
INCREASING THE INTENTION TO REVISIT VILLA KOTA BUNGA THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE



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Abstract

This study aims to examine the role of customer satisfaction in mediating the influence of facilities and location on the intention to revisit Villa Kota Bunga. The research is expected to provide valuable input for the management of Villa Kota Bunga in improving its facilities, location, and customer satisfaction. The sampling method used was purposive and accidental sampling by distributing questionnaires to 200 domestic guests who are currently staying or have previously stayed at Villa Kota Bunga. The questionnaire data were processed using SPSS Version 25 and Lisrel 8.80 software. The results show that facilities and location have a positive effect on customer satisfaction, facilities and location positively influence the intention to revisit, and customer satisfaction is able to partially mediate the influence of both facilities and location on the intention to revisit Villa Kota Bunga.

Keywords: Facilities, Location, Customer Satisfaction, Intention to Revisit

INTRODUCTION

Indonesia's tourism industry plays a crucial role in economic development through its contribution to GDP, employment, and foreign exchange earnings (Insani et al., 2020; Sakawati et al., 2022). In 2019, the sector contributed 4.7% to the national GDP. However, the COVID-19 pandemic in 2020 caused a sharp decline to 2.2%, triggered by travel restrictions that significantly reduced the number of tourists (Purwowidhu, 2023). By 2023, the tourism sector began to recover with 11.68 million international visitors and the creation of 543,000 new jobs, approaching pre pandemic levels (Wisnubroto, 2024). West Java is one of Indonesia's main tourist destinations, experiencing rapid growth in its tourism sector. Two dominant subsectors are culinary tourism and accommodation services. The increasing number of tourists each year drives the demand for comfortable and high quality lodging. The trend of ecotourism and rural tourism has also encouraged local communities to provide home-based accommodations, which not only boosts regional income but also strengthens the community's role in the tourism industry.

Puncak has long been known as one of the most popular tourist destinations in West Java. Its breathtaking natural beauty, cool climate, and diverse tourist attractions make it a top choice for both domestic and international tourists. Puncak has become a favored destination for those seeking an escape from the hustle and bustle of city life. Villas are the most commonly offered and most preferred type of accommodation in the Puncak area. When guests choose to stay in a villa, they have specific expectations regarding the facilities available to them during their stay. Tourist attractions such as villas often serve as the primary reason for individuals to select a particular destination, and the availability and quality of these facilities can greatly influence their decisions and perceptions.

Supporting amenities such as additional services and comfortable lodging play an important role in enhancing the guest experience and the competitiveness of villas as holiday destinations. Additionally, tertiary elements like the surrounding natural beauty, accessibility, and the overall ambiance of the villa also affect guest satisfaction and their interest in returning for future stays (Kuninggar et al., 2021). The location of a villa is a critical factor in shaping guest experiences and satisfaction, as well as encouraging repeat visits. Proximity to major attractions such as shopping centers, entertainment venues, and cultural sites, along with ease of access via public transportation or private vehicles, determine the appeal of a villa in the eyes of tourists (Kuninggar et al., 2021).

Villa Kota Bunga is a villa estate located in the Puncak area, Cipanas, Cianjur Regency, a region in the province of West Java, Indonesia. As its name suggests, Villa Kota Bunga is situated in a beautiful location, surrounded by lush greenery and scenic natural views. Geographically, it is located in the mountainous area of West Java, standing at an altitude of 1,100 meters above sea level, offering the cool mountain air characteristic of the Parahyangan highlands. The estate lies in a valley surrounded by Mount Pangrango, Mount Gede, Mount Baeud, and several smaller mountains. More than just a lodging area, Villa Kota Bunga featuring attractions such as Little Venice and a variety of recreational facilities has also become a popular tourist destination in the Puncak region.

