CUSTOMER REVISIT DECISION AND SATISFACTION AS A CONSEQUENCE OF MARKETING MIX AND SERVICE QUALITY

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Abstract:
The tight competition for hotels means that hotels need to implement marketing mix strategies and service quality so that they can provide satisfaction to hotel consumers and increase their decision to visit again. The aim of this research is to determine the influence of the marketing mix and service quality on consumers' revisit decisions through consumer satisfaction as an intervening variable. The method approach used in this research is a quantitative method. Data collection was used by distributing questionnaires to respondents with a total of 100 respondents, using the margin of error (MoE) formula in determining the number of respondents. The data that has been collected will be subjected to descriptive and verification analysis using the SmartPLS statistical tool. The SmartPLS test results show that the marketing mix directly has a positive and significant effect on consumer satisfaction and the decision to revisit. Meanwhile, indirectly the marketing mix has a positive and significant effect on the decision to revisit through consumer satisfaction. Service quality directly has a positive and significant effect on consumer satisfaction, but has a positive but not significant effect on the decision to revisit. Indirectly, service quality has a positive and significant effect on the decision to revisit through consumer satisfaction. Consumer satisfaction has a positive but not significant effect on the decision to revisit hotel consumers. Implementing an integrated marketing strategy and improving service quality can significantly increase consumer satisfaction, which in turn can increase customer loyalty and hotel profitability. In addition, this research can enrich academic literature and provide a basis for further research in the field of marketing and service management.

Keywords:

Marketing, Service, Satisfaction, Decision, Hotel

Introduction

The rapid development of the hotel industry creates increasingly tight and tough competition, especially for new entrants. A hotel is a type of accommodation that uses part or all of a building to provide accommodation, food and beverage services as well as other supporting services for the public which is managed on a commercial basis (Ali et al., 2021).

From this definition it can be seen that the main objective of a hotel business is to provide accommodation which is usually accompanied by additional services and facilities such as television, telephone, air conditioning and other facilities. Currently, hotels are often used for weddings, company meetings, launching new products for a company and often hotels are also used as weekend facilities for the upper middle class. Hotel entrepreneurs are expected to be responsive and respond quickly to these changes (Nguyen, 2021).

Customer satisfaction in various business sectors is always a factor in determining the decision to visit again. Likewise in the hotel sector. Customer satisfaction is always a priority to pay attention to. Fulfilling a sense of satisfaction among customers will create a good image of the hotel, giving rise to the desire to return to visit the hotel. Various services that are enjoyed in real terms and receive a positive response will bring a sense of satisfaction to the tourist attraction, thus attracting more tourists to come to visit (Balinado et al., 2021).

The decision to revisit when viewed from consumer decisions has the same concept as purchasing decision theory. Consumers decide to revisit a place based on their experience and level of satisfaction with the various things they receive, both in the form of products and services provided by service providers, in this case hotels (Kenyta, 2022).

The decision to visit and consumer satisfaction can be achieved when the implementation of marketing mix strategies and the quality of service provided can provide a sense of comfort to hotel visitors. The marketing mix is a combination of product, price, place and promotion elements used as a marketing strategy (Brkanlić et al., 2020). Meanwhile, service quality is the extent to which a service provided meets or exceeds customer expectations. This is an important concept in service industries, including hotels, restaurants, retail, and healthcare, because high service quality can increase customer satisfaction, loyalty, and company reputation. (Li & Shang, 2020).

Malili is a sub-district which is also the capital of East Luwu Regency in South Sulawesi Province, Indonesia. Malili as the capital of East Luwu Regency has a strategic role in the development of the area, with various potentials and challenges that need to be managed effectively to achieve sustainable progress. One industry that is growing rapidly is the hotel industry. This development is because Malili and its surroundings have quite large natural tourism potential, including beaches, rivers and forests. The natural beauty of this area is an attraction for domestic and international tourists who certainly need a place to rest after their journey.

Based on data from hotels and guesthouses in Malili, East Luwu Regency, the number of hotels and guesthouses is 6 units, with details of 1 hotel, namely Hotel Lagaligo and 5 guesthouses, namely Wisma Pondok Indah, Wisma Arya and Alya, Wisma Golden, Wisma Trans and Wisma Caisar according to month and classification. Hotels can be seen in the table below:
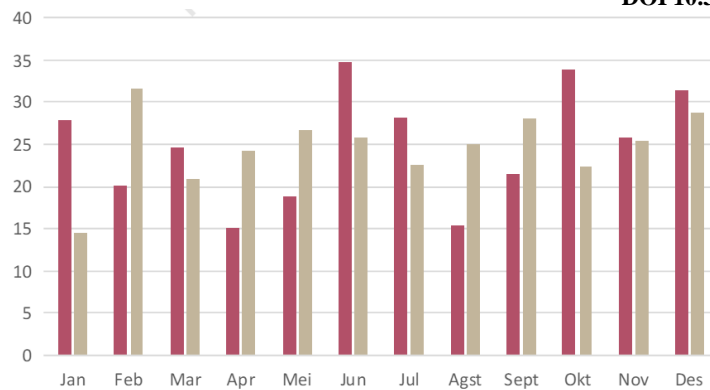
Figure 2: Room Occupancy Rate (2023)

Source: East Luwu Regency Hotel Statistics Booklet 2023

In 2022, the Room Occupancy Rate (TPK) in Hotels and Guesthouses in Malili District. East Luwuoccurs fluctuatingly. The highest occupancy rate for hotel rooms and guesthouses in Malili occurred in June 2022, reaching 38.93 percent, while the lowest occupancy rate for hotel rooms and guesthouses in Malili occurred in April 2022, namely only 14.11 percent.

