



THE INFLUENCE OF MARKETING MIX AND SERVICE QUALITY ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE AT SINGHASARI RESORT – EAST JAVA

PENGARUH BAURAN PEMASARAN DAN KUALITAS PELAYANAN TERHADAP NIAT BELI ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING DI SINGHASARI RESORT – JAWA TIMUR

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Abstract

This study aims to analyze the influence of the marketing mix, service quality, and customer satisfaction on repurchase intention at Singhasari Resort. The research employs a quantitative approach using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The sample consists of guests who had stayed at least once at Singhasari Resort during the period of January 2024 to November 2025. The findings indicate that (1) the marketing mix has a significant effect on customer satisfaction and repurchase intention, (2) service quality significantly influences customer satisfaction and repurchase intention, although it represents the weakest predictor, (3) customer satisfaction significantly affects repurchase intention, and (4) customer satisfaction mediates the relationship between the marketing mix and service quality on repurchase intention.

Keywords : Marketing Mix, Service Quality, Customer Satisfaction, Repurchase Intention, PLS-SEM.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran, kualitas pelayanan, dan kepuasan pelanggan terhadap niat beli ulang di Singhasari Resort. Penelitian ini menggunakan pendekatan kuantitatif dengan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM). Sampel terdiri dari tamu yang setidaknya pernah menginap di Singhasari Resort selama periode Januari 2024 hingga November 2025. Temuan menunjukkan bahwa (1) bauran pemasaran memiliki pengaruh signifikan terhadap kepuasan pelanggan dan niat beli ulang, (2) kualitas layanan secara signifikan memengaruhi kepuasan pelanggan dan niat beli ulang, meskipun merupakan prediktor terlemah, (3) kepuasan pelanggan secara signifikan memengaruhi niat beli ulang, dan (4) kepuasan pelanggan memediasi hubungan antara bauran pemasaran dan kualitas layanan terhadap niat beli ulang.

Kata Kunci : Bauran Pemasaran, Kualitas Layanan, Kepuasan Pelanggan, Niat Beli Ulang, PLS-SEM.



1. INTRODUCTION

The hospitality industry is one of the strategic sectors in Indonesia's economy, as it contributes significantly to national economic growth and employment creation. Its role extends beyond providing accommodation for domestic and international tourists; it also serves as a hub for business activities, conferences, and various other events that support the development of the tourism and creative economy sectors. Nevertheless, the hotel industry is currently facing serious challenges, particularly following the implementation of the government's budget efficiency policy through Presidential Instruction (Inpres) No. 1 of 2025 (President of the Republic of Indonesia, 2025), which restricts the organization of events in hotels. This policy has had a substantial impact on reducing occupancy rates, especially in the MICE (Meeting, Incentive, Convention, and Exhibition) segment, which has historically been one of the primary revenue sources for star-rated hotels.

The Indonesian Employers' Association (Apindo) estimates that the efficiency policy could result in the loss of up to IDR 24.5 trillion in hotel industry revenue in 2025. Apindo also predicts that 2025 will be a particularly challenging year for the industry, with the potential for increased layoffs (PHK) as hotels attempt to reduce operational costs. A decline in occupancy was also observed during the 2025 Eid al-Fitr holiday period, when the Chairman of PHRI Batu City, Sujud Hariadi, stated that hotel occupancy during that period was lower than during the same season in 2024 (Tempo, 2025). These conditions indicate that the hotel sector in Indonesia remains under both structural and cyclical pressure, and therefore requires adaptive and innovative strategies to survive and grow.

Amid these pressures, shifts in tourist behavior have also emerged. Current lodging preferences are no longer limited to room availability but increasingly emphasize unique, personalized, and culturally integrated experiences. Tourists have become more selective in choosing room types, available facilities, and the attractions offered by hotels. The SiteMinder's Changing Traveller Report 2025 indicates that approximately 78 percent of Indonesian travelers plan to spend most or all of their vacation time within the hotel premises. The survey, involving 12,000 respondents from 14 countries, including 878 respondents from Indonesia (Kompas.com, accessed May 22, 2025), underscores the crucial role hotels play in shaping travel experiences.

According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number PM.53/HM.001/MPEK/2013, hotel enterprises are defined as accommodations providing rooms that may be complemented by food and beverage services, entertainment, and other supporting facilities for profit. For the five-star hotel category, specific standards apply, such as a minimum of 100 rooms, at least 4 suite rooms, and the requirement for en-suite bathrooms. The development of Batu City as a tourism area has positively impacted the regional economy, particularly through contributions to Regional Original Revenue (PAD) from the tourism sector. The Batu City Government supports industry growth through the development of supporting facilities such as villas, homestays, and star-rated hotels to improve tourist convenience.



