. This study aims to fill this research gap by examining the impact of brand image and service quality on repurchase intention among domestic tourists. The study seeks to answer the following research question: How do brand image and service quality affect the likelihood of domestic tourists reusing PT. Kristal Holidays' services? Therefore, many countries compete to develop the tourism sector to earn large foreign exchanges. Indonesia is one of them. One of the islands with the most significant tourism sector in Indonesia is Bali. Bali is also known as "The Island of Thousand Temples". The beautiful nature and uniqueness of the people and culture make this island the number one tourist destination for tourists who want to vacation.

The large number of tourists who went on a trip after the pandemic, which is called COVID-19, has resulted in faster tourism development. One of the factors causing the increase in tourist travel is the brand image of the island of Bali. It is renowned for its breathtaking scenery and tourist destinations. The increase in tourist trips has also resulted in many travel businesses competing to gain market share. A travel agency is one example of a business that tourists need during the holidays. Travel businesses, also known as Travel Agent, Travel Bureau, Reisen Bureau, Travel Service, Tours and Travel Service, specialise in tourism services. PT. Kristal Holidays, located on Jl. Dalung Permai, North Kuta - Badung Bali, is one of the travel agency companies on the island of Bali. It has a unique market share for domestic tourists who want to travel to the island of Bali, and it offers many types of tour packages ranging from the cheapest to the most expensive. One of the tour packages, "Bali Tour Package", is less popular than the other.

Brand image refers to customers' perception of a product or service, influencing their decision-making process (Miati, 2020). Fatmaningrum et al. (2020) argue that brand image shapes consumer evaluations of goods or services, significantly impacting purchasing decisions. Recent studies have highlighted that a positive brand image in tourism can enhance customer loyalty, especially in competitive destinations like Bali. Service quality, which encompasses tangibility, reliability, responsiveness, empathy, and assurance (Hasby, 2023), has also been critical in driving customer satisfaction and repeat behaviour.

This study builds on these existing frameworks to explore their application in Bali's domestic tourism market. In common, a brand picture may be a consumer's view of an item or benefit, which is utilised as a premise for data to discover which item or benefit to purchase. Five measurements are agreeing to Ahmad et al. (2020), as follows:

1. Brand identities
2. Brand Personalities
3. Brand Association
4. Brand attitude and behaviours
5. Brand benefit and advantage

Service quality is an activity that aims to maintain and even improve quality continuously from the process to the services produced by the company (Ibrahim & Thawil, 2019). According to Cesariana et al. (2022), Service quality is an offering activity carried out by one party to another party that has no form and results in ownership of something. In general, service quality is an effort carried out by a provider of goods or services and aims to attract consumer interest in using the goods or services and open up opportunities to increase loyal consumers. There are five dimensions, according to Hasby (2023), as follows:

1. Tangibility
2. Reliability
3. Responsiveness
4. Empathy
5. Assurance

Repurchase intention may be an arranged choice by somebody to repurchase particular administrations or products (Miranda & Nurdasila, 2020). The purpose of repurchase may be an arrangement where customers tend to act after they feel fulfilled (Juliet, 2020). Purposeful repurchases can occur if a buyer makes a repurchase when the purchaser initiates this repurchase with the item or benefit (Sandy & Aquinia, 2022). In common, repurchase purpose is an activity taken by customers to buy or reuse an item or benefit based on the fulfillment of the involvement. According to Latif & Ulfa (2022), there are four dimensions, as follows:

1. Transactional intention
2. Referential intention
3. Preferential intention
4. Explorative intention

In the travel business, one of the important things to consider is tourists; how tourists can enjoy their experience while travelling is an important key that must remain counted. If tourists have an experience that they think is good or even satisfying, the desire to travel again will arise. An approach is needed before the trip takes place to create a desire to travel again. One of them is the brand image. Brand image can encourage tourists to travel. If the brand image of the travel agency used is good, it will increase tourists' confidence in going on tour. On the other hand, if the brand image of the travel agency used is terrible, it will, of course, give rise to negative prejudices and questions about various aspects. Therefore, brand image is something that tourists pay attention to before they decide to travel.

Apart from the brand image, another aspect that must remain counted is service quality. Good service can certainly increase tourist satisfaction when travelling. The higher satisfaction felt by tourists will make them consider making another trip using the services of the travel business they have used previously.

2. METHODS

This study utilises a quantitative approach to examine the influence of brand image and service quality on repurchase intention among domestic tourists who have used PT. Kristal Holidays' services. Data was composed through a structured questionnaire distributed to 103 respondents, chosen through convenience sampling. The questionnaire assessed respondents' perceptions using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey's validity and reliability were based on Cronbach's alpha, with a value above 0.70 considered acceptable. The data analysis was conducted using SPSS and multiple linear regression to assess the relationships between variables. Quantitative investigation utilises strategies that examine wonders, where the analyst performs as the instrument. The information collection methods emphasise meaning and show marvels or inquire about objects (Sugiyono, 2019).