Table 1.
Customer Reviews

No	Account Name	Review	Rating
1	Deni K	<ul style="list-style-type: none"> The water heater was unclear... Slept all night using phone flashlight because the villa's electricity was broken The pool water was dirty due to a broken water pump 	1/5
2	Gunawan Shi	Cipanas traffic jam	2/5
3	Rasya Qya	The security guard was impolite	1/5
4	Hay	A very bad and filthy place, with various insects and dogs. The villa's exterior design is beautiful, but the interior is poor. I do not recommend staying here. Too expensive.	1/5
5	Enjang Saja	Kota Bunga is now uncomfortable. (Unpleasant) Many Arab tourists ride motorcycles recklessly without rules.	2/5
6	Mikolla Jossen	Too many motorcycles with noisy exhausts, making it uncomfortable as a villa retreat.	3/5
7	Salsa McCarrone	The place is actually nice if clean (the villa). Just poorly maintained, so it feels a bit spooky. Nice view.	3/5
8	Aida Travelling, Cooking and Culinary	Uncomfortable because there was a random car washer who washed my car without being asked.	3/5
9	Nathania Quinn	Very dark at night, no lights. The buildings are old, which makes it spooky.	2/5
10	Agung Indra Gothama	The location is not clean; trash is piling up.	2/5
11	Sayyid Abdurrahman	Poor street lighting inside the complex.	1/5
12	Didi Sukadi	Poorly maintained buildings, starting to look dull and dirty.	1/5
13	Damianus Adam Mahendra	Difficult to access via public transport; took an ojek from Gate 2 to the location for IDR 15k. The location is uncomfortable and poorly maintained. The IDR 60k entrance fee is not worth the facilities.	1/5

Source: googlemaps.co.id/villakotabungga, 2024

Based on customer reviews taken from Google Maps, the overall level of customer satisfaction with the services and facilities at Villa Kota Bunga is relatively low. Many customer complaints are related to the facilities and location. This is reflected in the majority of ratings falling between 1 to 3 out of 5, with a wide range of complaints. In terms of occupancy percentage over the past five years, Villa Kota Bunga still lags behind its competitors. The researcher also distributed questionnaires to thirty respondents, consisting

of guests currently staying or who have previously stayed at Villa Kota Bunga. The results indicate that the interest of guests to return and stay at Villa Kota Bunga remains low.

Good facilities and a strategic location help shape a positive perceived value, which impacts customer satisfaction and encourages the intention to revisit. Customer satisfaction is key to building long term relationships, while dissatisfaction must be addressed promptly (Maulidiah & Budiantono, 2023). Therefore, facilities, location, and customer satisfaction are the main factors influencing the intention to revisit (Fajrin et al., 2021). Previous studies have shown that facilities have a positive and significant effect on the decision to revisit Hotel @Hom Kudus through customer satisfaction (Kurnia & Khasanah, 2022), and that location has a significant influence on the decision to revisit Hotel Kyriad Arra Amandaru (Handrianto et al., 2023). Similarly, Fajrin et al. (2021) found that facilities and location have a positive and significant effect on the intention to revisit Muara Takus Temple tourism in District XIII through customer satisfaction. Based on the issues mentioned above, the author seeks to conduct a study titled "*Increasing the Intention to Revisit Villa Kota Bunga Through Customer Satisfaction*", with the aim of providing constructive input for villa management.

REVIEW OF LITERATURE

Facilities

Facilities are essential elements that enhance satisfaction by providing comfort to customers and meeting the needs of service users. Complete and high-quality facilities not only improve comfort during the initial visit but also encourage the intention to return in the future. According to Kotler (2019), facilities are physical resources that must be available before services can be delivered to consumers. Indicators used to measure facilities include:

1. Condition of facilities
2. Completeness
3. Interior design
4. Exterior design
5. Supporting elements

Location

Location is one of the key factors in business, especially in determining the success of enterprises that involve physical presence or require direct customer visits. Therefore, a strategic location facilitates easier access for consumers (Sinaga, 2022). Indicators used to measure location include:

1. Accessibility
2. Visibility
3. Parking availability
4. Traffic flow
5. Surrounding environment

Customer Satisfaction

Customer satisfaction is the level of a person's feelings after comparing the perceived performance (results) with their expectations. If the performance falls below expectations, the customer is disappointed; if it meets expectations, the customer is satisfied (Erianto, 2020). Indicators of customer satisfaction include:

