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FACTORS EFFECTING OF HOTEL'S REVISIT INTENTION AMONG TOURISTS IN THAILAND

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Abstract

The objective of this article is to present knowledge derived from a literature review on causal factors of hotel's revisit intention among tourists. The article to explain the meaning, background, components, and relationships of variable related to hotel's revisit intention among tourists. Methodology by documentary research from 250 articles, with the source of the articles from various databases and analyzed data by content analysis. Based on the literature review found that the variables commonly used to study hotel's revisit intention among tourists include customer experience, service quality, brand image, and customer satisfaction.

Keywords:

Revisit Intention, Customer Experience, Service Quality, Brand Image, Customer Satisfaction

1. Introduction

The hotel industry is one of the world's most crucial sectors, employing millions of people directly and indirectly. In 2020, the COVID-19 pandemic had a profound impact on service-related businesses such as hotels, restaurants, and travel companies. This crisis led to significant disruptions due to social distancing measures, travel restrictions, and business closures, resulting in the termination of millions of jobs and substantial revenue losses. Many hotels were forced to close due to a lack of guests (Hardinie, Roedjinandari, & Natsir, 2023). By 2022, as the pandemic situation began to stabilize, tourism started to recover, with more travelers resuming their trips to various destinations. Consequently, the hotel industry showed signs of revival, economic growth improved, and hotel occupancy rates increased progressively. This upturn in occupancy presents a valuable opportunity for hotels to enhance customers' intention to revisit.

This study is grounded in consumer behavior theory to understand, explain, and predict consumer behavior (Dacko, 2008), customer actions (Schiffman & Wisenblit, 2015), and responses to consumer demands (Keller & Kotler, 2016). The research examines how individuals, groups, or organizations choose or use products, services, ideas, or experiences to satisfy consumer needs. Meeting consumer demands starts with setting expectations based on past experiences and messages from sellers, friends, and other sources. Consumers experience dissatisfaction when sellers exaggerate product or service performance; the greater the gap between expectations and actual performance, the more dissatisfaction occurs. This highlights the need for sellers to accurately reflect product or service performance to ensure future consumer satisfaction, especially in the tourism industry, where it relates closely to tourist behavior (Kotler, Bowen, & Baloglu, 2022).

Consistently improving service quality to meet customer satisfaction is crucial in fostering repeat hotel patronage and reducing the likelihood of customers switching to competitors (Omar, 2003). High service quality enhances customers' positive experiences with the hotel, leading to word-of-mouth referrals, recommendations, and favorable reviews, ultimately creating a strong brand image (Hardinie et al., 2023). A positive brand image, shaped by good customer experiences, boosts customer satisfaction, which in turn strengthens their likelihood of returning (Islam, Pandey, Sinha, & Hussin, 2024). Satisfying customers when they stay at a hotel is crucial for encouraging repeat visits, as this intention significantly impacts business success in the hospitality industry (Hardinie et al., 2023). Revisit intention is critical for hotels as it is tied to

long-term business success (Omar, 2003) and serves as a predictive tool for enhancing revenue and business sustainability (Hellier et al., 2003).

In response to this situation, the present study aims to examine empirical evidence to explain the causal factors affecting tourists' intention to revisit hotels in Thailand. The objective of this article is to present insights from a literature review to develop factors, factor components, and relationships between customer experience, service quality, brand image, customer satisfaction, and revisit intention. These factors, identified in previous studies, serve as the foundation for constructing a conceptual framework for this research.

2. Methodology

This article is a study and literature review focused on tourists' revisit intentions, aiming to identify attributes, factors, and concepts to support the author's future research. The review includes factors related to customer experience, service quality, brand image, and customer satisfaction. Using a documentary research approach, 250 articles were reviewed, with sources drawn from databases such as EBSCO, Emerald, ProQuest, and Google Scholar. These articles were analyzed through content analysis, allowing for a detailed categorization of key elements as outlined below.

