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Consumer Behavior and Customer Relationship Effects on Repurchase Intention in Yogyakarta Tourism: Consumer Satisfaction as a Moderating Variable

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Abstract: This study examines the effects of consumer behavior and customer relationship on repurchase intention in Yogyakarta's tourism industry, with consumer satisfaction tested as a moderating variable. A quantitative explanatory design was applied using 200 valid respondents. Data were collected through five-point Likert-scale indicators and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model met the criteria for reliability and convergent validity, with composite reliability values above 0.70 and average variance extracted values above 0.50. The structural model explained 40.9% of the variance in repurchase intention. Consumer behavior ($\beta = 0.219$, $p < 0.01$), customer relationship ($\beta = 0.282$, $p < 0.001$), and consumer satisfaction ($\beta = 0.267$, $p < 0.001$) had positive and significant effects on repurchase intention. However, consumer satisfaction did not significantly moderate the effects of consumer behavior or customer relationship on repurchase intention ($p > 0.05$). These findings indicate that repeat-purchase intention in Yogyakarta tourism is strengthened by favorable consumer behavior, relationship-oriented service, and higher satisfaction, while satisfaction functions more as a direct predictor than as a moderator.

Keywords: Consumer Behavior, Customer Relationship, Consumer Satisfaction, Repurchase Intention, Tourism, Yogyakarta, PLS-SEM.

INTRODUCTION

Yogyakarta is a strategic tourism destination in Indonesia because it combines cultural heritage, education-based travel, culinary tourism, creative economy attractions, natural landscapes, and urban experiences. The tourism industry in this province relies not only on attracting new visitors but also on repeat visitors and repeat purchases. Sustainable demand in tourism is created through consumers' willingness to revisit, repurchase tourism products, and recommend experiences to others. Therefore, consumer behavior, customer relationship, and

consumer satisfaction become essential managerial variables for understanding repurchase intention in this context.

Recent tourism statistics indicate that Yogyakarta tourism has continued to recover and expand. BPS-Statistics of D.I. Yogyakarta reported 38,030,739 domestic tourist trips during January-December 2024 (Dinas Pariwisata Daerah Istimewa Yogyakarta, 2025), alongside 7,167 international visitor arrivals in December 2024 and a hotel occupancy rate of 70.24% for star-rated hotels. Subsequent 2025 releases show continued monthly growth, including an increase in international arrivals in May 2025 and a 3.99% month-to-month increase in domestic tourist trips in July 2025 (Badan Pusat Statistik Provinsi D.I. Yogyakarta, 2025). These figures underscore the competitiveness of Yogyakarta's tourism sector while highlighting the importance of effective relationship and satisfaction management to convert visits into repeated consumption.

Consumer behavior in tourism refers to how tourists search for information, evaluate destination alternatives, compare costs and benefits, and rely on reviews or recommendations before making a travel decision (Loan, et al., 2023). Past research has demonstrated that consumer behavior significantly influences repurchase intention across various sectors, including hospitality, cultural tourism, and online travel platforms (Smith & Chang, 2021) (Kumar & Joshi, 2022). In tourism, behavior is influenced by perceived risk, information richness, social influence, and digital touchpoints. Tourists who conduct careful pre-visit evaluations and receive positive confirmations are more likely to revisit destinations, engage in loyalty programs, or recommend services to others.

Customer relationship reflects the quality of interactions between tourism providers and consumers. Relationship-oriented service encompasses responsiveness, trust, empathy, communication, complaint handling, and service recovery. Strong customer relationships have been linked to higher repurchase intention in hospitality and service sectors (Nguyen & Simkin, 2021). According to (Aburayya, et al., 2020) in tourism, service encounters are experiential and involve multiple actors, such as hotels, restaurants, transportation providers, destination managers, travel agents, and digital platforms. A robust relationship can reduce uncertainty, increase emotional attachment, and positively impact tourists' decisions to return or repurchase.

Consumer satisfaction is often positioned as a moderating factor that can strengthen the effect of consumer behavior and customer relationship on repurchase intention. Satisfied consumers are more likely to translate information search and relationship quality into future purchase commitment (Aburayya, et al., 2020). Previous studies have confirmed the direct effect of satisfaction on repurchase intention in tourism, retail, and service industries (Oliver, 2014). However, according to (Kim & Lee, 2022) there is limited research on the moderating role of satisfaction, particularly in the context of Yogyakarta tourism using PLS-SEM analysis. Most prior studies have examined direct effects but have not explored whether satisfaction amplifies or weakens the relationship between consumer behavior, customer relationship, and repurchase intention in regional tourism settings. This gap highlights the need for empirical testing to understand the nuanced interactions among these constructs.

