

Customer repurchase intention in The Duolos Phos Hotel Bintan

Hetty Yulianti Sihite*, Fitriana Baitanu
Politeknik Bintan Cakrawala, Indonesia
*hetty@pbc.ac.id

Article Info

Submitted,
5 June 2025
Revised,
2 September 2025
Accepted,
1 October 2025

Keywords:

Menu variation;
Restaurant
promotion; Service
quality; Repurchase
intention

Kata Kunci:

Variasi menu;
Promosi restoran;
Kualitas layanan;
Niat pembelian ulang

D.O.I

<https://doi.org/10.17509/jithor.v8i2.84457>

ABSTRACT

This study aimed to analyze the influence of service quality, menu variation, and restaurant promotion on the customer repurchase intention at Duolos Phos the Ship Hotel Bintan. Hence, this study explored the importance of maintaining customer loyalty in the hospitality industry, especially in maintaining the service quality in the restaurant, attractive menu variation, and effective promotional strategies. The method used in this research was a quantitative approach while the data were collected using questionnaires. The population of the study was the customers of the hotel restaurant, and the samples were decided through purposive sampling techniques. Using a quantitative approach with primary data from 100 respondents analyzed through PLS-SEM, the results show that restaurant promotion has the strongest influence on repurchase intention ($t = 8.566$), followed by menu variation ($t = 5.075$) and service quality ($t = 3.953$). The findings revealed that menu variation, restaurant promotion, and service quality simultaneously had a significant influence on customer repurchase intention. On the other hand, menu variety and restaurant promotion had a significant influence, while service quality showed a lower but still relevant effect. These findings indicated that by improving the preparation of menu variation according to customer preferences and the strength of promotion in restaurants, they become the main strategies in increasing customer repurchase intention. Therefore, the management must pay attention to these three aspects in an integrated manner to increase customer loyalty.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, variasi menu, dan promosi restoran terhadap niat pembelian ulang pelanggan di Duolos Phos the Ship Hotel Bintan. Oleh karena itu, penelitian ini mengeksplorasi pentingnya menjaga loyalitas pelanggan dalam industri perhotelan, terutama dalam menjaga kualitas layanan di restoran, variasi menu yang menarik, dan strategi promosi yang efektif. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif sementara data dikumpulkan menggunakan kuesioner. Populasi penelitian ini adalah pelanggan restoran hotel, dan sampel ditentukan melalui teknik purposive sampling. Menggunakan pendekatan kuantitatif dengan data primer dari 100 responden yang dianalisis melalui PLS-SEM, hasilnya menunjukkan bahwa promosi restoran memiliki pengaruh paling kuat terhadap niat pembelian ulang ($t = 8,566$), diikuti oleh variasi menu ($t = 5,075$) dan kualitas layanan ($t = 3,953$). Temuan tersebut mengungkapkan bahwa variasi menu, promosi restoran, dan kualitas layanan secara simultan memiliki pengaruh yang signifikan terhadap niat pembelian ulang pelanggan. Di sisi lain, variasi menu dan promosi restoran memiliki pengaruh yang signifikan, sementara kualitas layanan menunjukkan efek yang lebih rendah tetapi masih relevan. Temuan ini menunjukkan bahwa peningkatan penyajian variasi menu sesuai preferensi pelanggan dan kekuatan promosi di restoran menjadi strategi utama dalam meningkatkan niat pembelian ulang pelanggan. Oleh karena itu, manajemen harus memperhatikan ketiga aspek ini secara terintegrasi untuk meningkatkan loyalitas pelanggan.

INTRODUCTION

Duolos Phos The Ship Hotel is a unique cruise-themed hotel located in Lagoi, Bintan Regency, Riau Islands, serving both domestic and international guests. As a destination with various market segments, the hotel provides comprehensive facilities, including restaurants that contribute significantly to customer satisfaction. In this context, maintaining customer loyalty is essential in sustaining hospitality businesses, as high service quality and innovative menu offerings directly influence customer retention and repurchase behavior.