From this data, it can be concluded that there are fluctuations in the level of visits to hotels in Malili, East Luwu Regency. The results of the researchers' observations and observations found that hotel problems in Malili, East Luwu Regency, can be quite complex considering the various factors that influence the hotel industry in the area. The first problem is that the hotel must find a balance between competitive prices and satisfactory service quality to attract and retain hotel guests.

Furthermore, less effective promotions can make hotels in Malili less known to domestic and international tourists, the inability to utilize digital technology and online platforms for marketing and bookings can reduce hotel visibility and accessibility. The lack of a trained and experienced workforce in the hospitality industry can affect the quality of service provided to guests. Hotels may face difficulties in providing adequate training to staff to improve their skills and professionalism.

Overcoming this problem requires a strategic and collaborative approach, based on theory and data obtained and the results of initial observations and observations in the field, so researchers are interested in conducting research on the influence of the marketing mix as a marketing strategy used by hotels which consists of product, price, location and promotions in increasing satisfaction and decisions to revisit hotel consumers. As well as, service quality in supporting the satisfaction and decision to revisit hotel consumers in Malili, East Luwu Regency.

Literature Review

Marketing Mix
Marketing originates from human activities that occur in connection with markets. Marketing is a human activity directed at fulfilling needs and desires through an exchange process involving sellers and buyers. Activities such as product development, communications

research, distribution, pricing, and service are the core of marketing (Kotler & Armstrong, 2023).

One of the marketing strategies, namely the marketing mix, is marketing activities carried out in an integrated manner. This means that this activity is carried out simultaneously among the elements in the marketing mix it self (Khaddapi, Damayanti, et al., 2022). The marketing mix is the marketing components utilized by management in sales activities where the ultimate goal is, how to determine the level of marketing success for the company and all of this is shown to provide satisfaction to the selected market segment or consumer (Risal & Aqsa, 2021). The elements in the marketing mix of (Kotler & Armstrong, 2023)that is: Products, Price Place/Location adn Promotion.

Based on the explanation above, this research used indicators from the marketing mix proposed by (Kotler & Armstrong, 2023) namely: product, price, place and promotion. The selection of four indicators from the marketing mix is in accordance with the need for research conducted in the hotel industry in Malili, East Luwu Regency.

Service Quality

Suwannakul et al., (2024), states that quality is full customer satisfaction. A quality product can provide complete satisfaction to consumers, that is, in accordance with what consumers expect from a product/service (Kotler & Armstrong, 2023). Service is also defined as service, service quality is a very complex discussion because assessing service quality is different from product quality, especially its intangible nature and production and consumption occurring simultaneously. So, service quality is how customers respond to the services they consume or feel (Khaddapi, et al., 2022).

Yuan et al., (2021), states that the meaning of service quality is the delivery of good or very good services, when compared with customer expectations. Understanding service quality as the expected level of perfection and the control of that perfection to fulfill customer desires (Raza et al., 2020). Based on the definition above, it can be concluded that service quality is all forms of service carried out by a person or service provider optimally with all excellence in order to meet customer needs and expectations.

The indicators that will be used as guidelines for research instruments are according to Ali et al., (2021) which can be concluded as follows: Reliability is the ability to provide services which includes punctuality, readiness when needed and skills in mastering tasks; Responsiveness is the ability or desire to help, speed in providing service and speed in resolving consumer complaints; Guarantee is a friendly and polite attitude in providing service, a trustworthy attitude and extensive knowledge and ability to resolve consumer problems; Empathy is the ability to build good communication in providing information and attention to consumers; Physical Products are physical facilities related to the cleanliness of the building, the neatness of the officers' clothing, the completeness of goods and the ease of making contact to contact the company.

From the explanations above, this research used several indicators of service quality proposed by Ali et al., (2021) namely: reliability, responsiveness, guarantee, empathy and physical products. The selection of indicators of service quality is in accordance with the need for research conducted in the hotel industry in Malili, East Luwu Regency.

Customer Satisfaction
One of the studies that is focused on in the field of marketing is consumer satisfaction. Consumer satisfaction is comparing the performance they get and consumer expectations. If what they get when purchasing a product provides good value then consumer satisfaction will be created (Kotler & Armstrong, 2023). Khuong et al. (2020) Consumer satisfaction is the result of an evaluation of what a consumer feels. Actions to evaluate satisfaction can be carried out by giving other people the role of acting as consumers (independently) and reporting the results of their evaluation regarding the strengths and weaknesses of the products offered (Luvsandavaajav et al., 2022).

Biswas et al. (2020) and Lu et al. (2020) defines consumer satisfaction as a form of consumer good expectations for a product offered by comparing the product with other products. Cho et al., (2021) Identifying consumer satisfaction can be done by dividing the dimensions of satisfaction, confirming consumer expectations for the product, consumer recommendations to other consumers regarding the product, and initiation of repeat purchases by consumers.

