

The Effect of Service Quality and Brand Image on Revisit Intention at The Premiere Hotel Pekanbaru

Reza Mayrah Wati ^{1*} Kurnia Illahi Manvi ² Iqbal Harifal ³

^{1*,2} Universitas Negeri Padang, Padang, Indonesia

³ The Premiere Hotel Pekanbaru, Indonesia

Email: rezamayrah@gmail.com

ARTICLE HISTORY

Submitted : June 21, 2026
Reviewed : June 27, 2026
Revised : July 09, 2026
Accepted : July 17, 2026
Published : July 20, 2026

Conflict of Interest Statement:

The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

ABSTRACT

Purpose: This study examines the influence of service quality and brand image on guests' revisit intention at The Premiere Hotel Pekanbaru amid fluctuating repeat guest rates, increasing hotel competition, and complaints concerning service, facilities, and guest experience.

Research Method: A quantitative causal-associative design was employed. The population comprised 12,680 repeat guests who stayed at the hotel from January to December 2025. Using the Slovin formula, 100 respondents were selected through purposive sampling. Data were collected through structured questionnaires using a five-point Likert scale and analyzed with descriptive statistics, classical assumption tests, and multiple linear regression.

Results and Discussion: Service quality and brand image each have a positive and significant effect on revisit intention. Simultaneously, both variables significantly influence revisit intention and explain 89.3% of its variance ($R^2 = 0.893$). These findings confirm that improved service quality and a stronger brand image encourage guests to revisit the hotel.

Implications: Hotel management should improve employee responsiveness, reliability, assurance, empathy, physical facilities, service consistency, and marketing effectiveness to strengthen guest trust, satisfaction, and intention to revisit.

Originality: This study provides empirical evidence from repeat guests of a four-star hotel in Pekanbaru and offers practical insights into strengthening revisit intention through service quality and brand image.

Keywords: service quality; brand image; revisit intention.

1. Introduction

The hotel industry is one of the most important sectors within the service industry, providing accommodation services for tourists and business travelers. In addition to accommodation, hotels offer various supporting services, such as food and beverage services, meeting facilities, and other amenities to enhance guests' comfort and satisfaction. As the tourism sector continues to grow, the hotel industry plays a strategic role in enhancing the attractiveness of tourist destinations. Therefore, the quality of hotel services has become a key factor influencing tourists' intention to revisit a destination.

Revisit intention refers to guests' willingness to return to or reuse the same service based on positive experiences from their previous stay. Satisfactory experiences encourage guests not only to revisit but also to recommend the hotel to others through positive word-of-mouth. One of the factors

influencing revisit intention is service quality, which refers to a company's ability to deliver services that meet or exceed customers' expectations. High-quality service enhances customer satisfaction, thereby increasing their intention to revisit. In addition, brand image plays an important role in shaping revisit intention. Brand image refers to consumers' overall perceptions of a brand, which are formed through their experiences, information, and impressions of the company. A positive brand image enhances customer trust and loyalty, thereby encouraging guests to revisit and continue using the hotel's services.

The Premiere Hotel Pekanbaru is a four-star hotel located in Pekanbaru, Riau, Indonesia. Established in 2010, the hotel is managed by Zuri Hotel Management (ZHM). It offers 170 guest rooms along with various facilities, including meeting rooms, restaurants, a swimming pool, a fitness center, and other supporting amenities. Strategically located in the city's business and government district, the hotel serves both business and leisure travelers. With its commitment to delivering quality hospitality under the slogan "We Know How To Please You," The Premiere Hotel Pekanbaru continuously strives to provide excellent services and memorable experiences for its guests. Theoretically, service quality is considered a key factor influencing revisit intention, as high-quality services create positive experiences and enhance guest satisfaction. Satisfied guests are more likely to revisit the hotel and recommend its services to others. Likewise, a positive brand image strengthens customers' trust and confidence in the hotel's ability to deliver quality services, thereby encouraging their intention to return. Therefore, both service quality and brand image are expected to play significant roles in increasing guests' intention to revisit.