As supporting instruments that help this research, data and information are gathered from secondary sources such as journal articles, books, and previous research that connect with the research (ARDANA & PURWOKO, 2018). This study will discuss (1) the impact of brand image on repurchase intention partially, (2) the impact of service quality on repurchase intention partially, and (3) the impact of

brand image and service quality on repurchase intention simultaneously. Information was collected by administering a questionnaire to domestic tourists who have used the PT service. Kristal Holidays. Moreover, the analyst includes on-site perceptions related to the examined case. At that point, the survey was checked for legitimacy and unwavering quality to choose whether each pointer can be considered substantial in measuring the effect of brand picture and benefit quality on deliberate repurchase. Information was collected from respondents employing a survey with a Likert scale of 1 to 5; that is, respondents' answers would be given esteem on a scale of 5 for the most noteworthy record and a scale of 1 for the least record (Pranatawijaya et al., 2019). The findings results were analysed using the IBM SPSS 25 program, with multiple linear regression, validity, and reliability tests.

3. RESULTS AND DISCUSSIONS

Results

TABLE 1. CHARACTERISTIC OF RESPONDENTS

Gender/Age		Frequency	Percentage
Gender	Male	56	54.4%
	Female	47	45.6%
	Total	103	100%
Age	20-25	51	49.5%
	26-30	33	32%
	30-40	19	18.5%
	Total	103	100%

According to **Table 1**, most of the respondents to this investigation were male, with an additional 56 individuals and a percentage of 54,4%. Regarding age, 20-25 years old have the most respondents to this investigation, with an additional 54 people and a percentage of 49,5%. The following table shows the legitimacy and unwavering quality tests of each pointer on the survey.

Table 2. Validity Test

Variable	Indicator	r-count	r-table	Conclusion
Brand Image (X¹)	X1;1	,702	,361	Valid
	X1;2	,772		Valid
	X1;3	,596		Valid
	X1;4	,694		Valid
	X1;5	,579		Valid
	X1;6	,830		Valid
	X1;7	,551		Valid
	X1;8	,469		Valid
	X1;9	,866		Valid
	X1;0	,781		Valid
Service Quality (X²)	X2;1	,560	,361	Valid
	X2;2	,684		Valid
	X2;3	,819		Valid
	X2;4	,706		Valid
	X2;5	,702		Valid
	X2;6	,704		Valid
	X2;7	,699		Valid
	X2;8	,624		Valid
	X2;9	,834		Valid
	X2;0	,760		Valid
Repurchase Intention (Y)	Y;1	,736	,361	Valid
	Y;2	,905		Valid
	Y;3	,802		Valid
	Y;4	,857		Valid
	Y;5	,830		Valid

Each marker can be labelled significant if the r-count point exceeds the r-table value. Upon obtaining each indicator's r-count point, it may be evaluated for legitimacy by comparing it to the r-table esteem. The r-table point was calculated employing equation $DF = (N-2)$, and the coefficient of the r-table score from the 32 participants was 30. The two-way test had a centrality level 0.05 with an r-table respect of 30 and a value of 0.361. **Table 2** reveals that the r-count regard for each instrument assessed is greater than the r-table regard, implying that every enunciation in subordinate used in the study is important.

Table 3. Reliability Test

Variable	Cronbach's alpha value of research variables	Terms of Cronbach's alpha	Conclusion
Brand Image (X1)	,767	0,60	Reliable
Service Quality (X2)	,768		Reliable
Repurchase intention (Y)	,811		Reliable

From the **table 3**, Cronbach's alpha esteem for brand image (X1) is 0,767. Taken after by service quality (X2) is 768, and repurchase intention (Y) is 811. It can be deciphered that all variable values meet the necessities of Cronbach's alpha, which is more vital than 0,60. After the points on each variable are assessed and articulated as relevant and dependable, the overview may be used as a measurement tool in exploration. A diverse coordinate backslide examination should be conducted to delineate the respondents' marker assessment.

Table 4. Multiple Linear Regression Analysis Results

Variable	Unstandardised Coefficients		standardised Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	.469	1.400		.335	.738
Brand Image	.254	.069	.443	3.692	.000
Service Quality	.240	.069	.419	3.490	.001

The results from the multiple linear regression analysis indicate a significant positive relationship between brand image ($\beta = 0.254$, $p < 0.001$) and service quality ($\beta = 0.240$, $p < 0.01$) on repurchase intention. This suggests that enhancing brand image and service quality can increase the likelihood of tourists reusing PT. Kristal Holidays' services. Specifically, the model implies that for every unit increase in perceived brand image, repurchase intention is expected to increase by 0.254 units, holding other factors constant. From the equation above, it can be deciphered as follows:

The constant value of 0,469 indicates that if the value of the brand image (X1) and service quality (X2) are both (0), the repurchase intention (Y) variable will go up by 0,469 units. The figure of 0,254 shows that brand image (X1) positively affects repurchase intention (Y). This means that the better the brand image of the Bali tour package, the higher the repurchase intention. Furthermore, the figure of 0,240 shows that service quality (X2) positively affects repurchase intention (Y). This means that the better the quality of service on the Bali tour package, the higher the repurchase intention. Based on what comes about, it can be deciphered that there is a positive impact between the brand picture and benefit quality on deliberate repurchase. This implies that if the free variable increases, the subordinate variable will increase more.

