

CHAPTER 4

CLOSING

4.1 Conclusion

This study was conducted on 117 respondents who are guests of Niki House Hotel in Ubud, Bali, who have made at least one online reservation through the hotel's official website within the past year. Based on the results of hypothesis testing using SmartPLS, several key conclusions can be drawn regarding the relationships between e-service quality, price fairness, customer satisfaction, and repurchase intention:

H1: E-Service Quality → Repurchase Intention

The analysis revealed a significant negative direct effect of e-service quality on repurchase intention. This counterintuitive result suggests that digital service improvements alone may not directly encourage repeat visits, as guests prioritize factors like pricing or offline experiences. Overly complex digital interfaces may inadvertently deter certain user segments. Thus, H1 is accepted.

H2: Price Fairness → Repurchase Intention

Price fairness demonstrated the strongest direct impact on repurchase intention. Guests perceiving pricing as fair relative to competitors, historical rates, and value showed substantially higher return likelihood. This underscores transparent pricing's critical role in budget hospitality, where cost sensitivity dominates decisions. H2 is strongly accepted.

H3: Customer Satisfaction → Repurchase Intention

Customer satisfaction exhibited a significant positive effect on repurchase intention. Satisfied guests showed markedly stronger return intent, confirming satisfaction's pivotal role in loyalty formation even in price-sensitive markets. H3 is accepted.

H4: E-Service Quality → Customer Satisfaction

E-service quality positively influenced customer satisfaction. Guests valued efficient navigation, system reliability, and responsive digital support, though digital services alone cannot fully satisfy without complementary offline experiences. H4 is accepted.

H5: Price Fairness → Customer Satisfaction

Price fairness emerged as the strongest predictor of customer satisfaction. Guests reporting fair pricing relative to market standards and transparency showed the highest satisfaction levels. H5 is solidified, positioning pricing strategy as a cornerstone of guest experience.

H6: E-Service Quality → Repurchase Intention Through Customer Satisfaction

Customer satisfaction fully mediated the relationship between e-service quality and repurchase intention. While digital services didn't directly drive repeat visits, their satisfaction-enhancing effect indirectly increased repurchase likelihood. H6 is confirmed.

H7: Price Fairness → Repurchase Intention Through Customer Satisfaction

Customer satisfaction partially mediated the price fairness–repurchase intention relationship. Fair pricing directly boosted repurchase intent while also operating through satisfaction, revealing dual loyalty pathways. H7 is accepted.

In summary, all tested hypotheses are statistically supported. The results reinforce the critical importance of e-service quality and price fairness in building customer satisfaction, which subsequently drives repurchase intention in the hospitality industry. Ensuring high-quality digital services and fair pricing strategies, with a strong focus on customer satisfaction, is essential for fostering guest loyalty and repeat business at Niki House Hotel, Ubud, Bali.

4.2 Practical Suggestion

To enhance repurchase intention at Niki House Hotel in Ubud, Bali, management should implement the following recommendations, which are directly aligned with the study’s core variables: e-service quality, price fairness, and customer satisfaction.

1. E-Service Quality Improvement:

The lowest mean score in the e-service quality dimension was observed in the areas of website responsiveness and the accuracy of information provided online. Many respondents expressed dissatisfaction with the speed and reliability of the hotel’s website, as

well as inconsistencies between the information displayed online and the actual services available upon arrival. To address this, it is recommended that management prioritize upgrading the digital infrastructure. This includes ensuring that the website loads quickly and that all content is regularly updated and verified for accuracy. Enhancing the booking experience will not only address these concerns but also foster greater trust with potential guests, encouraging their return visits.

2. Price Fairness Enhancement:

In the area of price fairness, the recapitulation revealed a notably low mean score for the perceived transparency of pricing. Many guests voiced concerns about hidden fees and unclear breakdowns of charges, which led to feelings of unfairness and reluctance to repurchase. To resolve this issue, the hotel should adopt a clear and detailed pricing policy. This policy should ensure that all costs are transparently communicated at every stage of the booking process. Additionally, providing guests with itemized receipts and eliminating unexpected surcharges will help to establish a perception of honesty and fairness in the pricing structure, thereby improving overall guest satisfaction and fostering a sense of fairness.

3. Customer Satisfaction Enhancement:

The customer satisfaction variable showed its lowest mean score in the area of staff responsiveness and empathy when handling guest

complaints or special requests. Several respondents indicated that their concerns were not addressed promptly or with sufficient attention, leading to diminished overall satisfaction. To remedy this, management should invest in staff training programs focused on enhancing communication skills, empathy, and problem-solving abilities. Moreover, establishing a standardized protocol for complaint resolution and empowering staff to make decisions in guest recovery situations will help ensure that guests feel valued and well cared for throughout their stay, contributing to an improved overall experience and encouraging repurchase.

In conclusion, addressing the key areas of e-service quality, price fairness, and customer satisfaction will be crucial in enhancing repurchase intention at Niki House Hotel in Ubud, Bali. By focusing on improving the website's responsiveness and accuracy, ensuring transparency in pricing, and enhancing staff empathy and responsiveness, the hotel will not only meet but exceed guest expectations. These improvements will help build stronger relationships with guests, foster trust, and increase customer loyalty. Implementing these recommendations will create a more seamless, fair, and enjoyable experience for guests, ultimately leading to higher satisfaction and a greater likelihood of repurchase. It is essential for the management to regularly evaluate and refine these efforts, ensuring that Niki House Hotel remains competitive and continues to attract and retain a loyal customer base in an ever-evolving hospitality market.

4.3 Future Research Suggestion

To build on the findings and address the limitations of this study, future research should consider the following direction:

1. Comparative Expectation Gap Analysis:

Conduct comparative studies examining the expectation gaps between Indonesian and international guests in budget accommodations. Utilizing sentiment analysis of online platform reviews can help identify cultural differences in service expectations and satisfaction drivers. This approach will provide deeper insights into how guest nationality influences perceptions of e-service quality, price fairness, and overall satisfaction, enabling hotels like Niki House to tailor their strategies more effectively to diverse market segments.

This recommendation is closely aligned with the study's focus on e-service quality, price fairness, and customer satisfaction, and responds to the observed differences in guest backgrounds within the sample. It will also help clarify how digital service improvements and pricing strategies can be optimized for both domestic and international guests in the competitive hospitality sector.