Previous studies have reported inconsistent findings regarding the relationships among these variables. Hardinie *et al.*, (2023) and Febrianty *et al.*, (2024) found that service quality has a positive and significant effect on revisit intention. In contrast, Ramdhani and Astuti (2019) reported that service quality does not significantly influence revisit intention. Similarly, Prasetyo and Lukiastuti (2022) and Febrianty *et al.*, (2024) found that brand image has a positive and significant effect on revisit intention. In contrast, Hutagalung and Nainggolan (2022) reported that it has no significant effect on revisit intention. These inconsistent findings indicate a research gap, highlighting the need for further investigation across different research settings. The inconsistent results reported in previous studies may be explained by variations in research settings and contextual factors. Differences in hotel classifications, guest profiles, service delivery practices, and local market environments can influence how customers perceive service quality and brand image, ultimately affecting their intention to revisit. For instance, guests staying at business hotels generally emphasize efficiency, reliability, and prompt service, whereas visitors to resort hotels are more likely to value memorable experiences and emotional engagement. Moreover, differences in market competition and customer expectations across destinations may contribute to the inconsistent findings observed in earlier research. Therefore, investigating the relationships among service quality, brand image, and revisit intention within the context of The Premiere Hotel Pekanbaru provides a distinct perspective and enriches the existing body of knowledge by offering empirical evidence from a four-star business hotel operating in Indonesia's competitive hospitality industry.

Based on the empirical phenomenon and the identified research gap, this study aims to examine the influence of service quality and brand image on guests' intention to revisit The Premiere Hotel Pekanbaru. The findings are expected to contribute to the hospitality literature by providing empirical evidence on the determinants of revisit intention. In practice, the results are expected to assist hotel management in evaluating and improving service quality, strengthening the hotel's brand image, and developing strategies to enhance guest loyalty by increasing revisit intention.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides the results and discussion. Section 5 presents Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

The hospitality industry has become increasingly competitive, requiring hotels to continuously improve their service quality and strengthen their brand image to maintain revisit intention. In this context, revisit intention has become an important indicator of guests' willingness to return to the same hotel after experiencing its products and services. Previous studies have shown that revisit intention is influenced by several factors, among which service quality and brand image are considered the most significant determinants. Service quality is defined as the hotel's ability to deliver services that meet or exceed customers' expectations. According to Parasuraman *et al.*, (1988), service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. High-quality services create positive customer experiences, increase customer satisfaction, and strengthen revisit intention. In the hospitality industry, service quality is recognized as one of the primary factors influencing guests' behavioral intentions, including their intention to revisit the hotel.

Meanwhile, brand image refers to customers' overall perceptions, beliefs, and impressions of a brand formed through their experiences and interactions with the company (Willie, 2025; Darmawan *et al.*, 2026). Keller (2013) explains that a positive brand image enables consumers to distinguish a brand from its competitors and increases customer trust and confidence. In the hotel industry, a strong brand image is developed through consistent service quality, positive customer experiences, effective communication, and attractive hotel facilities. Consequently, customers with favorable perceptions of a hotel's brand are more likely to revisit and recommend the hotel to others. Revisit intention refers to customers' willingness to return to the same service provider after experiencing satisfactory services. According to Zeithaml *et al.*, (2018), revisit intention reflects customers' future behavioral intentions, including their willingness to revisit, recommend the service to others, and maintain long-term relationships with the service provider. Therefore, revisit intention is widely regarded as one of the most important indicators in the hospitality industry.

Previous empirical studies have produced inconsistent findings regarding the relationships among these variables. Hardinie *et al.*, (2023) and Febrianty *et al.*, (2024) found that service quality has a positive and significant effect on revisit intention. However, Ramdhani and Astuti (2019) reported that service quality has no significant effect on revisit intention. Similarly, Prasetyo and Lukiastuti (2022) and Febrianty *et al.*, (2024) concluded that brand image positively influences revisit intention, whereas Hutagalung and Nainggolan (2022) found no significant relationship between these variables. These inconsistent findings indicate a research gap and highlight the need for further investigation in different research contexts, particularly within the hospitality industry in Pekanbaru.

Based on the literature, this study adopts the theoretical perspective that service quality creates customer satisfaction through superior service performance. At the same time, brand image strengthens customers' trust and emotional attachment toward the hotel. These two factors are expected to encourage guests to revisit the hotel after experiencing satisfactory services. Therefore, this study examines the influence of service quality and brand image on revisit intention at The Premiere Hotel Pekanbaru.