Customer loyalty plays a crucial role in sustaining the restaurant business, where maintaining service quality ensures long-term customer retention. Previous studies have highlighted that customer satisfaction, promotional effectiveness, and menu diversity have significant impacts on customer loyalty (Yan, et al., 2015; Han & Hyun, 2017; Han, et al., 2020). To strengthen contextual relevance, studies from Wirakusuma & Samudra (2022) and Wahyuni, et al., (2025) also emphasize marketing strategies and loyalty management in the Indonesian hospitality sector.

This research focuses on three main independent variables: menu variation, restaurant promotion, and service quality, to understand their impact on customer repurchase intention. The objectives are: (1) to analyze the influence of menu variation, (2) to assess the effect of restaurant promotion, (3) to evaluate service quality, and (4) to determine the simultaneous impact of these variables on customer repurchase intention.

LITERATURE REVIEW

Menu variation

Menu variation represents the range of food and beverage options

offered by a restaurant. It reflects diversity in cuisine, quality, and presentation, which enhances dining satisfaction and repeat visits (Li, et al., 2021). In the hospitality context, menu variety not only influences the sensory experience but also strengthens the restaurant's competitiveness. According to Wirakusuma & Samudra (2022), customer experience and sensory engagement strongly influence revisit intention in Indonesian hospitality settings, indicating that menu and promotional aspects are key determinants of customer loyalty. Similarly, Girija, et al., (2023) emphasized that a well-structured and innovative menu design can significantly affect customers' willingness to return, especially in restaurant outlets within hotels that offer diverse culinary experiences. Therefore, the researchers proposed the following research hypothesis:

H1: There is an influence of menu variation on customer repurchase intention.

Restaurant promotion

Restaurant promotion includes marketing activities such as discounts, loyalty programs, and digital advertising aimed at attracting and retaining customers. Studies show that effective promotions can significantly boost repurchase intentions (Chathoth et al., 2013). Promotions that combine online visibility and personalized engagement, such as influencer campaigns or targeted social media advertising, have become increasingly relevant in the post-pandemic hospitality market.

In the Indonesian hotel industry, Wahyuni, et al., (2025) highlighted that digital marketing and service consistency are essential for maintaining customer retention and repurchase behavior. Furthermore, Prayag & Grivel (2018) found that consistent and thematic

promotional strategies strengthen the emotional attachment of customers to hospitality brands, thereby increasing their intention to revisit. In the case of promotions that communicate the unique concept of the property can create strong differentiation in the minds of customers. Hence, the researchers proposed the following research hypothesis:

H2: There is an influence of restaurant promotion on customer repurchase intention.

Service quality

Service quality is defined by the customer's perception of responsiveness, assurance, empathy, and reliability (Parasuraman et al., 1988; Han, et al., 2020). Superior service quality builds trust and loyalty, leading to repeat purchases. In the hospitality sector, excellent service involves both tangible aspects (cleanliness, ambiance, comfort) and intangible aspects (empathy, communication, professionalism). Giriya, et al., (2023) noted that consistency and emotional connection between staff and guests create memorable experiences that directly affect loyalty. Moreover, Wirakusuma, et al., (2024) emphasized that service quality in Indonesian tourism destinations must integrate adaptive and sustainable management approaches to maintain competitiveness and long-term customer relationships. Hence, the other hypothesis proposed is as follows:

H3: There is an influence of service quality on customer repurchase intention.

Customer repurchase intention

Customer repurchase intention reflects the likelihood that a customer will return to purchase again. It is influenced by satisfaction, trust, and positive past experiences (Jawaharlal & Kulkarni, 2022). Customers who perceive value consistency and strong emotional

connection with a brand tend to exhibit higher loyalty and repeat purchase behavior (Han, et al., 2020). In a competitive hospitality environment, strengthening customer relationships through innovative menus, targeted promotions, and reliable service becomes crucial in sustaining long-term loyalty (Prayag & Grivel, 2018).