Based on several definitions, it can be concluded that consumer satisfaction is a comparison of the conditions of expectations and reality experienced by consumers before and after visiting a place in this research, namely a hotel. The indicators of consumer satisfaction in this research are as follows: conformity to expectations, suitability of service, willingness to recommend (Khuong et al., 2020).

Revisit Decision
The decision to revisit is based on choices that lead to the action of visiting a place. The decision to revisit is closely related to consumer behavior. The decision to visit again is influenced by location, price and attractiveness (Ćorluka et al., 2021). The decision to visit in the context of this research is dominated by the characteristics, benefits and advantages of a hotel. Kotler & Armstrong, (2023) defines the decision to revisit as an effort to facilitate the process of determining the location chosen from various locations that are options to visit.

Several points that are used as a benchmark in the decision to visit again include recognizing problems, reviewing information and always reviewing the products or services offered so that you decide to visit again. The decision to revisit is a consumer's process of assessing and selecting a place based on the considerations made (Phan et al., 2020).

Based on the definition above, the researcher concludes that the decision to revisit is the process of choosing a consumer between two or more tourist visit options which results in an action to visit a chosen destination or hotel based on previous experiences. The indicators for the decision to revisit in this research are as follows: emotional factors, experience, control and consumer compatibility (Zhang et al., 2021)

Hypothesis Development

The Effect of Marketing Mix on Consumer Satisfaction
According to Wang et al. (2021) One marketing strategy can be carried out through improving product quality, improving facilities, beautifying the appearance of tourist attractions and improving access to these tourist attractions, where this can be implemented through a marketing mix. Ćorluka et al. (2021) The chain that supports the hotel sector in increasing the

number of visits is the right marketing mix strategy created by hotel managers. Creating a marketing mix through improving various types of facilities, both physical and non-physical infrastructure, can increase consumer satisfaction. Siagian & Mita, (2022) focuses his research on the marketing mix and consumer satisfaction. In their research, it was proven that an appropriate and attractive marketing mix can provide significant satisfaction to hotel visitors.

H1: The marketing mix has a positive and significant effect on consumer satisfaction

The Influence of Service Quality on Consumer Satisfaction

The relationship between service quality and consumer satisfaction has been widely studied by several previous researchers, in their research, Raza et al., (2020), stated that service quality has a significant influence on consumer satisfaction. Then, Mosimanegape et al., (2020) found a significant positive effect if improving service quality was implemented, it would further increase consumer satisfaction. Therefore, it is very important to pay attention to the level of service quality that is available. Furthermore, B. Tan, (2021) stated that increasing service quality can also increase consumer satisfaction, in line with the results of previous research which shows that there is a positive and significant influence of service quality on consumer satisfaction.

H2: Service Quality has a positive and significant effect on consumer satisfaction

The Influence of Consumer Satisfaction on Repeat Visit Decisions

Consumer satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations. Satisfied consumers will become customers, they will make repeat purchases (Kotler & Armstrong, 2023). A direct positive relationship between consumer satisfaction and repeat purchases is supported by a wide range of product and service research (Lu et al., 2020). Overall consumer satisfaction with a service has a very strong relationship with the behavior of returning to the same service provider or making repeat visits. Consumer satisfaction is the main factor, it is only one of the variables that has an impact on consumers' interest in revisiting (Nasirinejad & Sampalli, 2023)

H3: Consumer satisfaction has a positive and significant effect on the decision to visit again.

The Influence of Marketing Mix on Repeat Visit Decisions

The customer's experience during the first visit, customer service, and interpersonal relationships with staff can also influence the decision to revisit. Park's (2023) research shows that by looking at all elements of the marketing mix holistically and focusing on customer satisfaction, a business can increase the likelihood of customers returning. Sözer et al., (2023) research found the influence of the marketing mix on customer satisfaction and customers' decisions to return, by considering customer demographic characteristics as a moderating factor. The influence of marketing mix variables (product, price, place, promotion) is very high on customer satisfaction and the customer's decision to return to visit (Risal & Aqsa, 2021).

H4: The marketing mix has a positive and significant effect on the decision to revisit

The Influence of Service Quality on Repeat Visit Decisions

The importance of focusing on quality service to increase customer loyalty and repeat visit decisions. High service quality often results in higher levels of customer satisfaction. When customers are satisfied with their interactions with staff, the quality of the product or service provided, and the overall process, they are more likely to return to visit the place or use the service in the future (Thiam, 2020). Haque's (2021) research found a relationship between

service quality and their decision to return based on the customer's gender. Customers who are satisfied with their experience tend to become loyal customers who return to visit (Omar, 2021).

H5: Service quality has a positive and significant effect on the decision to revisit

The Influence of Marketing Mix on Revisit Decisions through Consumer Satisfaction
By increasing consumer satisfaction, the marketing mix can indirectly influence the decision to revisit. By properly managing each element of the marketing mix, companies can increase consumer satisfaction and encourage higher consumer loyalty, which in the end can have a positive impact on repeat visit decisions (Kotler & Armstrong, 2023). Elbaff's research (2021) found that good products, competitive prices, location accessibility and effective promotions can indirectly influence the decision to revisit through increasing consumer satisfaction. Brkanlić et al., (2020) research examined the influence of the marketing mix (product, price, place, promotion) on consumer satisfaction and loyalty in the hotel industry in China. The findings show that product quality and price have a significant impact on consumer satisfaction, which in turn influences consumers' decisions to return.

