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The Influence of Stay Experience, Villa Design, Facilities, Price, and Service Quality on Customer Satisfaction, Positive Word of Mouth, and Revisit Intention at Villas Managed by Bali Management Villa Company

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Abstract: The hospitality industry, particularly in Bali's villa sector, faces intense competition, requiring companies to focus on creating superior customer experiences to sustain satisfaction and loyalty. This study examines the effects of stay experience, villa design, facilities, price, and service quality on customer satisfaction, positive word of mouth (WOM), and revisit intention at Bali Management Villa. A quantitative research method was employed with 231 respondents who had stayed at one of ten selected villas in Seminyak, Canggu, and Kerobokan. Data were collected using questionnaires measured on a Likert scale and analyzed through Partial Least Squares (PLS) structural equation modeling. Findings reveal that all five factors stay experience, villa design, facilities, price, and service quality positively and significantly affect customer satisfaction. In turn, customer satisfaction positively influences positive WOM and revisit intention. Positive WOM also has a significant effect on revisit intention and is found to partially mediate the relationship between customer satisfaction and revisit intention. These results highlight the importance of delivering engaging stay experiences, attractive villa designs, reliable facilities, fair pricing, and excellent service quality to strengthen customer satisfaction, stimulate positive WOM, and encourage repeat visits, thereby enhancing competitiveness in Bali's dynamic hospitality market.

Keywords: Customer Satisfaction, Positive Word Of Mouth, Revisit Intention, Villa Design, Service Quality

INTRODUCTION

Business development continues to change from year to year, forcing business actors to always be sensitive to the dynamics of competition. The hospitality industry is no exception, where intense competition requires companies to understand and increase consumer purchase intention. According to Fahmi (2018), the success of a business depends on management's ability to understand and respond to changes in business competition conditions as well as its focus on consumer purchase satisfaction.

Repurchase intention is a reflection of consumers' willingness to buy a product, consisting of various components such as daily needs, social status, and economic factors. Salimin & Sugiyanto (2019) emphasized that purchase intention is closely related to consumer

actions in the purchasing process of a product. Management can increase purchase intention by setting marketing targets. Lovelock & Wirtz (2016) stated that increasing purchase intention can be achieved through the marketing mix (7Ps), which consists of product, price, place, promotion, process, physical environment, and people.

The marketing mix theory becomes the key in marketing activities, as it directly influences purchase intention. Factors such as price, location, promotion, and service play a crucial role in determining consumer purchase intention (Arga & Suwitho, 2016). By understanding and managing these factors, companies can enhance the attractiveness of their products or services and strengthen their position in the market. According to Fakhriyan (2016), the marketing mix theory also has a direct impact on purchase intention, making it essential to consider in marketing strategies.

Bali is an island that relies heavily on the tourism sector for its economy. The tourism sector itself covers many areas such as hotels, villas, and other related activities. The service industry, particularly in the villa sector, is one of the largest service industries in Bali. According to data from the Bali Villa Association in 2024, there were more than 4,083 registered villas in Bali in that year. At present, villas have become one of the most popular industries among tourists in Bali, as they offer facilities and an atmosphere that are different compared to hotels.

The increasing number of villas creates intense competition within the industry, which encourages villa management companies to provide the best services to their guests. In maintaining service quality and reducing risks, villa management companies offer more personalized experiences to ensure the comfort and satisfaction of guests staying at their villas. Many companies employ various strategies to achieve both short-term and long-term goals, one of which is through quality strategies.

Maintaining comfort quality and handling guest complaints during their stay is a challenge for villa management companies. High-quality service will always outperform lower-quality service. According to Liu et al. (2017), guest satisfaction is the determinant and secret of success in the accommodation industry, as accommodations cannot effectively compete without meeting their customers' desires. The alignment of expectations, willingness to return, and readiness to provide recommendations are three indicators that can be used to determine the factors contributing to customer or visitor satisfaction (Hawkins and Lonney, as cited in Tjiptono, 2015:101). Guest satisfaction is strongly influenced by facilities (Bachtiar et al., 2023). According to Tjiptono (2016:317), facilities are tangible resources that must be available before a service can be delivered to customers. In the service industry, facilities play a significant role; therefore, it is important to evaluate existing facilities, including their conditions, interior and exterior design, as well as cleanliness. This is particularly relevant for aspects that directly influence consumer perceptions.