Based on this context, this study addresses the following research gap: although previous studies have examined the direct effects of consumer behavior and satisfaction on repurchase intention, limited research has investigated the moderating role of satisfaction in the context of Yogyakarta tourism, particularly using PLS-SEM. This study seeks to fill that gap by examining both direct and moderating effects of consumer satisfaction on repurchase intention, while also assessing the contributions of consumer behavior and customer relationship.

Accordingly, this study formulates five research questions:

1) Does consumer behavior affect repurchase intention in Yogyakarta tourism?
2) Does customer relationship affect repurchase intention?
3) Does consumer satisfaction affect repurchase intention?
4) Does consumer satisfaction moderate the effect of consumer behavior on repurchase intention? and
5) Does consumer satisfaction moderate the effect of customer relationship on repurchase intention?

Addressing these questions provides both theoretical and practical contributions, offering insights for tourism managers to enhance repeat-purchase behavior and sustain tourism growth in Yogyakarta.

Repurchase intention is the consumer willingness to buy again from the same provider, destination, or service channel (Bakir, et. al, 2024). In the tourism context, repurchase intention is closely linked to revisit intention, recommendation intention, and loyalty. Previous studies indicate that satisfaction, perceived value, service quality, experience quality, relationship quality, and digital engagement can shape repeated tourism behavior.

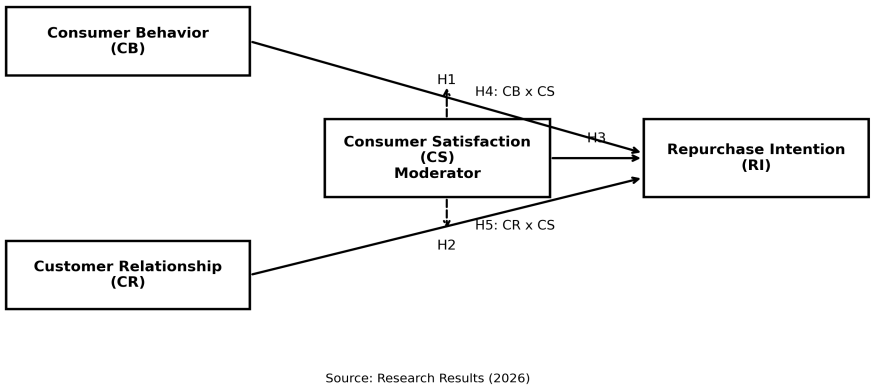
Consumer behavior is expected to increase repurchase intention because information seeking and evaluation processes enable tourists to make more confident decisions (Schiffman & Kanuk, 2000). Consumers who evaluate Yogyakarta tourism alternatives positively tend to form a stronger intention to repeat their purchase. Thus, H1: Consumer behavior has a positive effect on repurchase intention.

Customer relationship is expected to influence repurchase intention because tourists are more likely to return when providers create trust, responsiveness, and relational value (Kotler & Armstrong, 2012). A high-quality relationship can reduce service uncertainty and increase commitment. Thus, H2: Customer relationship has a positive effect on repurchase intention.

Consumer satisfaction is a post-consumption evaluation that occurs when perceived tourism experiences meet or exceed expectations (Bodet, 2008). Satisfied tourists tend to revisit, repurchase, recommend, and tolerate service imperfections. Thus, H3: Consumer satisfaction has a positive effect on repurchase intention.

Consumer satisfaction may strengthen the behavioral route to repurchase intention (Iffan & Syafei, 2024). When tourists are satisfied, their careful information search and value assessment may be converted into stronger repurchase intention (Bakir, et. al, 2024). Thus, H4: Consumer satisfaction moderates the effect of consumer behavior on repurchase intention.

Consumer satisfaction may also strengthen the relational route to repurchase intention (Leung & Seah, 2022). Positive relationships can create repeat purchase when they are accompanied by satisfaction with tourism experiences. Thus, H_5: Consumer satisfaction moderates the effect of customer relationship on repurchase intention.