H6: The marketing mix has a positive and significant effect on the decision to revisit through consumer satisfaction

The Influence of Service Quality on Repeat Visit Decisions through Consumer Satisfaction
Engell's (2020) research found that if consumers feel comfortable and well served during their visit, they tend to feel satisfied. This can encourage them to revisit the place or use the same service in the future. Ali et al., (2021) examined the influence of hotel service quality on consumer satisfaction and loyalty, by considering the possibility of consumers' decisions to return to visit. The findings show that consumer satisfaction mediates the relationship between service quality and the decision to revisit. Hyunju Shin (2020) explored the impact of service quality in restaurants in South Korea on consumer satisfaction and their intention to return. The findings show that consumer satisfaction significantly mediates the relationship between service quality and the decision to revisit.

H7: Service quality has a positive and significant effect on the decision to revisit through consumer satisfaction

Conceptual Framework

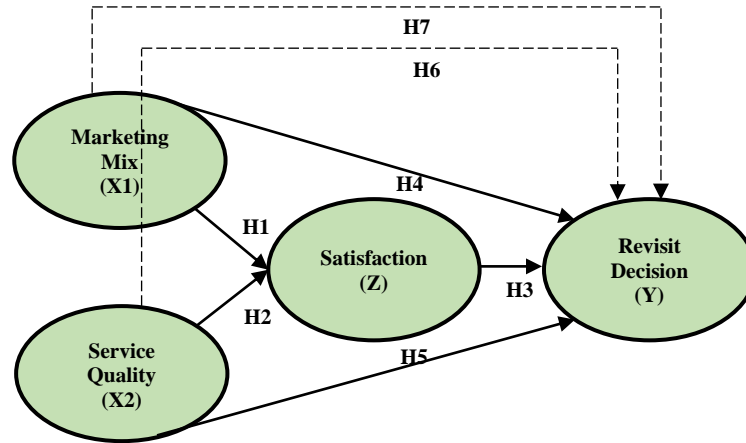Based on the theories and research results presented above, the conceptual framework of this research is as follows:

Figure 2: Conceptual Framework

Source: Primary Data Processed, 2024

Methodology

This research carries the concept of a quantitative approach. In this research there are four variables, namely marketing mix and service quality as independent variables, consumer satisfaction as an intervening variable and the decision to revisit as a dependent variable. This research was conducted in Malili with a research period of 3 months between February - May.

The population studied in this research were hotel visitors in East Malili Luwu Regency. This research uses a non-probability sampling technique because the population is unknown, with purposive sampling as the sample determination technique. Purposive sampling is a technique for determining samples with certain considerations according to the desired criteria to determine the number of samples to be studied.

Purposive sampling is used because there are often many limitations that prevent researchers from taking samples randomly, so by using purposive sampling it is hoped that the sample criteria obtained are truly in accordance with the research to be conducted. The criteria used are consumers who have used and experienced hotel services in Malili, East Luwu Regency.

Because the exact size of the member population is unknown, the sample size was calculated using the Cochran formula (Jogiyanto, & Abdillah, 2009), so that the sample size is 96.04. The result 96.04 is a fraction and according to Jogiyanto, & Abdillah, (2009) in calculations that produce fractions (there are commas) it is best to round up, so that the number of samples in this study is 100 respondents

The data used are primary data, primary data was collected through observations, interviews and distributing questionnaires to respondents. Some of the data analyzes carried out include Validity Test and Reliability Test, as well as Correlation Analysis. Data analysis in this research uses the help of the SmartPLS statistical program.

Data Analysis

Respondent Characteristics

The characteristics of the respondents in this study are clearly visible in table 1. Characteristics are differentiated based on gender, age and level of education. The percentage of male and female respondents is 58% and 42%. The average age of respondents is between 27 and over 40 years. As well as educational levels between diploma and Strata-2.

Table 1: Respondent Characteristics

Characteristics	Option	Frequency	Percentage
Gender	Man	58	58%
	Woman	42	42%
Age	21-30 years old	40	40%
	31-40 years old	33	33%
	Over 40 years old	27	27%
Education	Higher Education (S1)	46	46%
	Higher Education (S2)	16	16%
	Diploma (D3)	38	38%