This research aims to investigate several factors influencing customer preferences in choosing villas managed by Villa Management Companies. By understanding the influence of factors such as stay experience, villa design, facilities, price, and additional services on customer preferences, this study will provide additional insights for Villa Management Companies and marketing practitioners to identify the factors that create more satisfying customer experiences, strengthen customer engagement between villa management companies and consumers, and help them remain relevant and competitive in an increasingly dynamic market

METHOD

The research was conducted at villas managed by Bali Management Villa, specifically at ten selected properties: Tira, Bima, Marlon, and Martine in Seminyak; Babylon, Habitas, Kauh, and Mango in Canggu; and Milana and Bullhouse in Kerobokan (Bali Management Villa, 2024). The population of this study consists of individuals who have stayed at one of these

villas, while the sample was determined using saturated sampling combined with purposive sampling, targeting respondents with relevant experience. Based on Hair et al. (2010), the recommended sample size should be 5–10 times the number of indicators; with 33 indicators, the final sample size was set at 231 respondents. This number was deemed adequate to ensure representativeness and reliability in the analysis.

The study applied a quantitative research approach with primary data collected through questionnaires using a Likert scale to measure respondents’ perceptions. Data analysis was conducted using the Partial Least Squares (PLS) method, a powerful variance-based SEM technique suitable for prediction and theory testing. Instrument testing included validity and reliability checks, with convergent validity, discriminant validity, and composite reliability ensuring measurement quality. Furthermore, mediation testing was carried out to determine the role of intervening variables, whether full, partial, or non-mediating, in the relationships among constructs. These methods provided a robust framework for evaluating the influence of stay experience, villa design, facilities, price, and service quality on customer satisfaction, positive word of mouth, and revisit intention.

RESULTS AND DISCUSSION

Results

Convergent Validity

Convergent validity with reflective indicators can be seen from the correlation between the indicator score and its variable score. Individual indicators are considered reliable if they have a correlation value above 0.50. The correlation results between the indicators and their variables can be seen in Table 1 below.

Table 1.
Results of Convergent Validity Test (Outer Loading)

	X1. (Stay Experience)	X2. (Villa Design)	X3. (Facilities)	X4. (Price)	X5. (Service Quality)	Y1. (Customer Satisfaction)	Y2. (Positive WOM)	Y3. (Revisit Intention)
X1.1	0.854							
X1.2	0.833							
X1.3	0.757							
X1.4	0.710							
X2.1		0.769						
X2.2		0.806						
X2.3		0.712						
X2.4		0.821						
X2.5		0.782						
X2.6		0.746						
X3.1			0.829					
X3.2			0.875					
X3.3			0.798					
X3.4			0.830					
X4.1				0.817				
X4.2				0.864				
X4.3				0.822				
X4.4				0.899				
X5.1					0.784			
X5.2					0.721			
X5.3					0.801			
X5.4					0.790			
X5.5					0.730			
Y1.1						0.758		
Y1.2						0.767		
Y1.3						0.837		
Y1.4						0.800		

Y2.1	0.844
Y2.2	0.827
Y2.3	0.772
Y2.4	0.859
Y3.1	0.828
Y3.2	0.868
Y3.3	0.772
Y3.4	0.836

Source: Processed Data Results, 2025 (Appendix 11)

The results of the convergent validity test in Table 4.6 show that all outer loading values of the variable indicators are greater than 0.70. Thus, it can be concluded that all indicators meet the requirements of convergent validity.

Discriminant Validity

One method to assess discriminant validity is by comparing the square root of the Average Variance Extracted (AVE) for each variable with the correlations between that variable and others in the model. The model has adequate discriminant validity if the square root of AVE for each variable is greater than its correlations with other variables.

Table 2.