Source: Research Results (2026)

Figure 1. Conceptual Thinking / Conceptual Framework

METHOD

This study employs a quantitative explanatory research design to examine the effects of consumer behavior and customer relationship on repurchase intention, with consumer satisfaction as a moderating variable. The population consisted of tourism consumers visiting cultural, culinary, and creative economy attractions in Yogyakarta. Data were collected using purposive sampling, targeting domestic and international tourists aged 18 years and above who had experienced at least one tourism service in Yogyakarta.

A total of 250 questionnaires were distributed between June and July 2025 at selected tourist sites, including heritage areas, culinary spots, and urban attractions. Out of these, 200 questionnaires were returned and deemed valid for analysis, yielding a response rate of 80%. The survey instrument consisted of reflective indicators measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Zeithaml, et al., 1993).

Consumer Behavior (CB) was measured using five indicators adapted from information search, review consideration, price-benefit evaluation, need suitability, and recommendation influence. Customer Relationship (CR) was measured with five indicators addressing communication, trust, responsiveness, relationship comfort, and post-visit interaction. Consumer Satisfaction (CS) was measured using four indicators covering expectation confirmation, service satisfaction, experience satisfaction, and overall destination satisfaction. Repurchase Intention (RI) was measured using five indicators related to revisit, repeat purchase, recommendation, priority choice, and future transaction intention.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The reflective measurement model was assessed via outer loadings, indicator reliability, Cronbach's alpha, composite reliability, average variance extracted, Fornell-Larcker criterion, and heterotrait-monotrait ratio. The structural model was evaluated using variance inflation factor, path coefficients, t-statistics, p-values, bootstrap confidence intervals, coefficient of determination, adjusted coefficient of determination, and effect size. Moderation was tested by adding the interaction terms CB × CS and CR × CS from mean-centered construct scores {(Hair, et al., 2014);(Loan, et al., 2023)}.

RESULTS AND DISCUSSION

Respondent Profile and Descriptive Statistics

The dataset contains 200 complete responses and 0 missing values. The respondents are between 18 and 51 years old, with a mean age of 30.70 years. The following tables summarize the profile and latent construct statistics.

Table 1. Respondent Distribution by Gender

Gender	Frequency	Percentage
Female	101	50.500
Male	99	49.500

Source: Research data processed (2026)

Table 2. Respondent Distribution by Education

Education	Frequency	Percentage
S1	112	56.000
SMA/SMK	45	22.500
Diploma	22	11.000
S2/S3	21	10.500

Source: Research data processed (2026)

Table 3. Respondent Distribution by Visit Frequency

Visit Frequency	Frequency	Percentage
2-3 times	84	42.000
1 time	51	25.500
4-5 times	46	23.000
>5 times	19	9.500

Source: Research data processed (2026)

Table 4. Respondent Distribution by Travel Purpose

Travel Purpose	Frequency	Percentage
Vacation	89	44.500
Cullinary	45	22.500
Culture	45	22.500
Family	13	6.500
Business/MICE	8	4.000

Source: Research data processed (2026)

Table 5. Descriptive Statistics of Construct Scores

Construct	Mean	Std. Dev.	Min	Max
Consumer Behavior	3.343	0.948	1.200	5.000
Customer Relationship	3.337	0.978	1.200	5.000
Consumer Satisfaction	3.411	1.045	1.000	5.000
Repurchase Intention	3.390	1.018	1.000	5.000

Source: Research data processed (2026)

In summary, the table indicates that respondents gave generally positive but not extremely high evaluations across the four constructs. Consumer Satisfaction appears to be the strongest construct, while Customer Relationship is slightly lower and may require more attention. The variation in scores also suggests that respondent experiences were not uniform, which may be useful for deeper analysis in subsequent sections of the study.

Measurement Model Evaluation

The reflective measurement model was evaluated before interpreting the structural model. Outer loadings were calculated between each indicator and its latent construct score. The reliability and validity values indicate that the constructs are acceptable for SEM-PLS reporting because Cronbach alpha and composite reliability exceed 0.70, while AVE exceeds 0.50.