Batu City is known as one of the leading tourist destinations in East Java, offering a wide array of attractions ranging from natural tourism, culinary tourism, religious tourism, and shopping, to artificial attractions. The city is situated at an elevation of 700–2,000 meters above sea level, with an average temperature of 12–19 degrees Celsius (Tribun News, accessed April 20, 2025). Hotel productivity in Batu City can be observed through the Room Occupancy Rate (TPK). In August 2025, the TPK of star-rated hotels in Batu City was recorded at 23.75 percent, a decrease of 8.19 points from July 2025 and 4.66 points from August 2024. These figures indicate that on average, only 23–24 rooms out of every 100 available rooms were sold per night, signaling a decline in demand.

Singhasari Resort, which began operations in 2008, is one of the historic five-star resorts in Batu City a city renowned both nationally and internationally as a tourism destination. The resort offers lodging experiences with cool mountain scenery, catering to family vacations and the MICE segment. With the largest convention hall in East Java, capable of accommodating up to 6,000 people, Singhasari Resort is one of the leading choices for large-scale events. The resort has a total of 193 rooms combining traditional Javanese and modern designs, along with luxurious amenities such as a spa, swimming pool, and diverse dining options.

Singhasari Resort's achievements are reflected in the numerous awards it has received, including the Exceptional Guest Experience Service award from Traveloka (November 2025), as well as the World Travel Award in 2020 for Asia's Leading Family Resort and Indonesia's Leading Family Resort. However, an interview with the General Manager in February 2025 (Appendix 2) revealed significant challenges related to guests' repurchase intention, particularly after the COVID-19 pandemic, global economic instability, and the implementation of government restrictions on MICE activities since 2024.

These conditions highlight the need for a deeper analysis of the factors influencing guests' intention to return. Trebicka et al. (2023) emphasize that retaining customers is far more efficient than acquiring new ones, costing up to five times less. A sentiment analysis conducted by Maharani and Tri (2023) on customer reviews on Traveloka shows that 84.62% of reviews about Singhasari Resort are positive, particularly regarding comfort, staff friendliness, and facility completeness. These achievements are closely tied to the implementation of the marketing mix strategy.

The 7P marketing mix concept (product, price, place, promotion, people, process, physical evidence) forms the foundation of hotel marketing strategy. Singhasari Resort's product advantages include thematic family rooms measuring 60 m² with jungle themes, 53 m² rooms with direct pool access, and other family-oriented facilities. The resort targets two main segments: families and the MICE market. In terms of pricing, Singhasari Resort applies a flexi rate or dynamic rate system, which often leads to higher room prices during peak seasons, potentially creating perceptions of lower competitiveness compared to competing hotels. The dynamic rate system is applied across three occupancy levels DR1 (76–100%), DR2 (26–75%), and DR3 (0–25%) allowing room prices to adjust according to occupancy level.



The resort's location on Jl. Ir. Soekarno No. 120 is one of its key strengths. It is situated near popular attractions such as Jawa Timur Park 3 and Batu Night Spectacular. Strategic location remains an important determinant of tourists' hotel selection decisions (Santoso & Hidayat, 2023). In terms of promotion, Singhasari Resort is highly active on social media and has collected more than 9,000 positive reviews on Google Review. The resort also optimizes promotions through its official website, email marketing, and OTA platforms such as Traveloka, Tiket.com, Agoda, Booking.com, Expedia, and TripAdvisor. The resort is also globally recognized, supported by awards from the World Travel Award and World Luxury Award.

Human resources (people) represent a critical element of hotel marketing. Unlike facilities that competitors can easily imitate, HR quality serves as a sustainable competitive advantage (RBV Theory; Rima Elya Dasuki, 2021). Singhasari Resort adopts an inclusive recruitment model prioritizing local residents, in line with the directive of the Batu City Mayor in 2012. Following recruitment, staff undergo 30 days of training covering SOPs, service ethics, and the resort's corporate culture inspired by the legacy of the Singhasari Kingdom.

The service culture Inspired by Legacy, Welcoming Perfection is implemented through the principles of *silih asah*, *silih asih*, and *silih asuh*. Every staff interaction from greeting guests, room service, to complaint handling is grounded in hospitality, empathy, and professionalism. For repeater guests or VIP guests, the resort provides welcome fruit, canape delight, and a welcome card signed by the General Manager. Such personalized touches have been proven to enhance customer loyalty (Liliani et al., 2025).

In terms of process, Singhasari Resort employs a service chain that begins from reservation to post-stay services. Guests' needs are identified from the outset, such as room preferences, additional requirements, or special requests. The front office plays a crucial role in coordinating with housekeeping, F&B, and other departments. Guests receive responsive services throughout their stay, including recommendations for local attractions and hotel facilities. The resort also implements a Guest Satisfaction Survey Form, reviewed daily by management for service evaluation.