1. Expectation alignment
2. User experience
3. Service quality

Repurchase Intention

Repurchase intention refers to post-purchase consumer behavior, where satisfaction or dissatisfaction with a product or service influences future behavior. If the consumer is satisfied, there is a higher likelihood of repurchasing the product or service (Kotler & Keller, 2019). Repurchase intention also indicates the customer's desire to revisit in the future (Ramdhani & Widyasari, 2022). Indicators used to measure this variable include:

1. Willingness to revisit in the future
2. Visit preference
3. Visit recommendation
4. Intention to invite others to visit

RESEARCH METHOD

This study employs an associative research design with a quantitative approach. Associative research is aimed at identifying the relationship or influence between two or more independent variables and a dependent variable (Sugiyono, 2022). The variables used in this study are facilities (ξ_1), location (ξ_2), customer satisfaction (η_1), and revisit intention (η_2). The quantitative approach is a research method that involves data collection using questionnaires, where the data collected through research instruments are processed statistically or numerically (Sugiyono, 2022). The population in this study consists of all domestic visitors to Villa Kota Bunga, whether they stayed overnight or not, during a certain period. Therefore, the exact number of the population is unknown. The sample refers to a portion of the population that possesses certain characteristics. The sampling technique used in this study is non-probability sampling, specifically a combination of purposive sampling and accidental sampling. Purposive sampling is a technique in which samples are selected based on specific criteria, while accidental sampling refers to sample collection based on chance encounters, where the researcher believes the individual is suitable as a source of data for the study (Sugiyono, 2022). Data were collected by distributing offline questionnaires to 200 respondents who met the criteria of being domestic guests currently or previously staying at Villa Kota Bunga, Puncak.

This research utilizes the Structural Equation Modeling (SEM) method based on Covariance-Based Structural Equation Modeling (CB-SEM). CB-SEM focuses on the fit between the observed covariance matrix from the data and the predicted covariance matrix generated by the model. This method was chosen due to its ability to measure constructs through their indicators, as well as to analyze both indicator variables and latent variables simultaneously.

RESULTS AND DISCUSSION

Assumption Testing

Normality Test

The normality test is conducted to determine whether the residuals in the regression model are normally distributed. Normally distributed residuals are one of the key requirements for assessing influence and testing for significance (Ghozali, 2018).

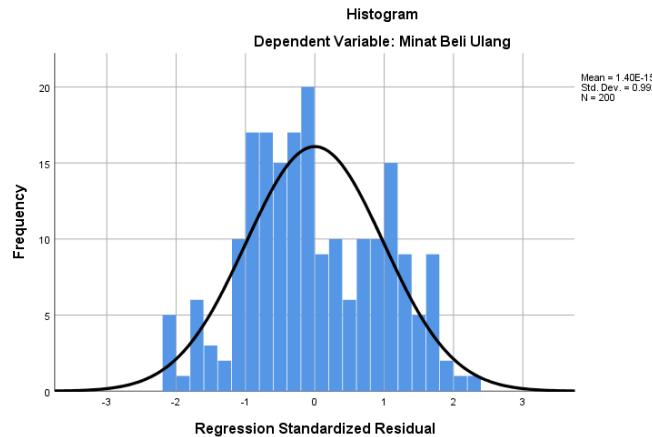


Figure 1.

Source: Primary data processed by the author using SPSS 25, 2025

Histogram of Residual Normality Distribution

Based on Figure 4.8, the histogram shows that the residual distribution resembles a normal (bell-shaped) curve, with a peak in the center and a symmetrical distribution. This visually indicates that the residuals are normally distributed.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is a variance inequality of the residuals across observations. One method for testing this is the Glejser test or by observing the pattern in a residual scatterplot (Gujarati & Porter, 2009). The model is considered free from heteroscedasticity if there is no specific pattern in the residual distribution or if the significance value in the Glejser test is greater than 0.05 (Ghozali, 2018).