3. Results

This article is a study and literature review focused on the causal factors affecting tourists' intention to revisit hotels in Thailand. It presents relevant concepts and theories as follows

3.1 Literature Review

3.1.1 Customer Experience

From the literature review related to customer experience, it was found that customer experience refers to the activities and exceptional impressions that engage and create emotional and personal connections with guests during their stay at a hotel. These experiences influence future intentions, purchase decisions, and the sharing of positive recommendations with others. Customer experience is an internal and subjective response related to customers' understanding, perceptions, engagement, and emotional involvement, both directly and indirectly, which customers feel similarly to others and remember for a period of time (Dhewi, Narmaditya, Mukhlis, & Ridzuan, 2024; Ali & Gaber, 2022; Wu & Gao, 2019; Morgan, 2017; Ghotbabadi, Feiz, & Baharun, 2015; Dincer, 2014). Customer experience consists of five components: sensory

experience, emotional experience, cognitive experience, social experience, and behavioral experience, as shown in Table 1, and can be explained as follows.

Table 3.1: Components of Customer Experience

Author	Sensory Experiences	Emotional Experiences	Cognitive Experiences	Social Experiences	Behavioural Experiences
Dhewi et al. (2024)	✓	✓	✓	✓	✓
Hossain et al. (2023)	✓	✓	✓	✓	✓
Ali & Gaber, 2022	✓	✓	✓	✓	✓
Elshaer et al. (2022)	✓	✓	✓	✓	✓
Hussein & Hapsari (2021)	✓	✓	✓	✓	✓
Nunkoo et al. (2020)	✓	✓	✓	✓	✓
Ghaderi et al. (2020)	✓	✓	✓	✓	✓
Ali & Ahmed (2019)	✓	✓	✓	✓	✓
Lee & Park (2019)	✓	✓	✓	✓	✓
See & Goh (2019)	✓	✓	✓	✓	✓
Sjah (2018)	✓	✓	✓	✓	✓
Han & Lee (2016)	✓	✓	✓	✓	✓
Hwang & Seo (2016)	✓	✓	✓	✓	✓
Maroco & Maroco (2013)	✓	✓	✓	✓	✓

The components of customer experience are as follows.

- 1. Sensory Experiences:** Refers to experiences that customers can access through their five senses taste, smell, sight, touch, and sound. These sensory inputs contribute significantly to how customers perceive and enjoy their time at a hotel.
- 2. Emotional Experiences:** Involves experiences that evoke emotional responses and feelings in customers. These emotions can range from joy and excitement to relaxation or frustration, depending on the interactions and environment created by the hotel.
- 3. Cognitive Experiences:** Refers to experiences related to thinking processes and mental engagement. These experiences often involve decision-making, problem-solving, and the cognitive assessment of the hotel's services and offerings.

4. Social Experiences: Relates to experiences that arise from the social context of the customer or the relationships between customers and other guests. This includes interactions with staff, fellow guests, or community activities during their stay.

5. Behavioral Experiences: Refers to experiences related to actions and behaviors that occur while the customer is engaged with the hotel's products or services. This could include participation in activities, consumption of food and beverages, or use of the hotel's amenities.

3.1.2 Service Quality

From the literature review related to service quality, it was found that service quality refers to the difference between the actual service delivered and the service that customers expect to receive (Parasuraman, 2013). Meanwhile, Wyekof (2010) defines service quality as the expected level of excellence and the control of that level to meet customer needs. Service quality thus encompasses all efforts to meet the demands and desires of consumers, along with conveying these efforts to fulfill customer expectations (AbdelHamid & Fawzy, 2023; Wedhana, 2021; Gultom, 2020; Ghotbabadi et al., 2015; Parasuraman, 2013; Wyekof, 2010). Service quality consists of five components: Tangibles, Reliability, Assurance, Responsiveness, and Empathy, as shown in Table 2, and can be explained as follows:

Table 3.2: *Components of Service Quality*

Author	Tangibles	Reliability	Assurance	Respon- siveness	Empathy
Dhewi et al. (2024)	✓	✓	✓	✓	✓
Islam et al. (2024)	✓	✓	✓	✓	✓
Nazarian et al. (2024)	✓	✓	✓	✓	✓
AbdelHamid & Fawzy (2023)	✓	✓	✓	✓	✓
Talukder et al. (2023)	✓	✓	✓	✓	✓
Gunaydin (2022)	✓	✓	✓	✓	✓
Kanyama et al. (2022)	✓	✓	✓	✓	✓
Margaretha et al. (2022)	✓	✓	✓	✓	✓
Han & Jung (2021)	✓	✓	✓	✓	✓
Wang, Ma & Yu (2021)	✓	✓	✓	✓	✓
Ali et al. (2021)	✓	✓	✓	✓	✓
Hasan et al. (2020)	✓	✓	✓	✓	✓
Kleisari & Markaki (2020)	✓	✓	✓	✓	✓
Li (2020)	✓	✓	✓	✓	✓