The physical evidence element includes the resort's physical appearance, cleanliness, interior design, and supporting facilities. Singhasari Resort routinely maintains its facilities and added new amenities from 2022–2025, including cycling tracks, trampolines, horseback riding, and spa renovation. However, some customer reviews on Booking.com, Agoda, and TripAdvisor note that cleanliness, room comfort, and value for money still require improvement. On TripAdvisor, although location and service scores are very high (4.8/5), the cleanliness score is slightly lower (4.6/5).

Service quality (SERVQUAL) tangibles, reliability, responsiveness, assurance, and empathy has a significant effect on customer satisfaction (Rahman et al., 2021). Reliability is a key dimension as it pertains to service consistency. Tarmizi et al. (2020) found that a 1% improvement in reliability can increase customer satisfaction by 0.412. Responsiveness is also important, Alfajar et al. (2020) show that staff responsiveness is a major factor shaping guests'



perceptions of hotels. Assurance and empathy enhance guest trust, while tangibles determine first impressions.

Customer satisfaction itself is a primary predictor of repurchase intention. Internal data show that Singhasari Resort's target for repeater guests from 2020–2024 was 16,289 guests, yet actual achievement reached only 15,586 guests. This decline is further reinforced by the increasing number of competitors offering newer facilities and more competitive pricing, prompting some guests to switch to other hotels.

Studies by Susanto et al. (2021), Prabowo et al. (2020), and Juliandi & Sukardi (2024) confirm that marketing mix factors, pricing, physical conditions, and service quality influence satisfaction and repurchase intention. Customer reviews from various OTAs also highlight areas where Singhasari Resort still has opportunities for improvement. In addition, a methodological gap remains. Many previous studies have examined only a subset of variables in isolation, such as the relationship between service quality and satisfaction, or the marketing mix and purchase decisions. However, there is still a lack of research integrating the marketing mix, service quality, customer satisfaction, and repurchase intention into a single comprehensive model. In reality, these four variables are interrelated and influence one another in shaping consumer behavior. The absence of an integrated research model has resulted in an incomplete understanding of the mechanisms underlying customer loyalty formation. Therefore, studies that examine the simultaneous relationships among these variables within a structural framework are urgently needed to provide a more holistic picture of resort guest behavior.

Furthermore, there is also a practical gap arising from the significant changes in the hospitality industry in the post-pandemic era. Shifts in guest preferences regarding cleanliness standards, safety, and lodging experiences, as well as the government's budget efficiency policy that restricts MICE activities in hotels, have not been extensively discussed in previous research. Yet, both factors have substantial impacts on demand patterns, occupancy rates, and guests' intention to return. The limited number of empirical studies focusing on the effects of post-pandemic conditions and government policies on hotel guest behavior makes research in this context increasingly relevant.

Considering these gaps and referring to previous studies, it is evident that more in-depth research is needed to understand how the marketing mix and service quality influence repurchase intention, with customer satisfaction serving as a mediating variable. Therefore, this study is presented in the form of a thesis entitled "The Influence of Marketing Mix and Service Quality on Repurchase Intention with Customer Satisfaction as an Intervening Variable at Singhasari Resort – East Java".

2. RESEARCH METHOD

a. Type of Research

The study employs a quantitative approach with a correlational research design and a cross-sectional framework. Data were collected using standardized questionnaires distributed



to guests who met the following criteria: having stayed at Singhasari Resort at least once, aged 17–70 years, staying for leisure or business purposes, and visiting during the period of January 2024 to November 2025. The methodology used in this study is quantitative, aligned with the research objective of examining “The Influence of Marketing Mix and Service Quality on Repurchase Intention with Customer Satisfaction as an Intervening Variable at Singhasari Resort, East Java.” Consistent with this, previous studies reviewed in Table 3.1 demonstrate that a quantitative approach using survey methods and statistical analysis is effective for revealing relational patterns among variables in the service and hospitality industry contexts (Rahman et al., 2021 ; Bakır et al., 2024).

b. Samples

This study employs purposive sampling, a technique in which samples are selected based on specific criteria to ensure that the respondents are highly relevant to the research objectives. The choice of this method is based on several reasons. First, respondents must have direct experience staying at Singhasari Resort at least once, ensuring that their assessments of the marketing mix, service quality, satisfaction, and repurchase intention are truly based on personal experience. Second, the respondents are considered to have adequate knowledge and capability to evaluate various aspects of hotel services, resulting in higher-quality and more relevant data. Third, purposive sampling increases data collection efficiency, particularly given the limitations of time, access, and the need to reach guests who have actually interacted with the hotel. Data collection is a crucial stage in research, as the data obtained are used to answer research questions and test the proposed hypotheses (Hair et al., 2020). Based on the type of data source, the data collection techniques are grouped into two categories: primary data and secondary data.

c. Structural Equation Modeling (SEM) & Partial Least Squares Structural Equation Modeling (PLS-SEM)

Structural Equation Modeling (SEM) is an analytical technique that allows researchers to construct models and estimate complex relationships between multiple dependent and independent variables simultaneously (Hair et al., 2022:4). The constructs analyzed in SEM are typically not directly measurable, so they are represented by several indicator variables (Hair et al., 2022:4). There are two types of SEM methods: covariance-based structural equation modeling (CB-SEM) and variance-based structural equation modeling (VB-SEM), which is more widely known as partial least squares structural equation modeling (PLS-SEM). The main difference between these two methods is that CB-SEM is used to test or confirm a theory, whereas PLS-SEM is applied for a “predictive–causal” approach (Hair et al., 2022:4). In this study, the method employed is PLS-SEM.