Accordingly, the hypotheses proposed in this study are as follows:

- H1:** *Service quality has a positive and significant effect on revisit intention at The Premiere Hotel Pekanbaru.*
- H2:** *Brand image has a positive and significant effect on revisit intention at The Premiere Hotel Pekanbaru.*
- H3:** *Service quality and brand image simultaneously have a positive and significant effect on revisit intention at The Premiere Hotel Pekanbaru.*

3. Research Method

This research employed a quantitative, associative research design to examine the relationships among service quality, brand image, and revisit intention among guests at The Premiere Hotel Pekanbaru. The study was conducted at The Premiere Hotel Pekanbaru, situated at Jalan Jenderal Sudirman No. 389, Simpang Empat, Bukit Raya District, Pekanbaru, Riau, Indonesia. The research population included 12,680 repeat guests who stayed at the hotel from January to December 2025. The minimum number of respondents was calculated using the Slovin formula with a 10% margin of error, yielding a required sample size of 100 participants. The respondents were then recruited using purposive sampling based on predetermined inclusion criteria. Only individuals who had stayed at The Premiere Hotel Pekanbaru on more than one occasion and were willing to complete the questionnaire were included in the study.

Although the Slovin formula was applied to determine the minimum sample size, the respondent selection process relied on purposive sampling, as not every member of the population satisfied the eligibility requirements established for this research. Repeat guests were intentionally chosen because they were considered more capable of providing informed evaluations of the hotel's service quality and brand image, as well as their intention to revisit based on their previous experiences. Consequently, the findings of this study should be interpreted within the characteristics of the selected sample and should not be generalized to all hotel guests or to other hospitality settings.

Primary data were obtained through a structured questionnaire designed from theoretical constructs and findings reported in previous studies. The instrument contained 39 statements, consisting of 15 items measuring Service Quality, 12 items measuring Brand Image, and 12 items measuring Revisit Intention. The Service Quality construct was assessed using the SERVQUAL model introduced by Parasuraman *et al.*, (1988), which comprises the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. The Brand Image variable was evaluated across four dimensions: brand identity, brand personality, brand association, and brand attitude and behavior, following the framework proposed by Chernev (2020). Meanwhile, Revisit Intention was measured using four indicators—willingness to revisit, willingness to recommend, positive word-of-mouth, and hotel preference—adapted from the studies of Rather *et al.*, (2022) and Zeithaml *et al.*, (2018). Each statement was rated on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2019).

To ensure that the instrument was suitable for the context of this research, the measurement items were formulated using established theoretical indicators and adjusted to reflect the characteristics of the hotel industry. Prior to the main survey, every questionnaire item was carefully examined to ensure that its wording, content, and meaning were appropriate, understandable, and relevant to respondents.

Before testing the research hypotheses, the instrument underwent validity and reliability assessments to confirm that it accurately measured the intended constructs and produced consistent results (Ghozali, 2021). The validity analysis showed that all questionnaire items fulfilled the required validity criteria, with corrected item–total correlation values ranging from 0.618 to 0.757 for Service Quality, 0.590 to 0.773 for Brand Image, and 0.665 to 0.770 for Revisit Intention. Reliability testing also demonstrated satisfactory internal consistency, as reflected by Cronbach's Alpha values of 0.918 for Service Quality, 0.900 for Brand Image, and 0.916 for Revisit Intention. Since all reliability coefficients were well above the recommended cut-off value of 0.70, the measurement instrument was considered reliable and appropriate for subsequent statistical analyses (Hair *et al.*, 2022).

The study employed purposive non-probability sampling. The respondents were selected based on the following criteria: (1) guests who had stayed at The Premiere Hotel Pekanbaru at least twice, (2) guests aged 17 years or older, and (3) guests who were willing to complete the research questionnaire. Primary data were collected through a structured questionnaire with a five-point Likert scale to measure service quality, brand image, and revisit intention. The data were analyzed using IBM SPSS Statistics version 27. The analysis procedures included descriptive statistics, the Respondent Achievement Level (RAL) analysis, validity testing, reliability testing, and classical assumption tests, including the Kolmogorov–Smirnov normality test, multicollinearity test, and Glejser heteroscedasticity test. Furthermore, multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and the coefficient of determination (R^2) were performed. All hypotheses were tested at a 5% significance level ($\alpha = 0.05$).