Parasuraman (2013)	✓	✓	✓	✓	✓
Wakefield & Blodgett (1994)	✓	✓	✓	✓	✓
Parasuraman et al. (1991)	✓	✓	✓	✓	✓

The components of service quality are as follows:

1. **Tangibles:** Refers to the physical facilities, equipment, and appearance of personnel.
2. **Reliability:** Refers to the ability to perform the promised service dependably and accurately.
3. **Assurance:** Refers to the knowledge and courtesy of employees and their ability to instill trust and confidence in customers.
4. **Responsiveness:** Refers to the willingness to help customers and provide prompt service.
5. **Empathy:** Refers to the individualized attention the hotel provides to customers, showing care and concern.

3.1.3 Brand Image

From the literature review related to brand image, it was found that brand image refers to the learning and use of direct experiences to perceive the expected positive image, which leads to customer recall (Islam et al., 2024). Brand image consists of three components: Front Image, Symbolic Image, and Experiential Image, as shown in Table 3, and can be explained as follows:

Table 3.3 *Components of Brand Image*

Author	Functional Image	Symbolic Image	Experiential Image
Islam et al. (2024)	✓	✓	✓
Kim & Han (2022)	✓	✓	✓
Adzoyi et al. (2021)	✓	✓	✓
Pappas & Glytou (2021)	✓	✓	✓
Siddiqi et al. (2022)	✓	✓	✓
Le et al. (2021)	✓	✓	✓
Yu et al. (2021)	✓	✓	✓
Schulz & Omweri (2018)	✓	✓	✓
Saleem & Raja (2014)	✓	✓	✓
So et al. (2013)	✓	✓	✓
Mirzaee et al. (2013)	✓	✓	✓

The components of brand image are as follows:

- 1. Functional Image:** Refers to the role of the product or service in delivering the benefits to the guests staying in the hotel. It is the functional aspect that communicates the value of the product or service.
- 2. Symbolic Image:** Refers to the brand's ability to fulfill the internal desires and needs of guests. It conveys the sense of personal value, social status, or self-image, and is aligned with the guests' emotional and psychological expectations.
- 3. Experiential Image:** Refers to the brand's ability to generate satisfaction or fulfill the desired needs of guests, especially through providing variety and stimulating sensory experiences and tastes, contributing to an enhanced overall experience.

3.1.4 Customer Satisfaction

From the literature review related to customer satisfaction, it was found that customer satisfaction refers to the emotional response that occurs from the cognitive evaluation of the service experience. Satisfaction arises from the comparison between customer expectations of a product and what the customer actually receives from the product or service (Hossain, Hossain, & Masud, 2023, AbdelHamid & Fawzy, 2023, Arhas et al., 2022, Davari et al., 2022, Nilashi et al., 2022, Zhang, Wu, & Buhalis, 2018). Customer satisfaction comprises three components: convenience, benefits, and enjoyment, as shown in Table 4, and can be explained as follows.

Table 3.4: Components of Customer Satisfaction

Author	Convenience	Benefits	Enjoyment
Islam et al. (2024)	✓	✓	✓
Hossain et al. (2023)	✓	✓	✓
AbdelHamid & Fawzy (2023)	✓	✓	✓
Arhas et al. (2022)	✓	✓	✓
Davari et al. (2022)	✓	✓	✓
Nilashi et al. (2022)	✓	✓	✓
Ali et al. (2021)	✓	✓	✓
Juliana et al. (2021)	✓	✓	✓
Le et al. (2021)	✓	✓	✓
Yu et al. (2021)	✓	✓	✓
Hernandez-Mogollon et al. (2020)	✓	✓	✓
Nunkoo et al. (2020)	✓	✓	✓
Dewi & Ekawati (2019)	✓	✓	✓

Zhang et al. (2018)	✓	✓	✓
Wang et al. (2018)	✓	✓	✓

Components of Customer Satisfaction:

1. **Convenience:** Refers to the ease and comfort provided through services that make the hotel stay convenient, fast, and hassle-free for guests.
2. **Benefits:** Refers to the sense of happiness and satisfaction customers feel when they receive services that offer good value for the price paid, contributing to their overall sense of value.
3. **Enjoyment:** Refers to the physical and emotional comfort and pleasure customers experience from receiving excellent services, enhancing their sense of well-being and happiness.