3. RESULT AND DISCUSSION

a. Measurement Model Testing (Outer Model)

The outer model is evaluated to examine the relationship between latent variables and their indicators through a series of validity and reliability tests. This stage aims to ensure that each indicator makes a significant contribution to forming the theoretical construct under study and is able to distinguish itself from other constructs. Thus, the results of the outer model assessment provide a strong empirical foundation to support the integrity of the measurement model in this research.

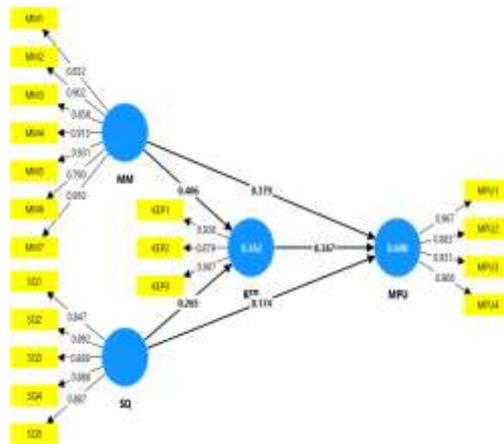


Figure 2. Measurement Model Testing (Outer Model)

b. Validity and Reliability Testing

1) Convergent Validity Test

Table 1. Convergent Validity Test

| | Outer loadings |
|-----------------------|----------------|
| Customer Satisfaction | |
| KEP1 <- KEP | 0,938 |
| KEP2 <- KEP | 0,879 |
| KEP3 <- KEP | 0,907 |
| Marketing Mix | |
| MM1 <- MM | 0,832 |
| MM2 <- MM | 0,902 |
| MM3 <- MM | 0,858 |
| MM4 <- MM | 0,913 |
| MM5 <- MM | 0,931 |
| MM6 <- MM | 0,790 |
| MM7 <- MM | 0,950 |
| Repurchase Intention | |
| MPU1 <- MPU | 0,967 |
| MPU2 <- MPU | 0,883 |
| MPU3 <- MPU | 0,931 |
| MPU4 <- MPU | 0,906 |



| Service Quality | |
|-----------------|-------|
| SQ1 <- SQ | 0,847 |
| SQ2 <- SQ | 0,892 |
| SQ3 <- SQ | 0,888 |
| SQ4 <- SQ | 0,888 |
| SQ5 <- SQ | 0,887 |

Source: SEM-PLS (2025)

The results of the convergent validity analysis indicate that all indicators of Customer Satisfaction, Marketing Mix, Repurchase Intention, and Service Quality have outer loading values above 0.70, thus meeting the criteria for convergent validity. Indicators such as MPU1 (0.967), MM7 (0.950), and SQ2 (0.892) even show very high loading values, indicating that these indicators are highly representative in measuring their respective constructs. In addition, no indicators have loading values below the threshold, meaning all items are suitable to retain in the model. Overall, these findings confirm that the research instrument possesses strong convergent validity and that the indicators effectively explain their respective constructs.

2) Discriminant Validity Test

(1) Fornell–Larcker Criterion

Table 2. Fornell-Lacker

| | KEP | MM | MPU | SQ |
|-----|-------|-------|-------|-------|
| KEP | 0,908 | | | |
| MM | 0,563 | 0,884 | | |
| MPU | 0,668 | 0,688 | 0,922 | |
| SQ | 0,505 | 0,592 | 0,584 | 0,881 |

Source: SEM-PLS (2025)

The results of the Fornell–Larcker analysis show that the square root of the AVE for each variable is higher than its correlations with other variables, thereby fulfilling the discriminant validity criteria. For example, Customer Satisfaction has a square root of AVE of 0.908, which is greater than its correlation with Marketing Mix, Repurchase Intention, and Service Quality. Likewise, Marketing Mix, Repurchase Intention, and Service Quality each have square root AVE values that exceed their correlations with other constructs. Overall, these results indicate that each variable in the model is able to distinguish itself from the others, confirming that discriminant validity has been well established.