Results of Discriminant Validity (AVE and Fornell-Larcker)

Research Variables	AVE	Fornell-Larcker Correlations	X1. (Stay Experience)	X2. (Villa Design)	X3. (Facilities)	X4. (Price)	X5. (Service Quality)	Y1. (Customer Satisfaction)	Y2. (Positive WOM)
X1. (Stay Experience)	0.62	0.791							
X2. (Villa Design)	0.59	0.655	0.773						
X3. (Facilities)	0.69	0.602	0.679	0.833					
X4. (Price)	0.72	-0.088	-0.223	-0.149	0.851				
X5. (Service Quality)	0.58	0.713	0.626	0.514	-0.135	0.766			
Y1. (Customer Satisfaction)	0.62	0.741	0.757	0.654	-0.158	0.732	0.791		
Y2. (Positive WOM)	0.68	0.694	0.615	0.393	0.023	0.805	0.698	0.826	
Y3. (Revisit Intention)	0.68	0.726	0.622	0.593	-0.046	0.823	0.790	0.727	

Source: Processed Data Results, 2025 (Appendix 11)

Based on Table 2, it can be explained that all variables in the model meet the discriminant validity criteria. Discriminant validity can be assessed through the AVE value of each variable. The model is considered valid if each AVE value is greater than 0.50. The output shows that all variables have AVE values above 0.50, indicating that the model is valid.

Composite Reliability

In addition to the validity test, a reliability test of the variables was also conducted, measured by two criteria, namely composite reliability and Cronbach’s alpha of the indicator blocks that measure the variables. A variable is declared reliable if the values of both composite reliability and Cronbach’s alpha are above 0.70. The output results can be seen in Table 3 below.

Table 3
Instrument Reliability Test Results

Variable	Composite Reliability	Cronbach’s Alpha
Stay Experience (X1)	0.800	0.817
Villa Design (X2)	0.866	0.873
Facilities (X3)	0.853	0.855
Price (X4)	0.876	0.934
Service Quality (X5)	0.825	0.832
Customer Satisfaction (Y1)	0.803	0.815
Positive WOM (Y2)	0.845	0.851
Revisit Intention (Y3)	0.845	0.849

Source: Processed Data Results, 2025 (Appendix 11)

The output results of composite reliability and Cronbach’s alpha for the variables Stay Experience, Villa Design, Facilities, Price, Service Quality, Customer Satisfaction, Positive WOM, and Revisit Intention are all above 0.70. Thus, it can be explained that all variables have good reliability.

Evaluation of the Structural Model or Inner Model

In this structural model, there are three endogenous variables, namely: Customer Satisfaction (Y1), Positive WOM (Y2), and Revisit Intention (Y3). The coefficient of determination (R^2) of each dependent variable can be presented in Table 4 as follows:

Table 4
R-square Values of Dependent Variables

Structural Model	Dependent Variable	R-square	Adjusted R-square
1	Customer Satisfaction (Y1)	0.725	0.719
2	Positive WOM (Y2)	0.738	0.731
3	Revisit Intention (Y3)	0.684	0.682

Source: Processed Data Results, 2025 (Appendix 11)

Based on Table 4, the model of the influence of Stay Experience, Villa Design, and Facilities on Customer Satisfaction gives an R-square value of 0.725, which can be interpreted that the variability of the Customer Satisfaction variable can be explained by Stay Experience, Villa Design, Facilities, Price, and Service Quality variables by 72.5 percent, while the remaining 27.5 percent is explained by other variables outside those studied.

Furthermore, the model of the influence of Stay Experience, Villa Design, Facilities, Price, Service Quality, and Customer Satisfaction on Positive WOM gives an R-square value of 0.738, which can be interpreted that the Positive WOM variable can be explained by the variability of Stay Experience, Villa Design, Facilities, Price, Service Quality, and Customer Satisfaction by 73.8 percent, while the remaining 26.2 percent is explained by other variables outside those studied.

Based on the model of the influence of Customer Satisfaction and Positive WOM on Revisit Intention, the R-square value is 0.684, which can be interpreted that the Revisit Intention variable can be explained by the variability of Customer Satisfaction and Positive WOM by 68.4 percent, while the remaining 31.6 percent is explained by other variables outside those studied.

To measure how well the observed values are produced by the model and also its parameter estimates, it is necessary to calculate Q-square. The Q-square value ranges between $0 < Q^2 < 1$, where the closer to 1 the better the model. The calculation results show that the Q-

square value is 0.9772, so it can be concluded that the model has very good predictive relevance. Thus, it can be explained that 97.72 percent of the variation in Revisit Intention is influenced by Stay Experience, Villa Design, Facilities, Price, Service Quality, Customer Satisfaction, and Positive WOM, while the remaining 2.28 percent is influenced by other variables.

Hypothesis Testing Results

Hypothesis testing was conducted using a t-test by separating the testing of direct effects and indirect effects, or testing of mediation variables. In the following section, the results of the direct effect testing and the mediation variable testing are described sequentially.