4. Results and Discussion

4.1 Analysis Results

4.1.1 Respondent Characteristics

The study involved 100 respondents who had previously stayed at The Premiere Hotel Pekanbaru.

Table 1 Respondent Characteristics

Characteristics	Category	Frequency	%
Gender	Male	38	38.00
	Female	62	62.00
Age	17–20 years	15	15.00
	21–30 years	65	65.00
	31–40 years	18	18.00
	>40 years	2	2.00
Purpose of Stay	Leisure/Vacation	65	65.00
	Business	15	15.00
	Family Visit	11	11.00
	Others	9	9.00
Frequency of Stay	2–3 times	68	68.00
	4–5 times	27	27.00
	6–7 times	4	4.00
	More than 7 times	1	1.00

Source: SPSS 27 Data Processing Results (2026)

Table 1 shows that the majority of respondents were female (62.00%), while 38.00% were male. Most respondents were 21–30 years old (65.00%), followed by those aged 31–40 years (18.00%), 17–20 years (15.00%), and over 40 years (2.00%). Regarding the purpose of stay, most respondents stayed at The Premiere Hotel Pekanbaru for leisure or vacation (65.00%), followed by business (15.00%), family visits (11.00%), and other purposes (9.00%). In terms of stay frequency, the majority of respondents had stayed at the hotel 2–3 times (68.00%), followed by 4–5 times (27.00%), 6–7 times (4.00%), and more than seven times (1.00%).

4.1.2 Descriptive Analysis Results

Descriptive statistical analysis was conducted to determine the minimum, maximum, mean, and standard deviation of each research variable. Table 2 presents the descriptive statistics of the research variables. Service Quality (X_1) had the highest mean score of 58.20, followed by Revisit Intention (Y) with 47.23 and Brand Image (X_2) with 46.72. The standard deviations were 9.594, 8.135, and 7.717, respectively, indicating a moderate variation in respondents' perceptions. Overall, the findings suggest that respondents had positive perceptions of the service quality and brand image of The Premiere Hotel Pekanbaru, which were accompanied by a relatively high level of revisit intention.

Table 2 Descriptive Statistics of Research Variables

Variable	N	Mean	Std. Dev.	Min	Max
Service Quality (X_1)	100	58.20	9.594	30	75
Brand Image (X_2)	100	46.72	7.717	24	60
Revisit Intention (Y)	100	47.23	8.135	24	60

Source: SPSS 27 Output (2026).

4.1.3 Classical Assumption Test Results

Table 3 summarizes the results of the classical assumption tests. The normality assessment using the Kolmogorov–Smirnov test yielded an Asymp. Sig. value of 0.191, which exceeded the significance level of 0.05, indicating that the regression residuals followed a normal distribution. The multicollinearity assessment showed Tolerance values of 0.104 and Variance Inflation Factor (VIF) values of 9.578 for both independent variables. Although these values remain within the commonly accepted thresholds (Tolerance > 0.10 and VIF < 10), they are very close to the recommended cut-off values, suggesting a relatively strong association between service quality and brand image.

Table 3. Classical Assumption Test Results

Test	Indicator	Result	Decision
Normality	Kolmogorov–Smirnov (Asymp. Sig.)	0.191	Normally distributed
Multicollinearity	Tolerance (X_1 ; X_2)	0.104; 0.104	No multicollinearity
	VIF (X_1 ; X_2)	9.578; 9.578	No multicollinearity
Heteroscedasticity	Glejser Sig. (X_1)	0.698	No heteroscedasticity
	Glejser Sig. (X_2)	0.512	No heteroscedasticity

Source: SPSS 27 Output (2026).

This condition indicates that the two independent variables share substantial common variance, which may reduce the stability of the regression coefficients and increase the standard errors of the estimates. Therefore, the regression coefficients should be interpreted with caution. Nevertheless,

because the obtained values still satisfy the accepted statistical criteria, both variables were retained in the regression model. Furthermore, the Glejser test produced significance values of 0.698 for Service Quality and 0.512 for Brand Image, both exceeding 0.05, indicating that no heteroscedasticity was detected in the regression model.