Table 2.

Glejser Test for Heteroscedasticity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.902	3.207		2.776	.006
	Fasilitas	.018	.017	.077	1.038	.301
	Lokasi	-.021	.021	-.075	-1.018	.310
	Kepuasan	-.064	.037	-.137	-1.761	.080

a. Dependent Variable: Abs_Res

Source: Primary data processed by the author using SPSS 25, 2025

Based on Table 4.30, the results of the Glejser test show a significance value greater than 0.05, indicating that there are no symptoms of heteroscedasticity in the model.

Multicollinearity Test

The multicollinearity test aims to detect whether there is a high correlation among the independent variables in the model. High multicollinearity can lead to instability in the regression coefficients. According to Hair et al. (2010), multicollinearity can be detected using the Variance Inflation Factor (VIF) and Tolerance values. If $VIF < 10$ and $Tolerance > 0.10$, the model is considered free from multicollinearity.

Table 3.
Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.609	5.763		1.320	.188		
	Fasilitas	.191	.031	.369	6.112	.000	.895	1.117
	Lokasi	.130	.037	.210	3.498	.001	.903	1.107
	Kepuasan	.302	.066	.290	4.606	.000	.820	1.220

a. Dependent Variable: Minat Beli Ulang

Source: Primary data processed by the author using SPSS 25, 2025

Based on the test results, all independent variables have VIF values less than 10 and Tolerance values greater than 0.10, indicating that there are no symptoms of multicollinearity.

Linearity Test

The linearity test is conducted to determine whether the relationship between the independent variables and the dependent variable in the regression model is linear. In this study, the linearity test was performed using the Analysis of Variance (ANOVA) method on the absolute residual values (Abs_Res).

Table 4.
ANOVA Linearity Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.280	3	17.427	2.028	.111 ^b
	Residual	1684.063	196	8.592		
	Total	1736.343	199			

a. Dependent Variable: Abs_Res

b. Predictors: (Constant), Kepuasan, Lokasi, Fasilitas

Source: Primary data processed by the author using SPSS 25, 2025

Based on Table 4.32, the significance value obtained is 0.111, which is greater than 0.05. This indicates that there is no significant deviation from the linear relationship between the independent variables and the dependent variable. According to Ghozali (2018), if the

significance value in the ANOVA test is greater than 0.05, the relationship between variables can be considered linear.

Structural Equation Modeling (SEM)

Structural Model Analysis

The following is the structural model estimation result using LISREL 8.80 software, as shown in the figure below:

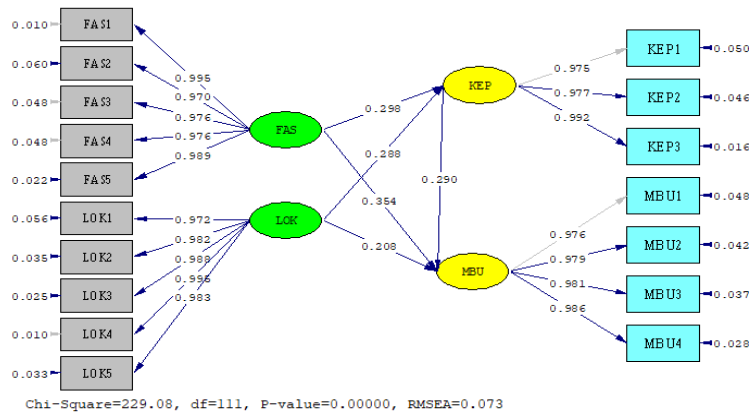


Figure 2.
Structural Model Diagram – Standardized Solutions
 Source: Primary data processed by the author using LISREL 8.80, 2025

Based on the statistical testing results of the structural model measurement in this study, the resulting structural equation is as follows:

Structural Equation

$$KEP = 0.298 * FAS + 0.288 * LOK, \text{ Errorvar.} = 0.829, R^2 = 0.171$$

(0.0659) (0.0667) (0.0874)
 4.524 4.317 9.486

$$MBU = 0.290 * KEP + 0.354 * FAS + 0.208 * LOK, \text{ Errorvar.} = 0.652, R^2 = 0.348$$