Synthesis

Based on the reviewed literature, it can be concluded that menu variation, restaurant promotion, and service quality are significant predictors of customer repurchase intention in the hospitality industry. The combination of innovative menu design, targeted promotional strategy, and consistent service quality plays a crucial role in maintaining customer satisfaction and loyalty. Therefore, the following hypotheses are proposed to be tested in this study.

Conceptual framework

Based on the literature review and hypotheses formulation, the conceptual framework of this study is presented as follows:

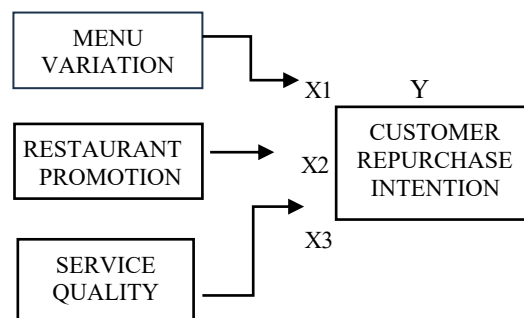


Figure 1. Conceptual framework

Source: Author data, 2024

This framework illustrates the causal relationships between the independent variables (menu variation, restaurant promotion, and service quality) and the dependent variable (customer repurchase intention). Each hypothesis was tested using Partial Least Squares

Structural Equation Modeling (PLS-SEM) to evaluate both direct and simultaneous effects.

RESEARCH METHOD

This study employed a quantitative research design using a survey method to analyze the influence of menu variation (X1), restaurant promotion (X2), and service quality (X3) on customer repurchase intention (Y) at the Duolos Phos Hotel Bintan. The study used primary data, collected through structured questionnaires distributed to guests who had made purchases at several hotel outlets, Rijsttafel Restaurant, Piano Lounge, Pool Bar, and Club Lounge, between February and August 2024. Respondents were selected using a purposive sampling technique, with the following criteria:

1. Guests who had made at least two purchases at the hotel restaurant.
2. Guests aged 17 years or older.
3. Guests who directly experienced the service (not through intermediaries).

A total of 100 valid responses were obtained and analyzed. Although this number is considered the minimum threshold for PLS-SEM analysis, [Hair et al. \(2021\)](#) state that a sample size of 100-150 is acceptable for complex models with multiple constructs. This study acknowledges the limited sample size as a methodological constraint, yet it still provides sufficient power to test the relationships between variables.

The research instrument used a 4-point Likert scale (1= Strongly Disagree to 4= Strongly Agree). Prior to data collection, a pilot test involving 20 respondents was conducted to verify clarity and reliability. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through SmartPLS 4.0, consisting of:

- Outer Model analysis: Convergent Validity, Discriminant Validity, Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted (AVE).
- Inner Model analysis: Path Coefficients, Variance Inflation Factor (VIF), Coefficient of Determination (R²), and Standardized Root Mean Square Residual (SRMR).

RESULT AND DISCUSSION

Descriptive Analysis of the Respondents

Table 1. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage
n = 100			
Gender	Male	38	38%
	Female	62	62%
	Total	100	100%
Age	17 – 20 years	3	3%
	21 – 30 years	24	24%
	31 – 40 years	47	47%
	41 – 50 years	18	18%
	> 51 years	8	8%
Total		100	100%
Length of time (customer loyalty)	0 – 1 years	83	83%
	2-3 years	17	17%
	> 4 years	0	0
	Total	100	100%

Source: Research questionnaires, 2024

The descriptive analysis indicates that 62% of the respondents were female, while 47% were aged between 31-40 years. This suggests that the restaurant’s primary customer base consists of adult women who actively revisit the hotel restaurant. Regarding loyalty duration, 83% of respondents were customers within the past year, indicating that repeat purchase behavior is still developing but shows strong potential for loyalty growth.

Measurement model (Outer model): Convergent validity

Table 2. Convergent Validity Result

Latent variables	The average of loading factor	Average ariant Extract (AVE)	Notes
Menu variation	0,71 – 0,83	0,642	Valid
Restaurant Promotion	0,74 – 0,82	0,612	Valid
Service Quality	0,74 – 0,81	0,586	Valid
Repurchase Intention	0,74 – 0,85	0,655	Valid

Source: Research findings, 2024

The convergent validity test shows that all constructs meet the threshold of Outer Loading > 0.70 and AVE > 0.50, confirming that each variable demonstrates good validity and reliability (Hair et al., 2021).