Source: Primary Data Processed using Microsoft Exceel, 2024

Validity and Reliability Test

There are two ways to determine the validity of the SEM model using convergent validity techniques, namely looking at the outer loading (Loading factor) value and the Average Variance Extracted (AVE) value. The values used to determine the level of reliability of the SEM model are Composite Reliability and Cronbach Alpha. This type of reliability functions to determine the level of internal reliability of variable indicators.
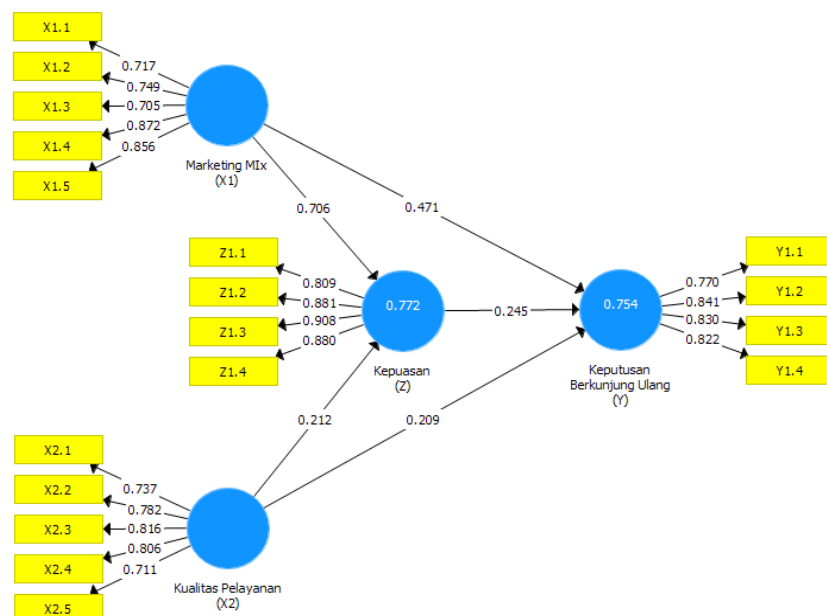

Figure 3: Loading Factor

Source: Primary Data Processed using SmartPLS, 2024

After calculating the loading factors, it can be seen that the values for all indicators are as expected > 0.7, so it can be said that all indicators are able to describe the variables and meet the requirements for further analysis.

A variable can be said to be valid if it is able to explain the type of indicator with an Average Variance Extracted (AVE) value of 0.5 or more. Based on the analysis results shown in table 2 below, it can be seen that the AVE values for all constructs are > 0.5 so they are declared to meet the requirements for further analysis.

Table 2. Covergent Validity

Variable	Average Variance Extracted (AVE)	Decision
Satisfaction_(Z)	0.757	Valid
Revisit Decision_(Y)	0.667	Valid
Service Quality_(X2)	0.595	Valid
Marketing MIx_(X1)	0.613	Valid

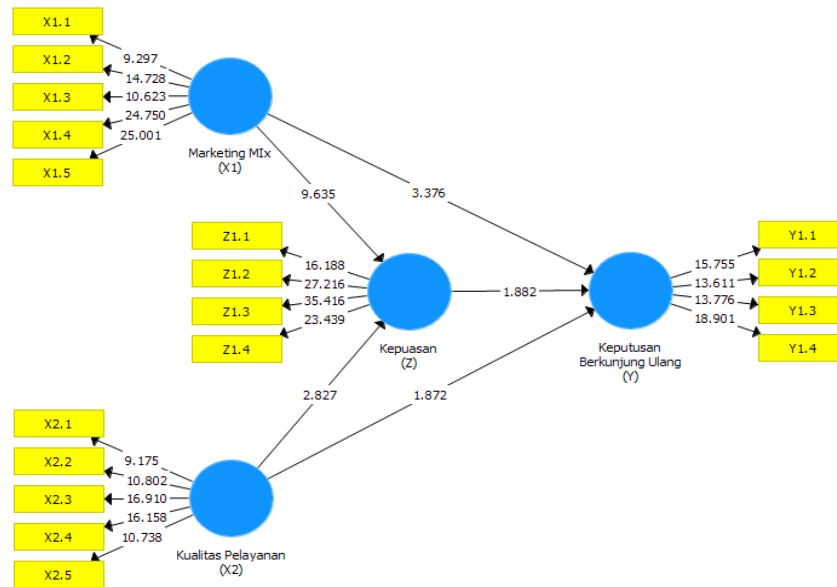Source: Primary Data Processed using SmartPLS, 2024

To find out how consistent each indicator is in explaining the variable construct, you can see the analysis results in the composite reliability or Cronbach's alpha column which is set at a value of ≥ 0.7. Based on the analysis results displayed in table 3 below, it can be seen that the Croanbach's alpha and composite reliability values are ≥ 0.7 so that all variables are suitable for use in further analysis.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability	Decision
Satisfaction_(Z)	0.893	0.926	Reliable
Revisit Decision_(Y)	0.833	0.889	Reliable
Service Quality_(X2)	0.830	0.880	Reliable
Marketing MIx_(X1)	0.841	0.887	Reliable

Source: Primary Data Processed using SmartPLS, 2024

After testing the PLS Algorithm until it meets all the specified requirements, Bootstrapping testing is then carried out to determine the path coefficients (Path Coefficients) or the significance of the independent variable (X) on the dependent variable (Y) in order to test the research hypothesis. The following is an image of the path coefficient test obtained from the results of bootstrapping analysis using SmartPLS 3:

Figure 4. Direct Effect

Source: Primary Data Processed using SmartPLS, 2024

An independent variable can be said to have a significant effect on the dependent variable if the statistical significance value of T > t table (in this study t table = 1.659) and P value < 0.05, the influence value is shown in table 4 below:

Table 4. Direct Effect (T-Test)

Variable	T Stat	P Value	Decision
Satisfaction_(Z) -> Revisit Decision_(Y)	1,882	0.060	Not Significant
Service Quality_(X2) -> Satisfaction_(Z)	2,827	0.005	Significant
Service Quality_(X2) -> Repeat Visit Decision_(Y)	1,872	0.062	Not Significant
Marketing MIx_(X1) -> Satisfaction_(Z)	9,635	0,000	Significant
Marketing MIx_(X1) -> Revisit Decision_(Y)	3,376	0.001	Significant