3.1.5 Revisit Intention

From the literature review related to revisit intention, it was found that revisit intention refers to a type of customer behavior or the desire to return to use the services again. This includes creating a positive impression, staying longer than planned, and purchasing more than expected (Dhewi et al., 2024; Hossain et al., 2023; AbdelHamid & Fawzy, 2023; Hossain, 2021; Yu et al., 2021; Nguyen Viet et al., 2020; Li et al., 2018; Zeithaml et al., 2018; Hellier et al., 2003; Omar, 2003; Baker & Crompton, 2000).

Table 3.5 *Components of Revisit Intention*

Author	Willingness to Recommend	Visitors' Assessment
Islam et al. (2024)	✓	✓
Nazarian et al. (2024)	✓	✓
Hossain et al. (2023)	✓	✓
AbdelHamid & Fawzy (2023)	✓	✓
Rasoolimanesh et al. (2022)	✓	✓
Sharipudin et al. (2023)	✓	✓
Thipsingh et al. (2022)	✓	✓
Siddiqi et al. (2022)	✓	✓
Juliana et al. (2021)	✓	✓
Le et al. (2021)	✓	✓
Yu et al. (2021)	✓	✓
Ahn & Kwon (2020)	✓	✓
Akbari et al. (2020)	✓	✓
Van Nguyen et al. (2020)	✓	✓

The components of Revisit Intention are as follows:

1. **Willingness to Recommend to Others:** Refers to the customer's future behavior and their intention to recommend the hotel to others based on their experience.
2. **Visitors' Assessment to Return:** Refers to the future behavior of customers who intend to return to the same hotel for the same purpose as their previous stay.

3.2 The relationships between variables

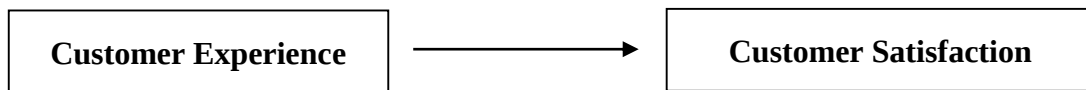
3.2.1 The Relationship Between Customer Experience and Customer Satisfaction

The researcher reviewed empirical literature on the relationship between customer experience and customer satisfaction and found the following connections. Kotler et al. (2022) state that consumers form their expectations based on past experiences and information from suppliers, friends, and other sources. Consumers will feel disappointed if the seller exaggerates the performance of the product or service. The greater the gap between expectations and performance, the more dissatisfied the consumer will be. This highlights that sellers must accurately reflect the performance of their products or services to ensure future customer satisfaction. Similarly, Kotler & Keller (2009) state that satisfaction is the customer's experience of being pleased or disappointed from comparing the products or services offered, whether or not they meet expectations. Customers will feel pleased if the hotel's services meet their expectations. Ghotbabadi et al. (2015) emphasize that companies need to understand the customer's experience with the services they have used or received to improve service quality and enhance customer satisfaction in the future. This aligns with Zeithaml & Bitner (2009), who define customer satisfaction as the evaluation of the service experience.

In line with the study by Hossain et al. (2023), which integrated dining and accommodation experiences to create customer satisfaction, revisit intention, and word-of-mouth recommendation, the results suggest that managers in the industry should implement strategies and marketing policies in various aspects of food and accommodation experiences to offer valuable experiences to tourists. This will foster satisfaction and trust, helping the tourism business achieve long-term goals and sustainability. Therefore, this emphasizes the importance of alignment in these areas. Based on this, the researcher hypothesizes as shown in Figure 1.

Hypothesis 1: Customer experience has an influence on customer satisfaction.