Reability Test

Table 3. Reliability of the Constructs

	Cronbach's Alpha	Composite Reliability	Notes
Menu variation	0,792	0,854	Reliable
Restaurant promotion	0,768	0,832	Reliable
Service Quality	0,755	0,827	Reliable
Repurchase Intention	0,801	0,864	Reliable

Source: Research findings, 2024

All constructs satisfy the reliability criteria (Cronbach's Alpha > 0.70, Composite Reliability > 0.70). Therefore, the measurement items are internally consistent and stable.

Structural model (Inner Model)

Table 4. Results of discriminant validity test

Variable	Menu Variation (X1)	Restaurant Promotion (X2)	Customer Satisfaction (X3)	Customer Repurchase Intention (Y)
Menu Variation (X1)	0,792			
Restaurant Promotion (X2)	0,612	0,606		
Customer satisfaction (X3)	0,578	0,593	0,776	
Customer Repurchase Intention (Y)	0,543	0,527	0,558	0,759

Source: Research findings, 2024

The discriminant validity results indicate that the square root of each AVE (diagonal values) exceeds the correlations among constructs, confirming distinctiveness among variables.

Hypothesis testing and discussion

The hypothesis testing results are as follows:

Hypothesis	Path	t-Value	Result
H1	Menu Variation → Repurchase Intention	5.075	Supported
H2	Restaurant Promotion → Repurchase Intention	8.566	Supported
H3	Service Quality → Repurchase Intention	3.953	Supported

Source: Research findings, 2024

CONCLUSION

The findings of this study revealed that menu variation, restaurant promotion, and service quality each have a positive and significant influence on customer repurchase intention at the Duolos Phos Hotel Bintan. Among these three variables, restaurant promotion emerged as the most dominant factor influencing customers' intention to make repeat purchases, followed by menu variation and service quality.

This result suggests that promotional activities, particularly those utilizing digital platforms, thematic events, and loyalty programs are effective in strengthening customers' emotional engagement and driving repeated visits. Meanwhile, consistent service quality and diverse menu offerings continue to play supportive roles in enhancing overall customer satisfaction and loyalty.

From a managerial perspective, the hotel management should prioritize integrated marketing strategies that align promotional programs with menu innovation and service consistency. Developing experiential and personalized promotions that emphasize the hotel's unique concept will further improve competitive advantage and customer loyalty in the hospitality market.

For future research, it is recommended to expand the study by including additional variables such as brand image, price perception, or digital engagement. Researchers may also consider using larger sample sizes or

Interpretation:

1. Menu Variation (H1) significantly influences repurchase intention. The greater the variety and creativity in menu offerings, the stronger the customers' intention to return. This supports [Yan, et al., \(2015\)](#) who emphasized that menu diversity increases satisfaction and repeat purchase behavior.
2. Restaurant Promotion (H2) has the strongest effect among all variables ($t=8.566$). Promotional activities, particularly digital and thematic campaigns effectively attract customer attention and trigger repeat purchases. This aligns with [Chatthoth et al., \(2013\)](#) and [Wahyuni, et al., \(2025\)](#), highlighting that engaging promotions are crucial to sustain repurchase behavior.
3. Service Quality (H3) also shows a positive and significant impact ($t=3.953$), confirming that responsiveness, empathy, and professionalism of staff contribute to customer loyalty. This finding supports [Han, et al., \(2020\)](#) and [Girija, et al., \(2023\)](#), who found that consistency in service quality builds long-term trust and emotional loyalty.

Additionally, the demographic profile strengthens these results as most respondents are women aged 31–40, a group that tends to be more responsive to personalized service and promotional offers ([Prayag & Grivel, 2018](#)).

comparative studies among different types of themed hotels to provide broader generalizations of repurchase behavior in the hospitality industry.

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