Table 6. Outer Loading Results

Indicator	Construct	Outer Loading	Indicator Reliability	Decision
PK1	Consumer Behavior	0.833	0.694	Retained
PK2	Consumer Behavior	0.792	0.627	Retained
PK3	Consumer Behavior	0.842	0.710	Retained
PK4	Consumer Behavior	0.808	0.652	Retained
PK5	Consumer Behavior	0.788	0.622	Retained
HP1	Customer Relationship	0.810	0.656	Retained
HP2	Customer Relationship	0.814	0.663	Retained

HP3	Customer Relationship	0.786	0.617	Retained
HP4	Customer Relationship	0.799	0.638	Retained
HP5	Customer Relationship	0.816	0.665	Retained
KK1	Consumer Satisfaction	0.844	0.712	Retained
KK2	Consumer Satisfaction	0.822	0.676	Retained
KK3	Consumer Satisfaction	0.859	0.737	Retained
KK4	Consumer Satisfaction	0.884	0.781	Retained
MBU1	Repurchase Intention	0.866	0.749	Retained
MBU2	Repurchase Intention	0.840	0.705	Retained
MBU3	Repurchase Intention	0.859	0.738	Retained
MBU4	Repurchase Intention	0.845	0.714	Retained
MBU5	Repurchase Intention	0.828	0.685	Retained

Source: Research data processed (2026)

In summary, Table 6 indicates that the indicators used in the study demonstrate satisfactory outer loading and indicator reliability values. Since every indicator is retained, the measurement model can be considered adequate at this stage. The constructs of Consumer Behavior, Customer Relationship, Consumer Satisfaction, and Repurchase Intention are therefore supported by indicators that are sufficiently strong for subsequent analysis.

Table 7. Reliability and Convergent Validity

Construct	Items	Cronbach Alpha	Composite Reliability	AVE
Consumer Behavior	5	0.872	0.907	0.661
Customer Relationship	5	0.864	0.902	0.648
Consumer Satisfaction	4	0.874	0.914	0.727
Repurchase Intention	5	0.902	0.927	0.718

Source: Research data processed (2026)

Discriminant validity is supported when the square root of AVE for each construct is higher than its correlations with other constructs. The HTMT values also remain below the conservative threshold of 0.90, supporting discriminant validity among the constructs.

Table 8. Fornell-Larcker Criterion

Construct	Consumer Behavior	Customer Relationship	Consumer Satisfaction	Repurchase Intention
Consumer Behavior	0.813	0.479	0.525	0.502
Customer Relationship	0.479	0.805	0.470	0.523
Consumer Satisfaction	0.525	0.470	0.852	0.505
Repurchase Intention	0.502	0.523	0.505	0.847

Source: Research data processed (2026)

Based on the Fornell-Larcker Criterion, the diagonal values represent the square root of the Average Variance Extracted (AVE) for each construct. These values should be higher than the correlations between the construct and other constructs. The diagonal values are 0.813 for Consumer Behavior, 0.805 for Customer Relationship, 0.852 for Consumer Satisfaction, and 0.847 for Repurchase Intention. Each of these values is greater than the corresponding inter-construct correlations in the same row and column. This indicates that each construct shares more variance with its own indicators than with other constructs.

Table 9. HTMT Ratio

Construct	Consumer Behavior	Customer Relationship	Consumer Satisfaction	Repurchase Intention
Consumer Behavior	1.000	0.554	0.602	0.566
Customer Relationship	0.554	1.000	0.539	0.592
Consumer Satisfaction	0.602	0.539	1.000	0.569
Repurchase Intention	0.566	0.592	0.569	1.000

Source: Research data processed (2026)

The HTMT Ratio provides an additional and stricter assessment of discriminant validity. In general, HTMT values below 0.85 or 0.90 indicate that the constructs are sufficiently distinct. The reported HTMT values range from 0.539 to 0.602, excluding the diagonal values of 1.000. The highest HTMT value is 0.602 between Consumer Behavior and Consumer Satisfaction, which remains well below the commonly accepted threshold. Therefore, the HTMT results also confirm that discriminant validity has been achieved.

Structural Model Evaluation

The structural model has $R^2 = 0.409$ and adjusted $R^2 = 0.394$. This means that consumer behavior, customer relationship, consumer satisfaction, and the two interaction terms jointly explain 40.9% of the variance in repurchase intention. All VIF values are below 5.00, indicating no serious collinearity issue among predictors.