4.1.4 Regression Test Results

Table 4. Multiple Linear Regression Analysis

Variables	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	-0.005	1.679	–	-0.003	0.998
Service Quality (X ₁)	0.425	0.087	0.502	4.888	<0.001
Brand Image (X ₂)	0.481	0.108	0.456	4.447	<0.001

Source: SPSS 27 Output (2026).

Table 4 presents the results of the multiple linear regression analysis used to examine the relationships between Service Quality, Brand Image, and Revisit Intention. Based on the estimated regression coefficients, the regression equation can be expressed as follows:

$$\text{Revisit Intention} = -0.005 + 0.425(\text{Service Quality}) + 0.481(\text{Brand Image}).$$

The constant value of -0.005 indicates the estimated level of Revisit Intention when both independent variables are assumed to remain constant. The regression coefficient for Service Quality is 0.425, indicating that every one-unit increase in Service Quality is associated with an increase of 0.425 units in Revisit Intention, assuming Brand Image remains unchanged. Likewise, the regression coefficient for Brand Image is 0.481, indicating that a one-unit increase in Brand Image is associated with a 0.481-unit increase in Revisit Intention, while Service Quality is held constant.

The standardized regression coefficients (Beta) show that Service Quality ($\beta = 0.502$) contributes slightly more strongly to Revisit Intention than Brand Image ($\beta = 0.456$). Furthermore, Service Quality has a statistically significant positive relationship with Revisit Intention ($t = 4.888$, $p < 0.001$). Similarly, Brand Image also demonstrates a statistically significant positive relationship with Revisit Intention ($t = 4.447$, $p < 0.001$). Therefore, both H_1 and H_2 are supported.

4.1.5 Simultaneous Test Results

Table 5. Results of the Simultaneous Test (F-test)

Source of Variation	F-value	Sig.	Decision
Regression	406.202	0.000	H ₃ Accepted

Source: SPSS 27 Output (2026).

The F-test results presented in Table 5 show an F-value of 406.202 with a significance value of 0.000 (< 0.05). These findings indicate that Service Quality and Brand Image are jointly and significantly associated with Revisit Intention among guests of The Premiere Hotel Pekanbaru. Therefore, H_3 is

supported, indicating that both independent variables are significantly related to guests' Revisit Intention.

4.1.6 Coefficient of Determination Test Results

Table 6. Results of the Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.945	0.893	0.891	2.684

Source: SPSS 27 Output (2026).

Table 6 reports the results of the coefficient of determination analysis. The regression model yielded an Adjusted R Square of 0.891, indicating that Service Quality and Brand Image together explain 89.1% of the variation in Revisit Intention among guests at The Premiere Hotel Pekanbaru. The remaining 10.9% of the variance is likely attributable to other determinants that were beyond the scope of this study.

The high Adjusted R Square value indicates that the proposed regression model provides substantial explanatory power for predicting guests' revisit intention within the research setting. Nevertheless, this finding should be interpreted with caution because the multicollinearity assessment revealed Tolerance and VIF values close to the recommended thresholds, suggesting a relatively strong correlation between the two independent variables. As both Service Quality and Brand Image represent guests' evaluations of hotel performance, they may overlap, thereby contributing to the model's high explanatory power. Consequently, although the regression model demonstrates a strong ability to explain revisit intention in this study, the contribution of each predictor should be interpreted with caution, and further studies across different research settings and with additional explanatory variables are recommended to strengthen the generalizability of the findings.

4.2 Discussion

This study involved 100 respondents who were guests of The Premiere Hotel Pekanbaru and had stayed more than once. The sampling technique used was purposive sampling, while data collection was conducted through questionnaires analyzed using the SPSS version 27 program. Based on the characteristics of respondents, the majority were female (62%), aged 21–30 years (65%), stayed for tourism or vacation (65%), and had stayed 2–3 times (68%). These characteristics indicate that most respondents were productive-age guests with repeat-stay experiences, enabling them to provide appropriate assessments of service quality, hotel image, and their intention to revisit. The results of the descriptive analysis showed that the Service Quality variable obtained a Respondent Achievement Level (TCR) score of 77.60%, the Brand Image variable obtained 77.87%, and the Revisit Intention variable obtained 78.72%. All three variables were categorized as good, indicating that guests provided positive evaluations of the services they received, the hotel's image, and their likelihood of staying again at The Premiere Hotel Pekanbaru. These findings suggest that consistent service quality and a positive hotel image are positively associated with guests' revisit intention.