Results of Direct Effect Testing

The results of the empirical model analysis of the research using Partial Least Square (PLS) analysis can be seen in Figure 1 below.

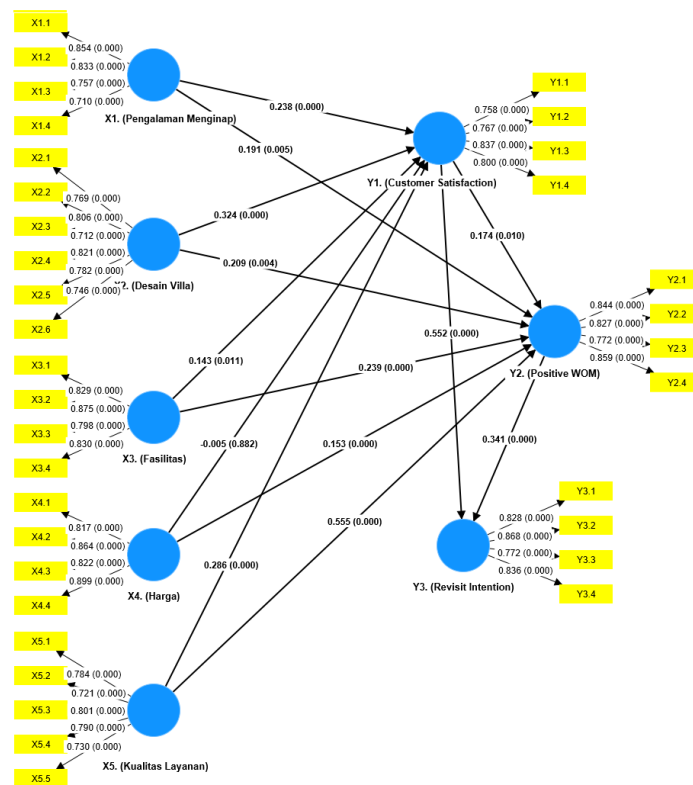


Figure 1. Bootstrapping Model

The validation test results of the path coefficients on each path for the direct effects can be presented in Table 5 below.

Table 5
Direct Effect Testing Results (Path Coefficient)

No.	Relationship Between Variables	Path Coefficient	T Statistic	P Value	Description
H1	X1. (Stay Experience) -> Y1. (Customer Satisfaction)	0.238	4.086	0.000	Positive Significant
H2	X2. (Villa Design) -> Y1. (Customer Satisfaction)	0.324	5.275	0.000	Positive Significant
H3	X3. (Facilities) -> Y1. (Customer Satisfaction)	0.143	2.537	0.011	Positive Significant
H4	X4. (Price) -> Y1. (Customer Satisfaction)	-0.005	0.149	0.882	No Effect
H5	X5. (Service Quality) -> Y1. (Customer Satisfaction)	0.286	5.284	0.000	Positive Significant

H6	X1. (Stay Experience) -> Y2. (Positive WOM)	0.191	2.803	0.005	Positive Significant
H7	X2. (Villa Design) -> Y2. (Positive WOM)	0.209	2.887	0.004	Positive Significant
H8	X3. (Facilities) -> Y2. (Positive WOM)	0.239	5.016	0.000	Positive Significant
H9	X4. (Price) -> Y2. (Positive WOM)	0.153	4.048	0.000	Positive Significant
H10	X5. (Service Quality) -> Y2. (Positive WOM)	0.555	9.109	0.000	Positive Significant
H11	Y1. (Customer Satisfaction) -> Y2. (Positive WOM)	0.174	2.590	0.010	Positive Significant
H12	Y2. (Positive WOM) -> Y3. (Revisit Intention)	0.341	5.371	0.000	Positive Significant
H13	Y1. (Customer Satisfaction) -> Y3. (Revisit Intention)	0.552	9.140	0.000	Positive Significant

Source: Processed Data Results, 2025 (Appendix 12)

Based on Table 5, the hypothesis testing results can be determined as described below:

1. Stay Experience is proven to have a positive and significant effect on Customer Satisfaction. This result is shown by a positive path coefficient of 0.238 with a t-statistic of 4.086 (t-statistic > 1.96) and a p-value of 0.000 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the better the Stay Experience, the higher the Customer Satisfaction.
2. Villa Design is proven to have a positive and significant effect on Customer Satisfaction. This result is shown by a positive path coefficient of 0.324 with a t-statistic of 5.275 (t-statistic > 1.96) and a p-value of 0.000 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the more attractive the Villa Design, the higher the Customer Satisfaction.
3. Facilities are proven to have a positive and significant effect on Customer Satisfaction. This result is shown by a positive path coefficient of 0.143 with a t-statistic of 2.537 (t-statistic > 1.96) and a p-value of 0.011 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the better the Facilities provided, the higher the Customer Satisfaction.
4. Price is not proven to have a positive and significant effect on Customer Satisfaction. This result is shown by a negative path coefficient of -0.005 with a t-statistic of 0.149 (t-statistic < 1.96) and a p-value of 0.882 > 0.050. Thus, the hypothesis is rejected. This result can be interpreted that the level of Price does not affect the increase or decrease of Customer Satisfaction.
5. Service Quality is proven to have a positive and significant effect on Customer Satisfaction. This result is shown by a positive path coefficient of 0.286 with a t-statistic of 5.284 (t-statistic > 1.96) and a p-value of 0.000 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the better the Service Quality, the higher the Customer Satisfaction.
6. Stay Experience is proven to have a positive and significant effect on Positive WOM. This result is shown by a positive path coefficient of 0.191 with a t-statistic of 2.803 (t-statistic > 1.96) and a p-value of 0.005 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the better the Stay Experience of the customer, the higher the Positive WOM.
7. Villa Design is proven to have a positive and significant effect on Positive WOM. This result is shown by a positive path coefficient of 0.209 with a t-statistic of 2.887 (t-statistic > 1.96) and a p-value of 0.004 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the better the Villa Design, the higher the Positive WOM.

8. Facilities are proven to have a positive and significant effect on Positive WOM. This result is shown by a positive path coefficient of 0.239 with a t-statistic of 5.016 (t-statistic > 1.96) and a p-value of 0.000 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the better the Villa Facilities, the higher the Positive WOM.
9. Price is proven to have a positive and significant effect on Positive WOM. This result is shown by a positive path coefficient of 0.153 with a t-statistic of 4.048 (t-statistic > 1.96) and a p-value of 0.000 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the more favorable the Price, the higher the Positive WOM.
10. Service Quality is proven to have a positive and significant effect on Positive WOM. This result is shown by a positive path coefficient of 0.555 with a t-statistic of 9.109 (t-statistic > 1.96) and a p-value of 0.000 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the better the Villa Service Quality, the higher the Positive WOM.
11. Customer Satisfaction is proven to have a positive and significant effect on Positive WOM. This result is shown by a positive path coefficient of 0.174 with a t-statistic of 2.590 (t-statistic > 1.96) and a p-value of 0.010 < 0.050. Thus, the hypothesis can be proven. This result can be interpreted that the higher the Customer Satisfaction, the higher the Positive WOM of the customers

Mediation Variable Examination

The examination of the mediation variable in this study discusses the mediating role of Customer satisfaction on the indirect effect of stay experience, villa design, and facilities on Positive WOM. The examination of the indirect effect in this study can be seen from the analysis results in Table 6 below.

Table 6

Recapitulation of Mediation Variable Testing Results

Mediation Variable	Effect (A)	Description (B)
Y1. (Customer satisfaction) -> Y2. (Positive WOM) -> Y3. (Revisit Intention)	0.059 (Sig. 0.012)	0.552 (Sig. 0.000)

Source: Processed Data Results, 2025 (Appendix 8)

Note: significance (Sig.) = t-statistic > 1.96 at $\alpha = 5\%$

1. (A): indirect effect of independent variable on dependent variable
2. (B): direct effect of independent variable on dependent variable
3. (C): direct effect of independent variable on mediation variable
4. (D): direct effect of mediation variable on dependent variable

Based on the results of the examination of the four effects above (effects A, B, C, and D), the intervention of the mediation variable can be proven with the following criteria:

1. If effects C and D are significant, but effect A is not significant, then mediation is fully proven (fully mediated) in the model.
2. If effects C, D, and A are significant, then mediation is partially proven (partially mediated) in the model.
3. If the path coefficient (standardized) of effect A is almost the same as the path coefficient of effect B, then mediation is not proven/supported in the model.
4. If either effect C or D is not significant, then mediation is not proven/supported in the model.