(0.0638) (0.0625) (0.0615) (0.0687)
 4.553 5.654 3.380 9.495

- ξ1 = Facilities
- ξ2 = Location
- η1 = Customer Satisfaction
- η2 = Revisit Intention

Table 5.
Model Fit Test Results

GOF	Acceptable Fit Criteria	Model Index	Result
GFI	GFI ≥ 0.9 (good fit), 0.8 ≤ GFI ≤ 0.9 (marginal fit)	0.861	Marginal Fit
RMR	RMR ≤ 0.5	0.016	Good Fit

GOF	Acceptable Fit Criteria	Model Index	Result
RMSEA	$0.05 < RMSEA \leq 0.08$ (good fit), $0.08 < RMSEA \leq 1$ (marginal fit)	0.073	Good Fit
NNFI	$NNFI \geq 0.9$ (good fit), $0.8 \leq NNFI \leq 0.9$ (marginal fit)	0.941	Good Fit
NFI	$NFI \geq 0.9$ (good fit), $0.8 \leq NFI \leq 0.9$ (marginal fit)	0.938	Good Fit
AGFI	$AGFI \geq 0.9$ (good fit), $0.8 \leq AGFI \leq 0.9$ (marginal fit)	0.808	Marginal Fit
RFI	$RFI \geq 0.9$ (good fit), $0.8 \leq RFI \leq 0.9$ (marginal fit)	0.924	Good Fit
CFI	$CFI \geq 0.9$ (good fit), $0.8 \leq CFI \leq 0.9$ (marginal fit)	0.952	Good Fit
IFI	$IFI \geq 0.9$ (good fit), $0.8 \leq IFI \leq 0.9$ (marginal fit)	0.952	Good Fit

Source: Primary data processed by the author using LISREL 8.80, 2025

Description:

- GFI : Goodness of Fit Index
- RMR : Root Mean Square Residual
- RMSEA : Root Mean Square Error of Approximation
- NNFI : Non-Normed Fit Index
- NFI : Normed Fit Index
- AGFI : Adjusted Goodness of Fit Index
- RFI : Relative Fit Index
- CFI : Comparative Fit Index
- IFI : Incremental Fit Index

Based on Table 4, it can be seen that out of the 9 Goodness of Fit indicators, 2 indicators fall into the marginal fit category, while the others are categorized as good fit. Therefore, the research model can proceed to hypothesis testing. The results of hypothesis testing based on the structural model show the t-values obtained from data processing, as illustrated in the figure below:

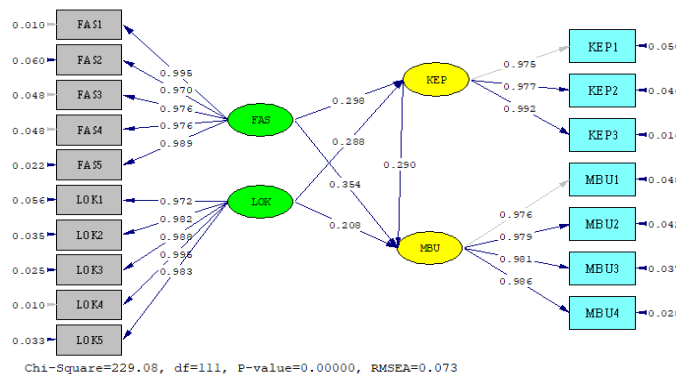


Figure 3.
Structural Model Diagram – T-values

Source: Primary data processed by the author using LISREL 8.80, 2025

Hypothesis Testing and Discussion

Based on Figure 3, hypothesis testing is conducted by comparing the calculated *t-value* with the *t-table* value at a 5% significance level ($\alpha = 0.05$), which is 1.96 (absolute value) (Hair et al., 2014). If the *t-value* > 1.96, then the hypothesis is accepted. The following are the results of hypothesis testing in this study.