Before testing the hypotheses, the research model fulfilled all classical assumption tests. This was indicated by the normality test results, which obtained an Asymp. Sig. value of 0.191 (>0.05), meaning that the data were normally distributed. Furthermore, the heteroscedasticity test results

showed significance values of 0.698 for the Service Quality variable and 0.512 for the Brand Image variable, both greater than 0.05, indicating that the regression model did not exhibit heteroscedasticity. In addition, the multicollinearity test results showed a Tolerance of 0.104 and a VIF of 9.578, indicating that the regression model did not exhibit multicollinearity and was appropriate for hypothesis testing.

These results suggest that higher perceived service quality is associated with higher revisit intention, with a regression coefficient of 0.425 and a significance level of 0.000 (<0.05). These results indicate that improvements in service quality will increase guests' intention to stay again. These results suggest that higher perceived service quality is associated with a higher level of revisit intention. This finding supports Tjiptono's (2022) theory, which states that service quality is a key factor in driving customer satisfaction and loyalty. This finding is also consistent with previous studies by Hardinie *et al.*, (2023) and Febrianty *et al.*, (2024), which stated that Service Quality has a positive and significant effect on Revisit Intention.

The Brand Image variable also demonstrated a significant positive relationship with Revisit Intention, with a regression coefficient value of 0.481 and a significance value of 0.000 (<0.05). This finding suggests that a positive hotel image is associated with higher levels of guests' trust and confidence in choosing the same hotel for their next visit. A hotel with a good reputation, a strong brand identity, and the ability to provide enjoyable experiences will be more likely to drive revisit intention. This result is consistent with Kotler, Keller, and Chernev's (2022) theory, which explains that brand image plays an important role in shaping customers' perceptions and purchase decisions regarding the reuse of a product or service. This study also strengthens the findings of Hardinie *et al.*, (2023) and Febrianty *et al.*, (2024), who concluded that Brand Image has a positive and significant effect on Revisit Intention.

Simultaneously, Service Quality and Brand Image demonstrated a significant positive relationship with Revisit Intention, as evidenced by the F-test results ($p=0.000 < 0.05$). The Adjusted R Square value of 0.891 indicates that both variables explained 89.1% of the variation in Revisit Intention. In comparison, other factors outside this study influenced the remaining 10.9%. Although the regression model explained a substantial proportion of the variance in Revisit Intention, the relatively high Adjusted R Square value should be interpreted with caution. Because both Service Quality and Brand Image reflect guests' evaluations of the same hotel experience, the two constructs may overlap, which could contribute to the model's high explanatory power. This finding indicates that although both variables are strongly associated with Revisit Intention, additional factors such as customer satisfaction, perceived value, customer experience, pricing, and hotel location may also influence guests' decisions to revisit and should be considered in future studies.

In addition, although the multicollinearity analysis met the commonly accepted statistical criteria, the VIF value of 9.578 was very close to the recommended cut-off value of 10. This result suggests a relatively strong correlation between Service Quality and Brand Image, which is reasonable, as guests often form favorable perceptions of a hotel's brand through the quality of the services they experience. Therefore, the individual contribution of each independent variable should be interpreted carefully, as part of their explanatory power may overlap. Furthermore, differences between the findings of this study and those reported in previous research may be attributed to variations in hotel characteristics, respondent profiles, research settings, and measurement approaches. In addition, this study employed a cross-sectional design and purposive sampling at a single four-star hotel, which may limit the generalizability of the findings to other hospitality contexts.

These results suggest that service quality and hotel image are strongly associated with guests' intention to revisit within the context of this study. Therefore, the management of The Premiere Hotel

Pekanbaru is encouraged to improve service quality and continuously maintain a positive hotel image, as these factors were found to be positively associated with revisit intention. Thus, Service Quality and Brand Image were found to be significantly associated with guests' Revisit Intention at The Premiere Hotel Pekanbaru. Therefore, hotel management needs to maintain consistent service quality and continue strengthening the hotel image through facility improvements, employee professionalism, and positive stay experiences. These efforts are expected to strengthen guest loyalty and increase revisit intention.