Discussion

Based on the information examined in Table 4, the brand image includes a t-esteem of 3,692 with a significance esteem of 0,000, which is smaller than 0,05. Service quality features a t esteem of 3,490 with a noteworthiness esteem of 0,001, which is smaller than 0,05. The findings indicate that brand image and service quality significantly influence repurchase intention among domestic tourists. These results align with previous studies (Miranda & Nurdasila, 2020; Wijastuti & Cantika, 2021), which suggest that a positive brand image and high-quality service foster customer loyalty. However, unlike prior research focused on international tourists, this study highlights the unique preferences of domestic travellers in Bali. Travel agencies such as PT. Kristal Holidays can use these insights to target marketing efforts and enhance service experiences tailored to domestic tourists, potentially increasing customer retention and market share. This statement is identical to research conducted by Miranda & Nurdasila (2020) and Wijastuti & Cantika

(2021), which present research in a positive heading where brand picture and benefit quality factors can impact repurchase deliberately.

4. CONCLUSION

This study concludes that brand image and service quality positively influence the repurchase intention of domestic tourists using PT. Kristal Holidays' services. Practical implications suggest that PT. Kristal Holidays should focus on improving its brand image through targeted advertising that emphasises the unique aspects of its tour packages while enhancing service quality by training staff in customer service best practices. Future research could explore additional factors, such as pricing and word-of-mouth, that may further impact repurchase intentions in the tourism industry.

5. REFERENCES

- ARDANA, N. A. D. W. I. I., & PURWOKO, B. (2018). Studi Kepustakaan Penerapan Konseling Naratif dalam Lingkup Pendidikan. *Jurnal Mahasiswa Bimbingan Konseling UNESA*, 8(2).
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). MODEL KEPUTUSAN PEMBELIAN MELALUI KEPUASAN KONSUMEN PADA MARKETPLACE: KUALITAS PRODUK DAN KUALITAS PELAYANAN (LITERATURE REVIEW MANAJEMEN PEMASARAN). *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL*, 3(1), 211–224. <https://doi.org/10.38035/jmpis.v3i1.867>
- Hasby, F. (2023). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Jemaah PT. Biro Perjalanan Wisata Riyal Tunggal Banjarmasin (Studi Kasus Jemaah Haji Khusus Kabupaten Tabalong Tahun 2022). Perpustakaan UIN Antasari Banjarmasin.
- Ibrahim, M., & Thawil, S. M. (2019). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(1), 175–182.
- Latif, R. T. D., & Ulfa, R. (2022). DAMPAK PENERAPAN PROTOKOL KESEHATAN TERHADAP MINAT PEMBELIAN ULANG MASKAPAI LION AIR STUDI KASUS DI YOGYAKARTA. *Ground Handling Dirgantara*, 4(01), 158–167.
- Miati, I. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar). *Abiwarara : Jurnal Vokasi Administrasi Bisnis*, 1(2), 71–83. <https://doi.org/10.31334/abiwarara.v1i2.795>
- Miranda, R., & Nurdasila, N. (2020). Pengaruh Kualitas Pelayanan, Kepercayaan, Dan Citra Merek Terhadap Niat Beli Ulang Jasa Transportasi Po Simpati Star Di Kota Banda Aceh. *Jurnal Manajemen Inovasi*, 11(1), 61–82.
- Pranatawijaya, V. H., Widiatry, W., Priskila, R., & Putra, P. B. A. A. (2019). Penerapan skala Likert dan skala dikotomi pada kuesioner online. *Jurnal Sains Dan Informatika*, 5(2), 128–137.
- Sugiyono, S. (2019). *Metodologi Penelitian Kualitatif Kuantitatif Dan R&D*. Bandung: Cv. Alfabeta.
- Wijiastuti, R. D., & Cantika, N. (2021). Pengaruh persepsi harga, citra merek dan kualitas pelayanan terhadap minat beli ulang jasa gofood di kota sorong. *Kalianda Halok Gagas*, 4(1), 1–8.
- Yakup, A. P., & Haryanto, T. (2019). Pengaruh pariwisata terhadap pertumbuhan ekonomi di Indonesia. *Bina Ekonomi*, 23(2), 39–47.