(2) Cross Loading

Table 3. Cross Loading

| | KEP | MM | MPU | SQ |
|------|-------|-------|-------|-------|
| KEP1 | 0,938 | 0,522 | 0,699 | 0,546 |
| KEP2 | 0,879 | 0,562 | 0,555 | 0,371 |
| KEP3 | 0,907 | 0,448 | 0,551 | 0,445 |
| MM1 | 0,501 | 0,832 | 0,598 | 0,425 |
| MM2 | 0,455 | 0,902 | 0,606 | 0,498 |
| MM3 | 0,515 | 0,858 | 0,582 | 0,450 |
| MM4 | 0,485 | 0,913 | 0,597 | 0,605 |



| | | | | |
|------|-------|-------|-------|-------|
| MM5 | 0,526 | 0,931 | 0,658 | 0,569 |
| MM6 | 0,298 | 0,790 | 0,460 | 0,484 |
| MM7 | 0,629 | 0,950 | 0,710 | 0,615 |
| MPU1 | 0,696 | 0,647 | 0,967 | 0,570 |
| MPU2 | 0,520 | 0,574 | 0,883 | 0,484 |
| MPU3 | 0,592 | 0,666 | 0,931 | 0,620 |
| MPU4 | 0,644 | 0,647 | 0,906 | 0,471 |
| SQ1 | 0,445 | 0,653 | 0,505 | 0,847 |
| SQ2 | 0,449 | 0,531 | 0,534 | 0,892 |
| SQ3 | 0,456 | 0,457 | 0,507 | 0,888 |
| SQ4 | 0,433 | 0,516 | 0,528 | 0,888 |
| SQ5 | 0,442 | 0,449 | 0,494 | 0,887 |

Source: SEM-PLS (2025)

The cross-loading analysis shows that each indicator has the highest loading value on the construct it is intended to measure compared to other constructs, thereby meeting the criteria for discriminant validity. The indicators for Customer Satisfaction, Marketing Mix, Repurchase Intention, and Service Quality all display loading values greater than 0.80 on their respective constructs, indicating that these items strongly represent their variables. The lower cross-loading values on other constructs further indicate that there is no overlap among indicators in measuring different variables. Overall, these results demonstrate that the model has good discriminant validity and that the indicators used are appropriate for accurately measuring each construct.

(3) HTMT

Table 4. HTMT

| | KEP | MM | MPU | SQ |
|-----|-------|-------|-------|----|
| KEP | | | | |
| MM | 0,597 | | | |
| MPU | 0,719 | 0,719 | | |
| SQ | 0,549 | 0,628 | 0,622 | |

Source: SEM-PLS (2025)

The HTMT analysis shows that all heterotrait-monotrait (HTMT) ratio values between variables are below the maximum threshold of 0.90, thus meeting the criteria for discriminant validity. The highest HTMT values are found between Repurchase Intention and the Marketing Mix and Customer Satisfaction, at 0.719, yet still within acceptable limits. The relationships between Service Quality and the other variables also show low to moderate HTMT values, indicating that each variable has a clearly distinct conceptual structure. Overall, these results demonstrate that all variables in the model possess good discriminant validity and that no overlap occurs between variables.

3) Reliability Test

Table 5. Construct Reliability

| | Cronbach's alpha | Composite reliability |
|-----|------------------|-----------------------|
| KEP | 0,894 | 0,934 |



| | | |
|-----|-------|-------|
| MM | 0,953 | 0,961 |
| MPU | 0,941 | 0,958 |
| SQ | 0,927 | 0,945 |

Source: SEM-PLS (2025)

The reliability test results indicate that all variables Customer Satisfaction, Marketing Mix, Repurchase Intention, and Service Quality have Cronbach’s alpha and composite reliability values above 0.70, thereby meeting the standard criteria for good reliability. The highest composite reliability value is found in the Marketing Mix variable at 0.961, demonstrating very strong internal consistency. Meanwhile, the Service Quality and Repurchase Intention variables also exhibit high reliability, with values of 0.945 and 0.958, respectively. Overall, the research instruments are considered highly reliable and suitable for consistently measuring the variables within the model.

b. Inner Model Testing

The testing phase of the inner model aims to identify the structural model’s ability to describe the relationships among latent variables. The assessment is conducted using R-square analysis to determine the level of predictive capability, Q-square to evaluate predictive relevance, f-square to measure the magnitude of effects between constructs, and path coefficients to examine the significance of the relationships among variables.