5. Concluding Remarks and Recommendation

This study concludes that Service Quality and Brand Image are positively and significantly associated with Revisit Intention among guests of The Premiere Hotel Pekanbaru. The results indicate that higher perceived service quality is associated with greater willingness to revisit the hotel. Responsive, reliable, friendly, and professional services, supported by adequate facilities, are associated with positive guest experiences and higher intentions to revisit. Furthermore, Brand Image also shows a significant positive association with Revisit Intention. A positive hotel image, strong brand identity, and good reputation are associated with higher levels of guests' trust and confidence in choosing The Premiere Hotel Pekanbaru for future stays. This finding confirms that maintaining a strong brand image is essential in building long-term guest loyalty. Simultaneously, Service Quality and Brand Image are jointly and significantly associated with Revisit Intention, with an Adjusted R Square value of 0.891, indicating that both variables explain 89.1% of the variation in guests' revisit intention. Therefore, improving service quality and strengthening brand image may help support guest loyalty, as both variables were found to be positively associated with revisit intention in this study, and to support competitiveness in the hospitality industry.

Based on these findings, the management of The Premiere Hotel Pekanbaru is recommended to continuously improve service quality by enhancing employee professionalism, responsiveness, and consistency in providing services to guests. The hotel should also maintain and strengthen its brand image by improving its facilities, ensuring reliable service, and creating memorable guest experiences. These efforts are expected to encourage guests to revisit The Premiere Hotel Pekanbaru and recommend it to others.

For future researchers, it is recommended to consider additional factors that may influence revisit intention, such as customer satisfaction, customer experience, perceived value, price perception, and hotel facilities, to provide a broader understanding of the factors affecting guests' revisit intention in the hospitality sector.

Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

References

- Amanda, L., Yanuar, F., & Devianto, D. (2019). Uji validitas dan reliabilitas tingkat partisipasi politik masyarakat Kota Padang. *Jurnal Matematika UNAND*, 8(1), 179–188.
- Darmawan, I., Firman, A., & Latief, F. (2026). Brand Awareness, Brand Image, and Brand Trust on Costumer's Decisions to Use Sharia-Compliant Pawnshop Products. *Advances in Business & Industrial Marketing Research*, 4(2), 133–151. <https://doi.org/10.60079/abim.v4i2.828>
- Febrianty, P. A. T., Yanthi, N. P. D., Pitaloka, N. N. D., & Rahayu, N. M. D. (2024). Meningkatkan aktivitas revisit intention melalui brand image, service quality, dan customer satisfaction (Studi pada Sofitel Bali Nusa Dua Beach Resort). *Ar-Ribhu: Jurnal Manajemen dan Keuangan Syariah*, 5(2), 35–50.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Hardinie, N., Roedjinandari, N., & Natsir, M. (2023). Increasing revisit intention affected by customer satisfaction as a mediation factor. *East African Scholars Journal of Economics*, <https://doi.org/10.36349/easjebm.2023.v06i08.005>
- Hutagalung, M., & Nainggolan, B. (2022). Pengaruh kualitas pelayanan dan citra merek terhadap revisit intention melalui kepuasan pelanggan. *Panorama Nusantara*, 17(1), 16–27.
- Kotler, P., & Armstrong, G. (2014). *Principles of marketing* (15th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th Global ed.). Pearson.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Prasetyo, A. H., & Lukiastuti, F. (2022). Analisis pengaruh brand image dan service quality terhadap revisit intention dengan customer satisfaction sebagai variabel intervening. *MAGISMA: Jurnal Ilmiah Ekonomi dan Bisnis*, 10(2), 145–157.
- Ramdhani, R., & Astuti, S. (2019). Pengaruh service quality terhadap revisit intention. *Jurnal Manajemen Pemasaran*, 13(2), 85–96.
- Rather, R. A., Hollebeek, L. D., & Islam, J. U. (2022). Customer engagement and revisit intention in hospitality: The role of brand experience and customer satisfaction. *International Journal of Hospitality Management*, 102, 103168.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Tjiptono, F. (2022). *Service management: Mewujudkan layanan prima*. Andi.
- Willie, M. M. (2025). Isuzu and Nogwaja: A Strategic Partnership in Brand Identity. *Advances in Business & Industrial Marketing Research*, 3(3), 126–134. <https://doi.org/10.60079/abim.v3i3.444>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.

Corresponding author

Reza Mayrah Wati can be contacted at: rezamayrah@gmail.com