Figure 1: Illustrates the model of relationships for Hypothesis 1



3.2.2 The relationship between service quality and customer satisfaction

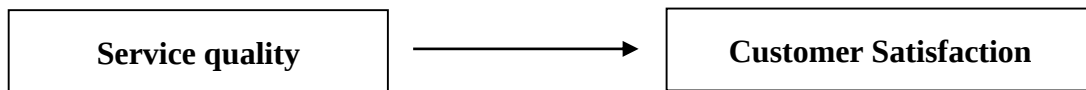
The researcher reviewed empirical literature on the relationship between service quality and customer satisfaction and identified the following key findings. For instance, Hardinie et al. (2023) conducted a study examining the increase in repurchase intentions influenced by customer satisfaction as an intervening factor. This study focused on the brand image and service quality's impact on repurchase intentions through customer satisfaction at the Santika Premier Malang Hotel. The findings indicated that both brand image and service quality positively impacted customer satisfaction. Service quality, particularly the aspects of assurance and tangibility, had a significant positive effect on customer satisfaction. Thus, improving service quality is crucial for enhancing customer satisfaction and encouraging repeat visits to the hotel.

Similarly, AbdelHamid & Fawzy (2023) investigated the impact of service quality on customer repurchase intentions in hotels. The study found that service quality significantly affected customer satisfaction in the hotel industry. This aligns with the findings of Arhas et al. (2022), who stated that guest satisfaction is directly impacted by the quality of the service provided. Providing excellent service is essential in the hospitality industry, as emphasized by Omar (2003), who noted that offering quality service increases the likelihood of customers returning to the hotel. Hotels must improve service quality to ensure customer satisfaction and prevent customers from switching to other hotels.

Furthermore, the research of Wedhana (2021) highlighted that hotel service quality significantly impacts customer satisfaction and repurchase intentions, while Gultom (2020) also found that service quality has a significant effect on both customer satisfaction and repurchase intentions. These studies underscore the importance of service quality in shaping customer satisfaction and retention. Based on these insights, the researcher formulated the following hypothesis as shown in Figure 2.

Hypothesis 2: Service quality has an influence on customer satisfaction

Figure 2: Illustrates the conceptual model of the relationship for Hypothesis 2

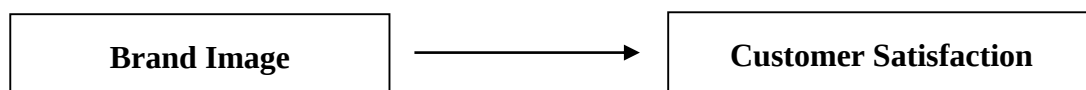


3.2.3 The Relationship between Brand Image and Customer Satisfaction

The researcher reviewed empirical literature on the relationship between brand image and customer satisfaction and found the following associations: For example, Islam et al. (2024) conducted a study on the role of hotel hygiene standards in encouraging guests to return during a pandemic, with evidence from Chinese guests. The study found that the hotel's hygiene quality significantly affected the hotel's brand image, guest satisfaction, and guest trust. The hotel's brand image is related to guest satisfaction and the intention to return. Similarly, Hardinie et al. (2023) studied the increase in intention to repurchase, influenced by customer satisfaction as a mediating factor. The study examined how brand image and service quality affect the intention to repurchase through customer satisfaction at the Santika Premiere Malang Hotel. The results revealed that both brand image and service quality positively impacted customer satisfaction. Customer satisfaction is crucial in linking brand image and service quality to the intention to return. This is consistent with the research of Hellier et al. (2003), who stated that the intention to repurchase is a decision made by individuals regarding the repeat purchase of services provided by the same company. A hotel with a good brand image plays a significant role in encouraging customers to return. This highlights the importance of this alignment

Hypothesis 3: Brand Image Influences Customer Satisfaction

Figure 3: Illustrates the relationship model of Hypothesis 3



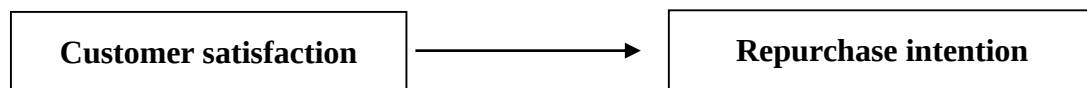
3.2.4 The relationship between customer satisfaction and repurchase intention.