Table 6.
Hypothesis Test – Direct and Indirect Effects

Relationship Between Variables	Standardized Coefficients	T-values	Conclusion
H1. Facilities (ξ_1) → Customer Satisfaction (η_1)	0.298	4.524	Accepted
H2. Location (ξ_2) → Customer Satisfaction (η_1)	0.288	5.654	Accepted
H3. Facilities (ξ_1) → Revisit Intention (η_2)	0.354	4.317	Accepted
H4. Location (ξ_2) → Revisit Intention (η_2)	0.208	3.380	Accepted
H5. Customer Satisfaction (η_1) → Revisit Intention (η_2)	0.290	4.553	Accepted
H6. Location (ξ_2) → Revisit Intention (η_2) via Customer Satisfaction (η_1)	0.086	3.206	Accepted
H7. Facilities (ξ_1) → Revisit Intention (η_2) via Customer Satisfaction (η_1)	0.084	3.131	Accepted

Source: Primary data processed by the author using LISREL 8.80, 2025

The Effect of Facilities (ξ_1) on Customer Satisfaction (η_1)

Based on the path coefficient test, the result shows a *t-value* of $4.524 > 1.96$. Since the *t-value* exceeds the *t-table* value at a 5% significance level ($\alpha = 0.05$), H_0 is rejected, and the first hypothesis (H1) is accepted. This indicates that Facilities (ξ_1) have a positive and significant effect on Customer Satisfaction (η_1) at Villa Kota Bunga. This finding is consistent with the study by Sinaga et al. (2022), which showed that facilities positively and significantly affect customer satisfaction at Platinum Hotel Rantauprapat. This result suggests that Villa Kota Bunga needs to enhance both service quality and facilities to improve customer satisfaction. Regular staff training that emphasizes hospitality, promptness, and professionalism is crucial. Public facilities such as swimming pools should always be clean and ready for use. These improvement strategies should be promoted via social media and guest reviews to strengthen brand image as a superior accommodation among local competitors.

The Effect of Location (ξ_2) on Customer Satisfaction (η_1)

Based on the path coefficient test, the result shows a *t-value* of $5.654 > 1.96$. Since the *t-value* exceeds the *t-table* value at a 5% significance level, H_0 is rejected, and the second hypothesis (H2) is accepted, indicating that Location has a positive and significant effect on

Customer Satisfaction at Villa Kota Bunga. This is consistent with the study by Tarigan & Ikhsania (2021), which stated that location significantly influences customer satisfaction at Harris Suites Fx Sudirman Hotel. The results show that access to public facilities and nearby tourist attractions significantly affects customer satisfaction. Villa Kota Bunga is advised to highlight its location advantages through interactive digital maps or environmental tour videos. Other strategies include offering bundled accommodation-tour packages and collaborating with local transport providers. Staff training should also focus on giving local recommendations, shuttle services, and booking assistance for nearby activities.

The Effect of Facilities (ξ_1) on Revisit Intention (η_2)

Based on the path coefficient test, the result shows a *t-value* of $5.654 > 1.96$. Since the *t-value* exceeds the *t-table* value at a 5% significance level, H_0 is rejected, and the third hypothesis (H_3) is accepted. This indicates that Facilities have a positive and significant effect on Revisit Intention. This is in line with Momongan et al. (2024), who found that facilities positively and significantly influence revisit intention at Swiss-Belhotel in Manado City. High quality facilities are proven to enhance comfort and promote word-of-mouth referrals. Villa Kota Bunga is encouraged to showcase its facility strengths, such as swimming pools and gardens, through engaging and authentic visual content. Implementing daily operational standards, including routine inspections and maintenance, is vital to keeping facilities optimal. Additionally, loyalty programs like discounts or souvenirs for guests who recommend the villa to others can reinforce this viral effect.