Discussion

Effect of Stay Experience on Customer Satisfaction

The analysis shows that stay experience has a positive and significant effect on customer satisfaction, meaning that the better the stay experience at Bali Management Villa, the higher the customer satisfaction, and vice versa. This supports previous studies by Sumantri et al. (2024), Santoso et al. (2024), Kafarila (2022), and Angelica (2021), which consistently found that high-quality stay experiences enhance customer satisfaction.

Effect of Villa Design on Customer Satisfaction

Villa design significantly and positively influences customer satisfaction, indicating that attractive and comfortable villa designs increase guest satisfaction. Conversely, poor design reduces satisfaction. This aligns with research by Sanjaya (2022), Kebung (2022), and Kirani (2024), all of which emphasize that well-planned and aesthetically appealing villa designs foster higher customer satisfaction.

Effect of Facilities on Customer Satisfaction

Facilities have a positive and significant impact on customer satisfaction, showing that the better the provided facilities, the more satisfied the customers will be. Adequate facilities enhance the service experience, while inadequate ones diminish it, as supported by studies from Andalas & Kartika (2021) and Handyani (2019), confirming that facilities play a key role in shaping satisfaction and repeat visits.

Effect of Price on Customer Satisfaction

Price demonstrates a significant positive effect on customer satisfaction, meaning that reasonable and appropriate pricing relative to service quality increases satisfaction. Customers often compare prices with competitors, making price a critical factor, as evidenced by studies from Netriadi et al. (2021), Bachtiar (2016), Isrofiyah (2018), Mauliana (2019), Riyanti et al. (2023), and Purbandari (2018).

Effect of Service Quality on Customer Satisfaction

Service quality has a significant positive impact on customer satisfaction, reflecting that better service leads to greater satisfaction. Service quality involves reliability, responsiveness, and the ability to meet or exceed customer expectations. This finding supports research by Isrofiyah (2018), Bachtiar (2016), Irawan (2017), Putra et al. (2016), and Suryani (2017), who also concluded that higher service quality increases customer satisfaction.

Effect of Stay Experience on Positive Word of Mouth

Stay experience positively and significantly affects positive word of mouth (WOM), showing that a pleasant stay encourages guests to recommend the villa. Customer experience is subjective and emotional, influencing future behavior. This aligns with Hapsari and Warmika (2021), who demonstrated that enjoyable experiences build trust and drive positive WOM.

Effect of Villa Design on Positive Word of Mouth

Villa design significantly enhances positive WOM, meaning that attractive design elements encourage guests to share favorable recommendations. WOM acts as a promotional tool through customer communication. Research by Rizkita Idham (2021), Sari and Sukati (2023), and Makasidamo et al. (2022) confirms that appealing design generates more positive WOM.

Effect of Facilities on Positive Word of Mouth

Facilities positively and significantly influence positive WOM, highlighting that adequate and comfortable facilities encourage guests to spread positive impressions. In contrast, poor facilities lead to dissatisfaction and reluctance to recommend. This is consistent with Harfika

& Nadiya (2017), Ruliati et al. (2023), Purbandari (2018), and Sumadi (2018), who found that facilities play a crucial role in WOM.

Effect of Price on Positive Word of Mouth

Price has a significant positive relationship with positive WOM, showing that reasonable and competitive pricing motivates guests to recommend the villa. Price affects perceptions, purchasing decisions, and customer advocacy, as highlighted by studies from Dodi (2022) and Saragih (2018). Balanced pricing enhances customer satisfaction and stimulates positive WOM.

Effect of Service Quality on Positive Word of Mouth

Service quality significantly improves positive WOM, meaning that excellent service encourages guests to share recommendations. Positive WOM reflects customer loyalty and reduced complaints. This finding is supported by Aseanty (2017), Bachtiar (2016), Isrofiyah (2018), and Suryani (2017), who showed that strong service quality leads to positive WOM.

Effect of Customer Satisfaction on Positive Word of Mouth

Customer satisfaction has a significant positive effect on positive WOM, suggesting that satisfied guests are more likely to spread favorable opinions about the villa. Higher satisfaction increases WOM intensity, as confirmed by Pratiwi & Telagawathi (2021), Liu & Lee (2016), and Khasanah et al. (2020).