Source: Primary Data Processed using SmartPLS, 2024

Based on the table above, hypothesis testing can be carried out as follows:
- The results of the analysis of the direct influence between marketing mix variables and satisfaction show that these two variables have a positive and significant effect. This is shown by the P Values 0.000 in the table above, thus **H1 is accepted**.
- The results of the analysis of the direct influence between service quality and satisfaction variables show that these two variables have a positive and significant effect. This is shown by the P Values 0.005 in the table above, thus **H2 is accepted**.
- The results of the analysis of the direct influence between consumer satisfaction variables and the decision to revisit show that these two variables have a positive but not significant effect. This is shown by the P Values 0.060 in the table above, thus **H3 is rejected**.
- The results of the analysis of the direct influence between the marketing mix variables and the decision to revisit show that these two variables have a positive and significant effect. This is shown by the P Values 0.000 in the table above, thus **H4 is accepted**.

- The results of the analysis of the direct influence between the service quality variable and the decision to revisit show that these two variables have a positive but not significant effect. This is shown by the P Values 0.062 in the table above, thus **H5 is rejected**.

In this research, the variables whose influence is analyzed indirectly are as shown in table 5 below:

Table 5. Indirect Effect

Variable	T Stat	P Value	Decision
Service Quality_(X2) -> Satisfaction_(Z) -> Repeat Visit Decision_(Y)	2,529	0.003	Significant
Marketing MIx_(X1) -> Satisfaction_(Z) -> Repeat Visit Decision_(Y)	2,863	0.001	Significant

Source: Primary Data Processed using SmartPLS, 2024

- The results of the analysis of the indirect influence between the marketing mix variables and the decision to revisit which is mediated by consumer satisfaction show that this variable has a positive and significant effect. This is shown by the P Values 0.001 in the table above, thus H6 is accepted.
- The results of the analysis of the indirect influence between the service quality variable and the decision to revisit which is mediated by consumer satisfaction show that this variable has a positive and significant effect. This is indicated by the P Values 0.003 in the table above, thus H7 is accepted.

Discussion

The Effect of Marketing Mix on Consumer Satisfaction
The results of the analysis of the direct influence between marketing mix variables and consumer satisfaction show that these two variables have a positive and significant influence on hotel visitors in Malili, East Luwu Regency. This research is in line with research conducted Al-Laymoun et al. (2020); Khuong et al. (2020); Zaitul et al. (2022) which conveyed the results that one of the things that can be used to create consumer satisfaction is designing an appropriate marketing mix strategy related to price strategy, hotel comfort, location convenience and place accessibility which is able to provide satisfaction to consumers, in this case hotel visitors. This emphasizes the importance of hotel companies in designing effective marketing strategies to increase consumer satisfaction.

The marketing mix, which consists of product, price, place and promotion (4P) has a significant impact on hotel consumer satisfaction. The quality of hotel products, such as room comfort, cleanliness, facilities and service, is an important factor in influencing consumer satisfaction. Hotels that offer high-quality products with modern facilities, delicious food, and friendly service tend to make consumers feel satisfied with their experience. The right price also plays a role in hotel consumer satisfaction. Consumers want to feel that they are getting value for the price they pay. Prices that are too high may make consumers feel dissatisfied, while prices that are too low may stimulate suspicion about the quality of service. Therefore, rational and transparent pricing is important to create consumer satisfaction (Ćorluka et al., (2021).

Hotel location can also influence consumer satisfaction. Hotels that are located in strategic locations, such as close to tourist attractions, shopping centers or public transportation, tend to make consumers feel satisfied because of the ease of access. Apart from that, the safety and cleanliness of the environment around the hotel is also an important factor that can influence consumer satisfaction. Additionally, effective promotional efforts can improve consumers' perceptions of a hotel and create realistic expectations. Honest and informative promotions, whether through advertising, social media or customer reviews, can help consumers make informed decisions in choosing a hotel. Consumers who feel they have been given accurate information about hotels tend to have higher levels of satisfaction (Kotler & Armstrong, 2023).

The Influence of Service Quality on Consumer Satisfaction
The results of the analysis of the direct influence between service quality variables and consumer satisfaction show that these two variables have a positive and significant influence on hotel visitors in Malili, East Luwu Regency. This research is in line with research Pradini & Alya, (2022)who has conducted research on hotel visitor satisfaction, where the findings say that service quality influences hotel customer satisfaction.

The relationship between service quality and hotel customer satisfaction is crucial in the hotel industry. Good service quality can directly influence the level of consumer satisfaction, which in turn can impact consumer loyalty, hotel reputation and long-term profitability (Saut & song, 2022). Service quality is the key to achieving and maintaining customer satisfaction in the hotel industry. Through consistent, efficient and empathetic service, hotels can build long-term relationships with their guests, increase loyalty and drive sustainable business growth (Sufi et al., 2020).

Good service quality is the basis of consumer satisfaction in the hotel industry. By focusing on elements such as reliability, responsiveness, confidence, empathy and tangibles, hotels can create exceptional guest experiences that increase consumer satisfaction and loyalty. Through staff training, use of technology, feedback and evaluation, and strict operational standards, hotels can ensure that they continue to provide high-quality service that meets or even exceeds guest expectations (Alsharari, 2020).