The researcher conducted an empirical literature review on the relationship between customer satisfaction and repurchase intention, finding several relevant studies. For instance, the study by Hardinie et al. (2023) examined the increase in repurchase intention influenced by

customer satisfaction as a mediating factor. The results indicated that customer satisfaction plays a crucial role in the intention to repurchase. When customers are satisfied with the services received, businesses can enhance their desire to return, thus encouraging consumers to revisit the same hotel. Similarly, AbdelHamid & Fawzy (2023) investigated the impact of repurchase intention among hotel customers. The study found that customer satisfaction had a direct and positive effect on the likelihood of customers returning to the same hotel. This aligns with the research by Hossain et al. (2023), which explored the integration of dining and accommodation experiences to create satisfaction among tourists. The study found that building satisfaction and trust with tourists was a key mediator in encouraging repeat business. In the same vein, Thipsingh et al. (2022) emphasized that repurchase intention is a crucial variable stemming from customer satisfaction, which directly affects the likelihood of repeat visits. Furthermore, the recommendation of a hotel is also influenced by customer satisfaction during their stay. Hossain (2021) stated that the level of customer satisfaction determines repurchase intention, and the purchase experience is transmitted to others through word-of-mouth. These findings highlight the importance of the aforementioned consistency, leading the researcher to hypothesize as depicted in Figure 4.

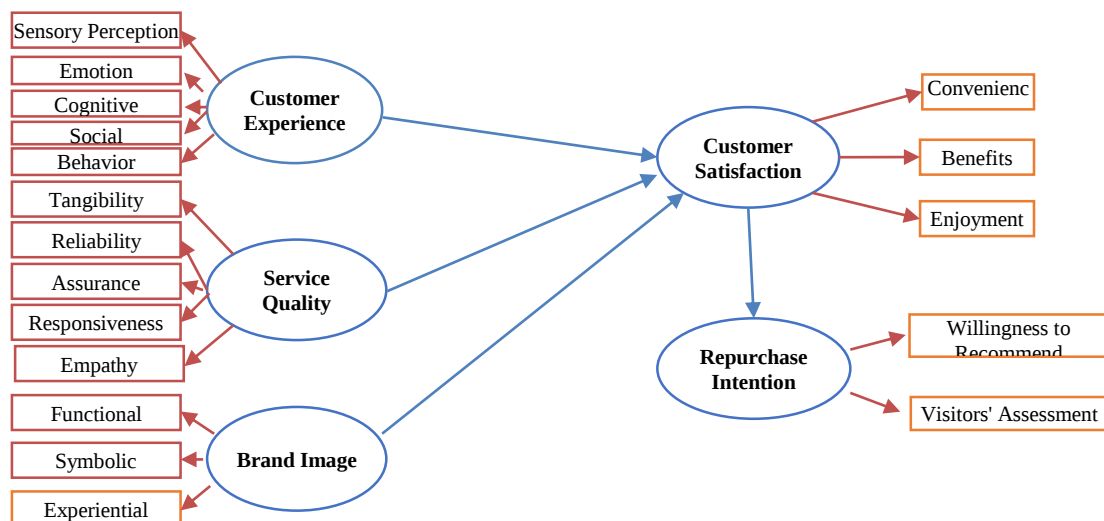
Hypothesis 4: Customer satisfaction influences repurchase intention.

Figure 4: Illustrates the relationship model of Hypothesis 4



Based on the literature review presented above, the researcher has developed a conceptual framework comprising 5 latent variables and 18 observed variables for further research, as shown in Figure 5.