The Effect of Location (ξ_2) on Revisit Intention (η_2)

Based on the path coefficient test, the result shows a *t-value* of $5.654 > 1.96$. Since the *t-value* exceeds the *t-table* value at a 5% significance level, H_0 is rejected, and the fourth hypothesis (H_4) is accepted. This means that Location has a positive and significant effect on Revisit Intention. This finding is in line with the study by Aqila et al. (2024), which found that location positively affects revisit intention to Batu City Strawberry Barn. This study shows that revisit intention is not only a passive desire to return but also an active desire to recommend and bring others along both of which are strongly influenced by how comfortable guests feel with the overall location. Promote the location advantage by highlighting the villa's proximity to public amenities such as minimarkets, culinary spots, playgrounds, and places of worship. This visualization can be presented through digital brochures, guest testimonial videos, or interactive location maps. Villa Kota Bunga should also encourage guests to share their experiences online, especially if they bring others or make repeat bookings. Testimonials that include recommendations will have a stronger and more organic marketing impact.

The Effect of Customer Satisfaction (η_1) on Revisit Intention (η_2)

Based on the path coefficient test, the *t-value* obtained is $5.654 > 1.96$. Since the *t-value* exceeds the *t-table* value at a 5% significance level, H_0 is rejected, and the fifth hypothesis (H_5) is accepted. This indicates that Customer Satisfaction has a positive and significant effect on Revisit Intention. This finding aligns with the research by Prakoso and Tanjung (2025), which states that customer satisfaction has a positive and significant influence on consumers' intention to revisit Comercial Bizpark Hotel. The results show that excellent service not only enhances positive perception but also encourages voluntary word-of-mouth promotion by customers, which is considered the most effective and trustworthy form of marketing. The management should reinforce a culture of service excellence through

regular staff training to ensure service is always friendly, prompt, courteous, and solution-oriented. Satisfaction can also be enhanced by personalized services, such as welcome greetings, room preferences, or additional services based on previous guest data. Service quality should become the hallmark of Villa Kota Bunga. Additionally, creating loyalty programs for returning guests, such as a "Referral Rewards" program that offers incentives for bringing in new guests, is highly recommended.

The Effect of Facilities (ξ_1) on Revisit Intention (η_2) through Customer Satisfaction (η_1)

The Sobel test results show a t -value of $3.206 > 1.96$ with a probability of 0.0007 . Since the t -value exceeds the t -table value at a 5% significance level, H_0 is rejected, and the sixth hypothesis (H_6) stating that Facilities have a positive and significant effect on Revisit Intention through Customer Satisfaction is accepted. The probability value of $0.0007 < 0.05$ indicates that the Customer Satisfaction variable successfully mediates the influence of Facilities on Revisit Intention at Villa Kota Bunga. This is consistent with research by Kurniawan and Hanifah (2023), which found that facilities positively affect revisit intention through guest satisfaction.

These findings suggest that management needs to implement fixed Standard Operating Procedures (SOPs) to ensure that all major facilities such as the swimming pool, gardens, prayer rooms, parking areas, and lounges are always clean, complete, safe, and ready to use. A routine maintenance schedule and daily inspections must be consistently enforced so that guests never encounter broken or non-functioning facilities. Management can also provide digital suggestion boxes or QR code forms placed in public facility areas, enabling guests to share direct feedback about the comfort, cleanliness, or completeness of the facilities they use. This approach serves not only as an evaluation tool but also as a way to make guests feel heard, which directly contributes to their satisfaction.

The Effect of Location (ξ_2) on Revisit Intention (η_2) through Customer Satisfaction (η_1)

The Sobel test results show a t -value of $3.131 > 1.96$ with a probability of 0.0009 . Since the t -value exceeds the t -table value at a 5% significance level, H_0 is rejected, and the seventh hypothesis (H_7) stating that Location has a positive effect on Revisit Intention through Customer Satisfaction is accepted. The probability value of $0.0009 < 0.05$ indicates that Customer Satisfaction successfully mediates the influence of Location on Revisit Intention at Villa Kota Bunga. This aligns with the research of Aqila et al. (2024), which found that location positively and significantly influences revisit intention through satisfaction as a mediating variable.