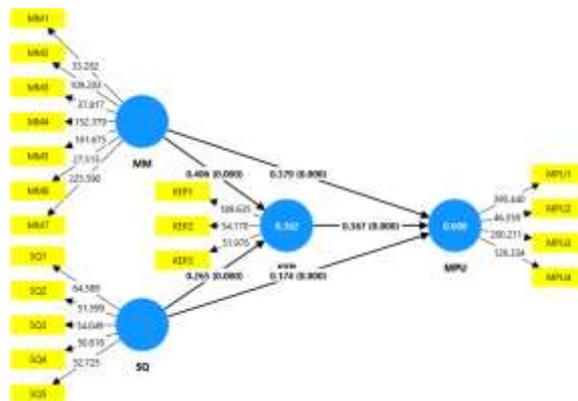


Figure 3. Inner Model in SmartPLS

1) Coefficient of Determination (R²)

Table 6. R-Square

| | R-square | Category |
|-----------------------|----------|-----------------|
| Customer Satisfaction | 0,362 | <i>Moderate</i> |
| Repurchase Intention | 0,608 | <i>Strong</i> |

Source: SEM-PLS (2025)

Based on the R-square analysis, the R² value of 0.362 for the Customer Satisfaction variable indicates that the model is able to explain 36.2 percent of the variance in Customer Satisfaction, which falls into the *moderate* category. This means that the independent variables used have a moderate ability to predict customer satisfaction levels. Meanwhile, the R² value of 0.608 for the Repurchase Intention variable falls into the *strong* category, indicating that



60.8 percent of the variance in Repurchase Intention can be well explained by the variables within the model. Thus, the research model demonstrates a sufficiently strong predictive power, particularly in explaining consumer repurchase behavior.

2) Predictive Relevance (Q^2)

Table 7. Q – Square

| | R-square | Category |
|-----------------------|----------|--------------------------|
| Customer Satisfaction | 0,294 | Big predictive relevance |
| Repurchase Intention | 0,511 | Big predictive relevance |

Source: SEM-PLS (2025)

Based on the Q-square value calculation, the Customer Satisfaction variable obtained a score of 0.294, which falls into the *big predictive relevance* category. This indicates that the model possesses strong predictive capability in explaining the variance in customer satisfaction. Meanwhile, the Repurchase Intention variable has a Q-square value of 0.511, which also falls into the *big predictive relevance* category, indicating that the model is highly capable of predicting consumers' repurchase behavior.

3) Model Fit (SRMR)

Table 8. SRMR

| Components | SRMR | Estimated Model |
|-----------------|-------|-----------------|
| Saturated Model | 0,074 | <i>Fit</i> |
| Estimated Model | 0,074 | |

Source: SEM-PLS (2025)

Based on the model evaluation using the Standardized Root Mean Square Residual (SRMR), a value of 0.074 was obtained for both the Saturated Model and the Estimated Model. This value is below the threshold of 0.08, indicating that the model is considered fit and appropriate for use. This result shows that the difference between the observed covariance matrix and the one predicted by the model is very small. Thus, the structural model demonstrates a good level of fit and can be relied upon to accurately represent the relationships among the research variables.

4) Multicollinearity Test

Table 9. Multicollinearity

| | KEP | MM | MPU | SQ |
|-----|-------|----|-------|----|
| KEP | | | 1,568 | |
| MM | 1,540 | | 1,798 | |
| MPU | | | | |
| SQ | 1,540 | | 1,650 | |



Source: SEM-PLS (2025)

The results of the multicollinearity analysis show that all VIF values for the variables Customer Satisfaction, Marketing Mix, Repurchase Intention, and Service Quality are below the commonly accepted threshold of <10. The VIF values range from 1.540 to 1.798, indicating that there is no indication of multicollinearity among the variables in the research model. Thus, each independent variable does not excessively influence one another and can independently explain the dependent variable. Overall, the regression model is free from multicollinearity and is suitable for further analysis.

5) Effect Size (f^2)

Table 10. Effect Size

| | f-square |
|------------|----------|
| KEP -> MPU | 0,219 |
| MM -> KEP | 0,168 |
| MM -> MPU | 0,203 |
| SQ -> KEP | 0,071 |
| SQ -> MPU | 0,047 |

Source: SEM-PLS (2025)

The results of the effect size (f^2) analysis indicate that the influence of Customer Satisfaction on Repurchase Intention has an f^2 value of 0.219, which falls within the medium category, demonstrating a reasonably strong contribution to enhancing customers' intention to repurchase. The Marketing Mix variable exerts a medium effect on Customer Satisfaction with an f^2 value of 0.168, and likewise shows a medium effect on Repurchase Intention with an f^2 value of 0.203. Meanwhile, the effect of Service Quality on Customer Satisfaction yields an f^2 value of 0.071, classified as small. Similarly, the influence of Service Quality on Repurchase Intention results in an f^2 value of 0.047, which also falls within the small category, indicating that its contribution to the research model is relatively limited.

c. Hypothesis Testing

1) Direct Effects

Table 11. Direct Effects

| | Original sample (O) | T statistics (O/STDEV) | P values |
|------------|---------------------|--------------------------|----------|
| KEP -> MPU | 0,367 | 9,191 | 0,000 |
| MM -> KEP | 0,406 | 9,553 | 0,000 |
| MM -> MPU | 0,379 | 9,609 | 0,000 |
| SQ -> KEP | 0,265 | 5,219 | 0,000 |
| SQ -> MPU | 0,174 | 3,814 | 0,000 |