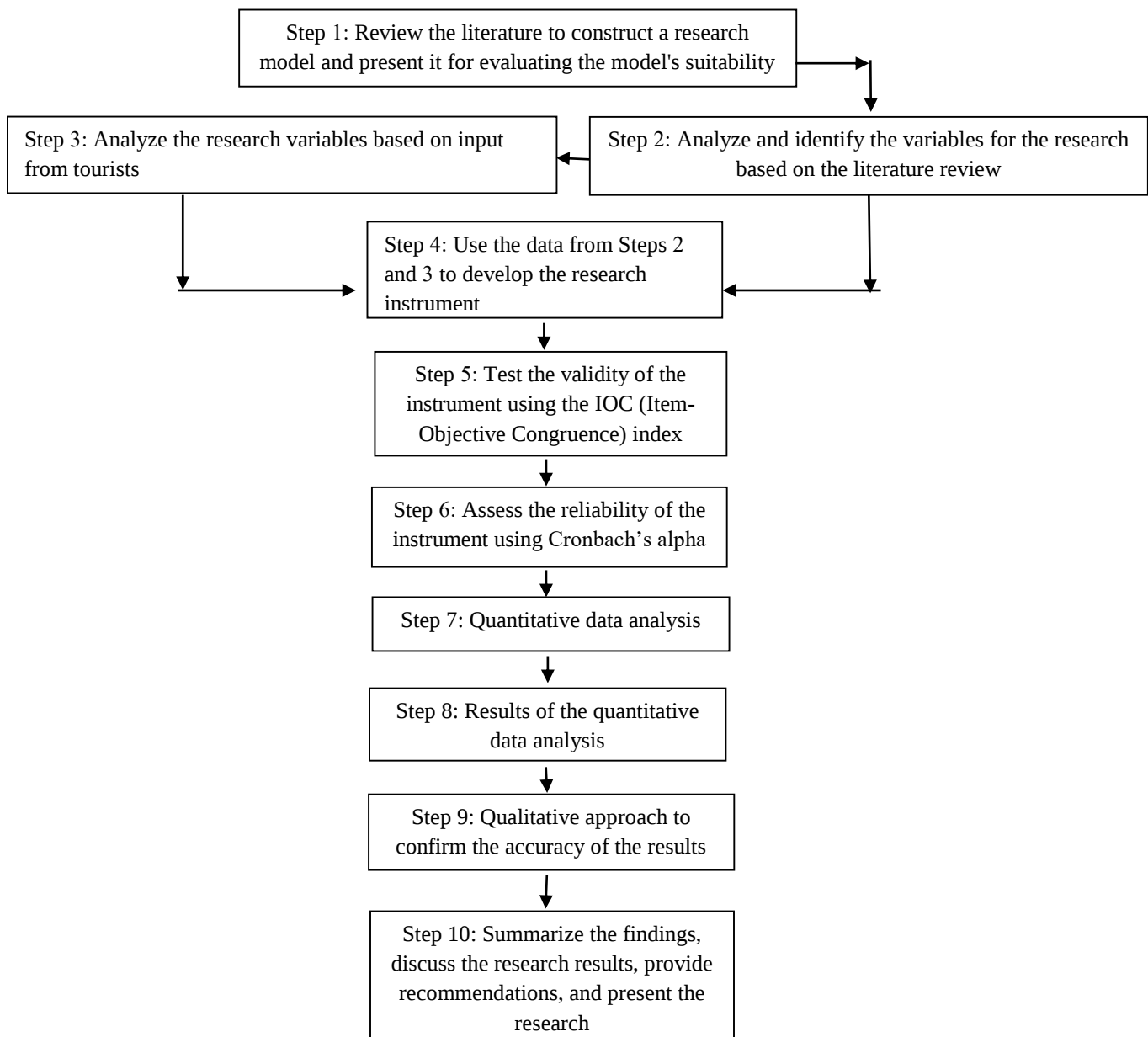
Figure 5: Shows the Conceptual Framework, Including both Latent and Observed Variables



4. The steps for future research are as follows

Having presented the methodology for constructing the research model, the next step in the research process is illustrated in Figure 6. The researcher will be able to present the findings in the context of the population and sample group, with the aim of contributing to both academic knowledge and professional practice.

Figure 6: Illustrates the Steps for Future Research



5. Conclusion and Recommendations

From the review of the literature, it can be concluded that repurchase intention is an individual's decision to repurchase a product or service in a given situation, based on the quality of service provided and the company's positive image. A good experience that customers receive leads to customer satisfaction, which is a critical factor in increasing the likelihood of repeat business. Customers' intention to revisit can serve as a predictive tool for future revenue growth and business sustainability.

This study applies consumer behavior knowledge to benefit the service industry, particularly hotels. The findings can inform the development of marketing strategies, such as strategies for creating customer experiences, service quality, brand image, and customer satisfaction, all aimed at encouraging customers to return to the hotel.

In future research, the researcher plans to conduct both quantitative and qualitative studies to confirm whether the conceptual framework developed from the literature review can be applied to hotels in Thailand, with the goal of generating revenue and ensuring long-term sustainability for the hotel industry in Thailand.

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