The results emphasize that a good location in terms of access to public facilities, environmental comfort, and ease of mobility does not automatically increase guests' revisit intention if not accompanied by a sufficient level of satisfaction. Therefore, management must ensure that environmental comfort is supported by satisfying services, such as location information assistance, recommendations for nearby attractions, and friendly staff support when guests explore the villa's surroundings. Management should also consider offering shuttle services to public facilities or popular tourist spots and provide a digital map of the surrounding area that clearly shows accessibility.

Managerial Implications

Based on the results of hypothesis testing and data analysis, several managerial implications can serve as a strategic foundation for enhancing guests' intention to return to

Villa Kota Bunga. Strengthening the villa's facilities especially the swimming pool should be a key priority. A clean, safe, and fully functional pool, complemented by the scenic mountain landscape and cool climate, serves as a distinctive attraction. This unique environment not only contributes to guest comfort but also increases the likelihood that guests will return in the future. Additionally, maximizing the appeal of the villa's location and surrounding environment is essential. The presence of nearby amenities such as restaurants, shopping centers, and recreational spots greatly enhances the guest experience. These advantages should be actively promoted through social media, digital platforms, and engaging content like vlogs, emphasizing that Villa Kota Bunga offers a convenient and enjoyable stay in a strategic location.

Equally important is the consistent delivery of high-quality service. Management must focus on maintaining a professional, friendly, and responsive staff while leveraging technology to support guest convenience. This includes implementing online reservation systems, providing 24-hour customer service, and utilizing digital feedback mechanisms. Offering superior service compared to competitors can create a positive, lasting impression that motivates guests to return. Strengthening guest loyalty through excellent service, combined with appealing facilities and a strategic location, is key to sustaining and growing Villa Kota Bunga's long-term success.

Suggestions

Based on the findings of this research, several suggestions are proposed for consideration by both management and future researchers. For the management of Villa Kota Bunga, it is strongly recommended to focus on improving facility quality, as this has been shown to significantly influence guests' intention to return. The relatively low indicator of repeat visit preference suggests that the villa has yet to become a top choice compared to competing accommodations. Therefore, innovation in facility offerings is essential—not only ensuring completeness but also introducing unique added value, such as child-friendly thematic areas, “Instagrammable” photo spots, coworking spaces, and exclusive recreational programs aligned with current tourist trends.

Furthermore, the villa's location particularly in terms of accessibility should be given higher priority. Accessibility issues, especially weekend traffic congestion, have a negative impact on guest comfort by increasing travel time and discouraging potential visits. To address this, coordination with local authorities is necessary to manage traffic flow more effectively, which may include adding traffic signs, developing alternative routes, and providing real-time traffic information to visitors. Customer satisfaction should also be a central focus, considering its direct impact on the intention to revisit. One area of concern is the mismatch between guest expectations and the actual environment, particularly due to noise disturbances caused by foreign tourists riding motorcycles without regulation. To mitigate this, stricter supervision and the implementation of clear order and safety rules are essential. This could involve restricting vehicles in certain areas, enforcing quiet hours, imposing penalties for violations, and enhancing security infrastructure through the addition of patrol staff during peak noise hours. For future researchers, it is recommended to expand the sample size or population in order to improve the accuracy and generalizability of the results across the broader accommodation industry. Additionally, future studies may benefit from incorporating other influential variables, such as service quality, price perception, social

media influence, or brand image, and empirically testing their impact on guests' intention to return to Villa Kota Bunga or similar hospitality establishments.

CONCLUSION

Based on the research titled "*Enhancing Revisit Intention at Villa Kota Bunga through Customer Satisfaction as a Mediating Variable*", analyzed using Structural Equation Modeling (SEM) with LISREL 8.80, the findings reveal that both facilities and location have a positive and significant impact on customer satisfaction and revisit intention. The most influential factors were the condition of the facilities and the surrounding environment, each contributing dominantly to their respective constructs. Furthermore, customer satisfaction significantly influences revisit intention and serves as a partial mediator between both facilities and location and the intention to stay again. Although the direct effects remain stronger, the mediating role of satisfaction reinforces its importance in improving guests' willingness to return to Villa Kota Bunga.

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