Source: SEM-PLS (2025)

2) Indirect Effects

Table 12. Indirect Effects

| | Original Sample (O) | T Statistics (O/STDEV) | P Values |
|------------------|---------------------|--------------------------|----------|
| MM -> KEP -> MPU | 0,149 | 6,338 | 0,000 |
| SQ -> KEP -> MPU | 0,097 | 4,805 | 0,000 |

Source: SEM-PLS (2025)

d. Evaluation of Measurement Model Feasibility (Outer Model)

The evaluation of the outer model indicates that all indicators forming the constructs of Marketing Mix, Service Quality, Customer Satisfaction, and Repurchase Intention have outer loading values above the recommended threshold (>0.70). This finding demonstrates that each indicator adequately represents its corresponding latent variable. Convergent validity is also fulfilled, supported by high Average Variance Extracted (AVE) values, which reflect the constructs' strong ability to explain the variance of their indicators.

Furthermore, discriminant validity assessed using the Fornell–Larcker criterion, Cross Loadings, and the HTMT ratio confirms that each construct is clearly distinct, with no overlap among latent variables. This is particularly important in consumer behavior research, as it ensures that constructs such as Marketing Mix and Service Quality indeed measure different concepts and exert distinct influences on both satisfaction and customer loyalty.

In terms of reliability, the Cronbach's Alpha and Composite Reliability values, all exceeding 0.70, indicate that the research instrument has strong internal consistency and is stable in measuring the studied phenomena. Thus, the overall measurement model can be declared valid and reliable.

e. Understanding Causality Through the Structural Model (Inner Model)

The analysis of the inner model provides an overview of how causal relationships among latent variables are formed. The R-square values indicate that Marketing Mix and Service Quality substantially explain the variance in Customer Satisfaction and Repurchase Intention. This demonstrates that the research model possesses strong predictive power and is capable of capturing the actual conditions occurring at Singhasari Resort Batu.

The hypothesis testing results show that all relationships between variables are significant, both direct and indirect. This finding reinforces that the theoretical framework employed aligns well with the actual behavior of customers in the field.

Marketing Mix is proven to be the most dominant variable influencing both Customer Satisfaction and Repurchase Intention. This emphasizes that marketing aspects such as facility quality, service variety, pricing, and promotional activities serve as key considerations for



guests when deciding to return. Thus, integrated management of the marketing mix becomes a crucial factor in creating an optimal customer experience.

Meanwhile, Service Quality also exerts a significant influence, although its effect is lower compared to that of the Marketing Mix. This indicates that although service quality remains important, resort customers tend to evaluate their experience more holistically not only based on service interactions but also on the physical environment, recreational facilities, and room quality.

f. The Central Role of Customer Satisfaction as an Intervening Variable

Customer Satisfaction is proven to play a crucial role as a mediating variable that bridges the relationship between Marketing Mix and Service Quality with Repurchase Intention. A portion of the influence of these two variables operates indirectly through the formation of satisfaction first.

This finding aligns with the Value–Satisfaction Loyalty Chain, which emphasizes that the perceived value received by customers derived from marketing elements and service quality ultimately shapes satisfaction, which then fosters loyalty and the intention to return. Thus, customer satisfaction serves as an essential psychological mechanism in predicting repurchase behavior.

The managerial implication is that strategies aimed at enhancing customer experience must not only focus on meeting expectations but also on creating experiences that are enjoyable, consistent, and memorable in order to effectively foster customer loyalty.

g. The Influence of the Marketing Mix on Customer Satisfaction

The Marketing Mix exerts a positive and significant influence on Customer Satisfaction, with a coefficient of 0.406. This indicates that the more effectively the elements of the marketing mix product, price, place, promotion, as well as process and physical evidence are managed, the higher the level of guest satisfaction at Singhasari Resort.

The high t-statistic value confirms that this influence is statistically significant. This finding is in line with the views of Kotler and Keller (2016), who state that a well-designed marketing mix is capable of creating customer value and enhancing satisfaction. In the context of Singhasari Resort, factors such as room comfort, the variety of recreational facilities, the quality of the resort's physical environment, and attractive promotional activities are key elements shaping positive customer perceptions.

These results are consistent with the findings of Mashur Razak (2022), Muh. Yani Rahman et al. (2024), and Angelika Rouli Sinaga & Nur Elfi Husda (2023), who similarly conclude that the components of the Marketing Mix significantly influence customer satisfaction and loyalty.

h. The Influence of Service Quality on Customer Satisfaction

Service Quality has a positive and significant effect on Customer Satisfaction, with an influence magnitude of 0.265, which falls into the moderate category. This means that improvements in service quality across SERVQUAL dimensions tangibles, reliability,



responsiveness, assurance, and empathy enhance guest satisfaction, although the effect is not as strong as that of the Marketing Mix.