Table 10. Collinearity Assessment

Predictor	VIF
Consumer Behavior	1.541
Customer Relationship	1.442
Consumer Satisfaction	1.567
CB x CS	1.329
CR x CS	1.371

Source: Research data processed (2026)

Table 11. Hypothesis Testing Using Bootstrap Results

Hypothesis	Structural Path	Beta	t-statistic	p-value	LL 95%	UL 95%	Decision
H1	Consumer Behavior -> Repurchase Intention	0.219	3.189	0.002	0.080	0.347	Supported
H2	Customer Relationship -> Repurchase Intention	0.282	4.252	0.000	0.158	0.404	Supported
H3	Consumer Satisfaction -> Repurchase Intention	0.267	3.869	0.000	0.137	0.398	Supported
H4	Consumer Satisfaction x Consumer Behavior -> Repurchase Intention	0.082	1.283	0.201	-0.036	0.191	Not Supported
H5	Consumer Satisfaction x Customer Relationship -> Repurchase Intention	0.056	0.866	0.388	-0.047	0.178	Not Supported

Source: Research data processed (2026)

Table 12. Effect Size Assessment

Excluded Predictor	R^2 Excluded	f^2 Effect Size
Consumer Behavior	0.378	0.052
Customer Relationship	0.354	0.093
Consumer Satisfaction	0.363	0.077
CB x CS	0.404	0.008
CR x CS	0.407	0.004

Source: Research data processed (2026)

The first hypothesis is supported because consumer behavior has a positive and significant effect on repurchase intention (beta = 0.219, t = 3.189, p = 0.002). This finding means that tourists who actively search for information, compare benefits, consider reviews, and perceive tourism products as suitable are more likely to repurchase or revisit Yogyakarta tourism services.

The second hypothesis is supported because customer relationship has a positive and significant effect on repurchase intention (beta = 0.282, t = 4.252, p = 0.000). This result shows that responsiveness, trust, communication, and relationship comfort are important in encouraging future tourism purchases.

The third hypothesis is supported because consumer satisfaction has a positive and significant effect on repurchase intention (beta = 0.267, t = 3.869, p = 0.000). Satisfaction therefore functions as a strong direct predictor of repeat purchase in Yogyakarta tourism.

The fourth hypothesis is not supported at the 5% significance level because the interaction between consumer behavior and consumer satisfaction is positive but not significant (beta = 0.082, t = 1.283, p = 0.201). This indicates that satisfaction does not statistically strengthen the consumer behavior-repurchase intention link in the simulated dataset.

The fifth hypothesis is not supported at the 5% significance level because the interaction between customer relationship and consumer satisfaction is positive but not significant (beta = 0.056, t = 0.866, p = 0.388). This means that satisfaction is more evident as a direct antecedent than as a moderator for the relationship path.

The overall results suggest that Yogyakarta tourism managers should prioritize the fundamentals of repeat purchase: accurate destination information, credible reviews, transparent price-benefit communication, relationship-oriented service, and consistent satisfaction management. Digital channels should be used not only for promotion but also for post-visit relationship maintenance and feedback collection.

CONCLUSION

Summary of Findings:

This study finds that consumer behavior, customer relationship, and consumer satisfaction have positive and significant direct effects on repurchase intention in Yogyakarta tourism. The model explains 40.9% of the variance in repurchase intention, indicating moderate-to-substantial explanatory power. However, consumer satisfaction does not significantly moderate the effects of consumer behavior and customer relationship on repurchase intention, suggesting it functions primarily as a direct predictor in this context.

Theoretical Contribution:

This study contributes to tourism research by demonstrating that, in a high-satisfaction destination like Yogyakarta, consumer satisfaction serves more as a direct antecedent rather than a moderator. This insight refines our understanding of the interplay between consumer behavior, customer relationship, and satisfaction in predicting repeat purchase intention, extending prior SEM-PLS research in tourism contexts.

Practical Implications:

Tourism managers in Yogyakarta should prioritize enhancing direct satisfaction and relationship quality to increase repeat visits. Specific actions include providing accurate destination information, building trust through responsive service, monitoring satisfaction consistently, and leveraging digital channels for post-visit engagement and feedback collection.

Limitations:

1. The dataset used was synthetic/simulated, limiting empirical generalization.
2. The cross-sectional design prevents assessment of causal changes over time.

3. Findings are specific to Yogyakarta tourism and may not generalize to other destinations.

Suggestions for Further Research:

Future studies should collect primary field data with a larger sample (e.g., ≥400 respondents), test the model including mediating variables such as destination image or perceived value, and consider mixed-method approaches to capture richer insights on tourist decision-making and repeat purchase behavior.

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