Other research studies also found a positive and significant relationship between service quality and consumer satisfaction, including research, (Hong et al., 2020); (Aqsa et al., 2021). Previous research shows that service quality which consists of several dimensions (such as reliability, responsiveness, confidence, empathy, and physical evidence) has a significant influence on consumer satisfaction. In general, when hotels are able to provide high-quality service in these di mensions, customer satisfaction levels tend to be higher and this also strengthens the hotel's reputation and encourages word-of-mouth recommendations.

The Influence of Consumer Satisfaction on Repeat Visit Decisions
The results of the analysis of the direct influence between consumer satisfaction variables and the decision to revisit show that these two variables have a positive but not significant effect on hotel visitors in Malili, East Luwu Regency. The customer satisfaction variable is an important variable in the decision to revisit, but is not the only factor that influences a consumer's decision to revisit the same hotel. External, situational factors, perceived value, and more attractive alternatives also play an important role. Hotels should consider a more holistic strategy to increase guest loyalty, which includes loyalty programs, personalized marketing,

improving amenities, managing expectations and building emotional engagement with guests (Ali et al., 2021).

In some cases, research may find that although service quality and consumer satisfaction are high, this does not always significantly influence consumers' decisions to revisit the same hotel. Even though consumers are satisfied with the service, the hotel location may not always be suitable for their next trip, changes in prices or offers from competitors can influence the decision to choose another hotel because consumers want to try new experiences or different hotels (Ali et al., 2021).

The decision to revisit can be influenced by the type of trip, such as business, family vacation, or special event. Hotel preferences may differ for each type of travel, although overall satisfaction, there are small aspects of previous experiences that may make consumers look for other alternatives. Additionally, consumers may feel that they are getting better value at another hotel, whether in terms of price, amenities, or loyalty program, where another hotel may offer more attractive promotions, amenities, or additional services (Y. Lee & Kim, 2020).

The results of this research are in line with several previous studies, including: Kusmadeni, (2021) who conducted a study on hotel customer loyalty. The research results show that consumer satisfaction is a prerequisite for loyalty, but does not always guarantee repeat visits. Loyalty is influenced by many factors, including emotional connection to the hotel and consistent experience. He further stated that high satisfaction is not always directly proportional to the decision to revisit. Emotional and cognitive factors such as trust and emotional attachment play an important role.

Research by Mosimanegape et al., (2020) also shows that customer satisfaction is an important predictor of loyalty, but does not always guarantee intent to return. Loyalty is often more complex and involves additional factors such as brand identity and emotional value. Customer satisfaction can influence loyalty, but the decision to revisit is influenced by other factors including price, additional facilities, and brand perception.

The Influence of Marketing Mix on Repeat Visit Decisions

The results of the analysis of the direct influence between marketing mix variables and the decision to revisit show that these two variables have a positive and significant effect on hotel visitors in Malili, East Luwu Regency. The marketing mix has a significant influence on hotel consumers' revisit decisions. By managing product, price, place and promotions effectively, hotels can increase customer satisfaction and encourage them to return. Research and practice show that a comprehensive and integrated marketing strategy can help hotels build stronger relationships with guests and create long-term loyalty (Kotler & Armstrong, 2023).

The marketing mix, which is often referred to as the 4Ps (Product, Price, Place, Promotion), plays an important role in influencing consumers' decisions to revisit hotels. High-quality facilities such as comfortable rooms, good restaurants, spas, gyms, and other facilities that are hotel products can increase guest satisfaction and encourage them to return. Hotels that continually innovate and update their facilities and services tend to be more attractive to guests looking for new experiences (Le-Hoang, 2020).

Competitive prices without reducing quality can attract consumers to return to the hotel or with discount programs, special offers or bundling packages can make guests feel like they are getting more value (Shaddy & Lee, 2020). In addition, hotels located in strategic locations, close to tourist attractions, business centers or public transportation, tend to be more attractive to guests. Ease of access to the hotel, including easy transportation and adequate parking, can influence a guest's decision to return (Aqsa et al., 2020). The ease of booking via a hotel website or mobile app can also increase guest comfort and encourage them to return. Leveraging social media and digital marketing to interact with guests and promote special offers can increase consumers' revisit decisions (Nimri et al., 2020).

The results of this study are in line with research Wang, (2022) found that an effective marketing mix can create greater value for customers and increase satisfaction and loyalty. All elements of the marketing mix play an important role in attracting and retaining customers. Study Wang et al., (2022) conducting research on service quality, customer satisfaction, and customer value found a relationship between service quality, customer satisfaction, and customer value in the hotel industry. Quality service combined with the right pricing strategy and effective promotions can increase customer value and encourage repeat visits.

The Influence of Service Quality on Repeat Visit Decisions

The results of the analysis of the direct influence between service quality variables and the decision to revisit show that these two variables have a positive but not significant effect on hotel visitors in Malili, East Luwu Regency. Even though service quality has a positive influence on consumer satisfaction, its influence on the decision to revisit may not always be significant due to various other factors. To encourage repeat visits, hotels need to develop a comprehensive strategy that includes competitive pricing, strategic location, loyalty programs, special offers, and continuous innovation in services and facilities (Dash et al., 2021).