This result is consistent with SERVQUAL theory, which posits that service quality is an important determinant of customer satisfaction. However, in a resort context, customers tend to evaluate their experience more holistically, meaning that interpersonal service interactions are not the sole factors driving satisfaction.

The implication is that Singhasari Resort must continue to maintain professional, friendly, and responsive service quality, but such improvements must be complemented by enhancements to physical facilities to provide a more comprehensive overall experience.

This finding is consistent with studies by Maria-Friday C. Nkwede et al. (2022), Brighton Nyagadza et al. (2022), Bayad Jamal Ali et al. (2021), Jeanette Kurniawan (2023), and Pramudito et al. (2025).

i. The Influence of Customer Satisfaction on Repurchase Intention

The coefficient value of 0.367 indicates that Customer Satisfaction plays a strong role in increasing Repurchase Intention. This result supports Oliver's (1999) customer loyalty theory, which posits that satisfaction serves as the foundation for forming the intention to repurchase or re-use a product or service.

Guests who are satisfied with their stay tend to develop an emotional attachment to the resort, making them more likely to return. The high t-statistic further confirms that this relationship is stable and statistically significant.

The implication is that enhancing customer satisfaction should be a top priority for retaining customers, increasing retention rates, and stimulating positive word-of-mouth. This finding is consistent with studies by Azam Kayumov et al. (2024) and Alfonsius et al. (2021).

j. The Influence of the Marketing Mix on Repurchase Intention

The Marketing Mix also exerts a direct and significant influence on Repurchase Intention, with a coefficient value of 0.379, representing the largest direct effect in the model. This indicates that customers' perceptions of an effective marketing mix can shape their intention to return, even without passing through satisfaction.

In the resort industry, physical attributes, promotional activities, strategic location, and competitive pricing are key factors in customer decision-making. Therefore, continuous improvement of marketing mix elements is essential for maintaining guest loyalty. This finding is consistent with the studies of Alfonsius et al. (2021) and Muh. Yani Rahman et al. (2024).

k. The Influence of Service Quality on Repurchase Intention

Service Quality has a positive and significant effect on Repurchase Intention, although its influence is the smallest among all predictors (0.174). This finding indicates that while good service does contribute to customers' decisions to return, it is not the primary determinant in a resort context.

Resort guests typically evaluate their stay based on the overall experience physical facilities, comfort, and the surrounding environment making service quality only one of several components that influence their repurchase decisions. Nevertheless, service quality must still



be maintained, as poor service can undermine the entire customer experience. This result is consistent with the findings of Maria Palazzo et al. (2021).

l. Customer Satisfaction as a Mediator Between the Marketing Mix and Repurchase Intention

The mediation effect of 0.149 indicates that part of the influence of the Marketing Mix on Repurchase Intention operates through Customer Satisfaction. This means that an effective marketing mix not only has a direct impact but also enhances satisfaction, which in turn strengthens customers' intention to return.

This result confirms the customer satisfaction chain theory, which posits that the perceived value created through effective marketing strategies generates positive experiences that ultimately lead to loyalty. This finding is consistent with the study of Muh. Yani Rahman et al. (2024).

m. Customer Satisfaction as a Mediator Between Service Quality and Repurchase Intention

The mediation effect of 0.097 indicates that the influence of Service Quality on Repurchase Intention operates primarily through Customer Satisfaction. This means that good service increases customers' intention to return only when it first generates a sense of satisfaction.

This result is consistent with theories suggesting that high-quality service creates positive perceptions, enhances comfort, and reduces uncertainty factors that ultimately foster satisfaction and loyalty. These findings are supported by studies conducted by Maria-Friday C. Nkwede et al. (2022), Bayad Jamal Ali et al. (2021), Lena Ellitan & Ani Suhartatik (2023), and Azam Kayumov et al. (2024).

4. CONCLUSION

This study concludes that the Marketing Mix and Service Quality play essential roles in shaping Customer Satisfaction and Repurchase Intention at Singhasari Resort. All research instruments were proven valid and reliable, indicating that the proposed model accurately reflects real conditions in the field. The Marketing Mix emerged as the most dominant factor influencing both satisfaction and repurchase intention. This finding suggests that resort customers are primarily driven by the quality of facilities, room comfort, the availability of recreational services, pricing, location, and the effectiveness of promotional activities when forming their experiences and decisions to return. Meanwhile, Service Quality also exerts a positive effect, although its influence is weaker compared to the Marketing Mix. While service remains important, in a resort context, the overall experience beyond service interactions is more decisive in shaping guest satisfaction. Customer Satisfaction is proven to have a crucial role, both as a direct predictor of Repurchase Intention and as a mediator linking the Marketing Mix and Service Quality to that intention. This implies that marketing strategies and service improvements will be more effective in fostering loyalty when they are able to create satisfying and memorable guest experiences.



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