Effect of Positive Word of Mouth on Revisit Intention

Positive WOM significantly influences revisit intention, meaning that when customers share positive experiences, they are more likely to return. WOM reflects loyalty and future behavioral intentions. This is consistent with Liu & Lee (2016), Papadimitriou et al. (2018), Rosid et al. (2020), and Rahman & Desembrianita (2023), who found WOM as a strong driver of revisit behavior.

Effect of Customer Satisfaction on Revisit Intention

Customer satisfaction positively and significantly affects revisit intention, indicating that satisfied customers are more willing to return to the villa. Revisit intention reflects loyalty and is influenced by positive service experiences. This result supports findings from Aswaty & Anggraini (2022) and Vardhani & Octavian (2024), confirming that satisfaction strongly determines revisit behavior.

The Role of Consumers' Positive Word of Mouth in Mediating the Effect of Customer Satisfaction on Revisit Intention

The results of the analysis show that Positive Word of Mouth is able to partially mediate the effect of Customer Satisfaction on Revisit Intention. Based on these results, it can be interpreted that consumers' Revisit Intention can increase further if they have higher levels of Customer Satisfaction and demonstrate stronger Positive Word of Mouth. Customer satisfaction is the result of a comparison between consumers' experiences at a visited destination and their expectations of that destination. Customers are satisfied when they make a particular purchase and then compare the outcome with their expectations, whether in terms of quality or performance (Hidayat et al., 2019). The existence of customer satisfaction becomes one of the factors influencing the creation of Word of Mouth. As stated by Ramawaty & Nainggolan (2023) in their study, one of the driving factors of Word of Mouth is customers who are satisfied with the service or product quality provided. Consumers are more inclined to talk about their experiences rather than their possessions and derive greater value from doing so. Such conversations will in turn reinforce the intended customer experiences.

Consumers who receive proper service tend to engage in positive Word of Mouth communication, and positive Word of Mouth is considered the result of customer satisfaction that will influence Revisit Intention (Soleimani & Einolahzadeh, 2018). This result supports the findings of Zaidan & Hamdi (2023), which state that Customer Satisfaction has a positive effect on Word of Mouth and Revisit Intention. This means that the higher the effect of Customer Satisfaction on Revisit Intention, the stronger the customers' Revisit Intention behavior will be.

CONCLUSION

Based on the results of the research analysis and the discussion in the previous chapter, the conclusions of this study are as follows. Stay experience has a positive and significant effect on customer satisfaction, meaning that the better and more attractive the stay experience at Bali Management Villa, the higher the customer satisfaction will be. Villa design also has a positive and significant effect on customer satisfaction, which indicates that the more appealing the villa design, the higher the customer satisfaction of consumers at Bali Management Villa. Facilities have a positive and significant effect on customer satisfaction, meaning that the better the facilities provided, the higher the customer satisfaction at Bali Management Villa. Price is not found to have a significant effect on customer satisfaction, suggesting that the more appropriate the pricing, the higher the level of customer satisfaction. Likewise, service quality has a positive and significant effect on customer satisfaction, which implies that the better the service quality, the higher the customer satisfaction at Bali Management Villa.

Furthermore, stay experience has a positive and significant effect on positive word of mouth, meaning that the better and more engaging the stay experience, the stronger the positive word of mouth generated. Similarly, villa design has a positive and significant effect on positive word of mouth, indicating that the more attractive the villa design, the higher the positive word of mouth shared by consumers. Facilities also positively and significantly influence positive word of mouth, suggesting that the better the facilities provided, the higher the positive word of mouth will be. Price has a positive and significant effect on positive word of mouth, showing that the more suitable the pricing, the higher the positive word of mouth among consumers. In addition, service quality has a positive and significant effect on positive word of mouth, meaning that the better the service quality, the stronger the positive word of mouth produced. Customer satisfaction itself has a positive and significant effect on positive word of mouth, which suggests that the higher the customer satisfaction, the higher the level of positive word of mouth generated by consumers at Bali Management Villa.

Positive word of mouth is also found to have a positive and significant effect on revisit intention, which means that the stronger the positive word of mouth among consumers, the higher their intention to revisit Bali Management Villa. Likewise, customer satisfaction has a positive and significant effect on revisit intention, implying that the higher the level of customer satisfaction, the higher the revisit intention of consumers. Finally, positive word of mouth is proven to partially mediate the effect of customer satisfaction on revisit intention. This result indicates that consumers' revisit intention can increase further if they experience higher customer satisfaction and simultaneously generate stronger positive word of mouth.

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