Even though this research shows that service quality has a positive and significant influence on satisfaction, it has not been able to make hotel consumers make repeat visits. Several factors that influence hotel consumers' return visits include part of the marketing mix, where in this research the marketing mix has quite a big influence on consumers' revisit decisions. This is in accordance with the marketing mix theory put forward by (Kotler & Armstrong, 2023) which suggests that with the right marketing mix strategy it will create consumer satisfaction and levels of loyalty.

Several factors are considered to be taken into consideration so that service quality does not have a significant effect on consumers' revisit decisions, namely, consumers often consider price as the main factor in their decisions. Even if they are satisfied with the service, they may look for another hotel that offers better value or more competitive prices. Ease of access to the hotel, including parking and transportation, can also influence the decision to revisit (Sharma et al., 2022).

Other research that is in line with the results of this study also found that some consumers may want to try new experiences or other hotels for variety, even though they were satisfied with previous hotel services. The decision to revisit is not only based on the quality of service but also on the overall experience during the stay, including cleanliness, facilities, atmosphere and interaction with staff (Nguyen, 2021).

The Influence of Marketing Mix on Consumer Satisfaction through Repeat Visit Decisions
The results of the analysis of the indirect influence between marketing mix variables and the decision to revisit, mediated by hotel consumer satisfaction, show that this variable has a positive and significant influence on hotel visitors in Malili, East Luwu Regency. The marketing mix (Product, Price, Place, Promotion) plays an important role in influencing consumer satisfaction and their decision to revisit the hotel. In a hospitality context, these elements must be managed well to ensure high customer satisfaction and encourage repeat visits (Kotler & Armstrong, 2023).

Research shows that a comprehensive and integrated marketing strategy can help hotels build stronger relationships with guests and create long-term loyalty in the form of return visits. Implementation of an effective marketing mix (quality products, competitive prices, strategic locations, and attractive promotions) increases guest satisfaction by providing an enjoyable and valuable stay experience. High consumer satisfaction tends to increase guest loyalty and desire to return to stay at the same hotel (Hussein et al., 2023). Satisfied guests are more likely to leave positive reviews and recommend the hotel to others.

An effective marketing mix not only increases consumer satisfaction directly but also influences their decision to revisit. By improving the overall guest experience, hotels can build strong loyalty and encourage repeat visits. These results are in line with research Waithaka & Wamalwa, (2020) found that in service industries such as hospitality, marketing mix elements must be designed to increase customer satisfaction and encourage repeat behavior. Other research also finds that service quality, price, and atmosphere influence customers' perceived value and satisfaction, which ultimately influences return intentions (Brkanlić et al., 2020).

The Influence of Service Quality on Consumer Satisfaction through Repeat Visit Decisions
The results of the analysis of the indirect influence between the service quality variable and the decision to revisit, mediated by hotel consumer satisfaction, show that this variable has a positive and significant influence on hotel visitors in Malili, East Luwu Regency. Improving the quality of hotel services can increase guest satisfaction, which in turn encourages them to return. Research shows that a good service experience is a key factor in building guest loyalty and ensuring future repeat visits. Hotels that focus on providing high-quality service and creating satisfying experiences will be more successful in building a loyal and repeat customer base (Darwis & Surip, 2022).

The decision to revisit is influenced by consumer satisfaction and their perception of the quality of service received. Satisfied guests tend to be more loyal and have a higher intention to return to the same hotel in the future (Saut & Song, 2022). Several factors influence the decision to revisit in this research, namely, satisfaction from previous visits increasing the possibility of guests to return, positive interactions with hotel staff, incentives and benefits provided to guests. High service quality not only directly increases the decision to visit again, but also increases consumer satisfaction (HJ Lee & Seong, 2020).

These results are in line with previous research (D'alonzo et al., 2021, LW Wang et al., 2022) who found that service quality has a direct and indirect impact (through customer satisfaction) on consumers' revisit decisions. High service quality increases the intention to return and provide positive recommendations to others.

Implications

Practical implications related to integrated marketing strategies related to hotels must focus on developing products that suit consumer needs and expectations, including facilities, additional services and room comfort. A competitive and transparent pricing strategy can increase consumer satisfaction. Discounts, promotional packages and price flexibility can attract more customers. Ease of access and ordering through various channels (online and offline) must be improved. User-friendly online ordering platforms and mobile applications can enhance the customer experience.

Effective promotion, both through traditional and digital media, can increase a hotel's visibility and attractiveness. The use of social media, online advertising, and loyalty programs can increase customer interaction and engagement. Improving service quality can be done by conducting regular training for hotel staff to improve service skills and interaction with guests. Improvement and maintenance of hotel facilities to ensure guest comfort and safety. Implementation of the latest technology to simplify services such as automatic check-in/check-out.

Theoretical implications This research can contribute to the marketing literature by showing how the marketing mix and service quality influence each other in the context of the hotel industry. The research results can enrich theories about how the combination of effective marketing strategies and high quality service can increase consumer satisfaction and repeat visit decisions.

Future study can consider the use of marketing mix variables and service quality in measuring consumer satisfaction and repeat visit decisions in a wider area and consider comparisons between other areas.

Conclusion

Research on the influence of the marketing mix and service quality on the decision to revisit through hotel consumer satisfaction has broad implications both practically and theoretically. Implementing an integrated marketing strategy and improving service quality can significantly increase consumer satisfaction, which in turn can increase customer loyalty and hotel profitability. In addition, this research can enrich academic literature and provide a basis for further research in the field of marketing and service management.

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