

THE INFLUENCE OF CUSTOMER EXPERIENCE AND HEDONIC VALUE ON GUEST REPURCHASE INTENTION AT ASTON BATAM HOTEL AND RESIDENCES

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Abstract

This research is motivated by the importance of understanding Customer Experience and Hedonic Value in increasing Repurchase Intention in the hospitality industry. The problem of this study focuses on the analysis of the influence of Customer Experience and Hedonic Value on guest repurchase intention at Aston Hotel and Residences Batam. Using quantitative methods with a descriptive approach and multiple linear regression analysis, data were collected from 210 purposively selected respondents and analyzed through the Jamovi 2.6.44 program. The results showed that Customer Experience (X_1) and Hedonic Value (X_2) had a positive and significant influence on Repurchase Intention (Y). The regression equation obtained was $y = 1.838 + 0.205X_1 + 0.650X_2$, $y = 1.838 + 0.205 X_1 + 0.650 X_2$ with a significance value of 0.000 and a coefficient of determination (R^2) of 0.956, indicating that 95.6% variation in Repurchase Intent can be explained by Customer Experience and Hedonic Value. Thus, the more positive the experience and emotional value the guest receives, the higher their intention to stay again at the hotel.

Keywords: *Customer Experience, Hedonic Value, Repurchase Intention, Hotel, Loyalty*

INTRODUCTION

The hospitality industry, especially the hospitality sector, is increasingly competitive due to the increasing number of service providers offering consumers a variety of choices. This makes it even more difficult for hotels to retain guests and build loyalty. Repurchase Intention is a crucial strategic objective, which is greatly influenced by the quality of Customer Experience and Hedonic Value, provided by hotels (Verhoef et al., 2009; Pine & Gilmore, 1998). Customer Experience encompasses a holistic perception of guests' interactions with hotels, including sensory, emotional, cognitive, and behavioral responses (Lemon & Verhoef, 2016). Hedonic Value represents the affective benefits and experiences gained, which contribute to emotional satisfaction beyond mere functionality (Batra & Ahtola, 1991; Holbrook & Hirschman, 1982). This research was motivated by the need to understand how these factors specifically affect Rebooking Intent among guests at Aston Hotel and Residences Batam, a high-end hospitality hotel in Indonesia. Understanding these relationships provides actionable insights for hotel management to improve service innovation, emotional engagement, and customer retention strategies (Klaus & Maklan, 2013). The research question centered on how Customer Experience and Hedonic Value influence guest intent to rebook, addressing a significant gap in the local hospitality literature, particularly in the context of the Indonesian market. Quantitative methodologies using descriptive analysis and multiple regression are used to empirically test these influences, thus contributing to the field of academic and practical hospitality management.

RESEARCH METHODS

This study uses a quantitative approach with a descriptive research design and linear multiple regression analysis to test the influence of Customer Experience and Hedonic Value on Repurchase Intention in guests of Aston Hotel and Residences Batam. This research was carried out from September to October. The study population was all hotel guests who stayed during the study period. A sample was taken from 210 respondents using the purposive sampling technique, which is the selection of respondents based on the criteria of having stayed at least once at Aston Hotel and their residence in the last six months and were willing to fill out a complete questionnaire. The data collection instrument is a structured questionnaire consisting of several parts, adjusted from a scale model that has

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been tested for validity and reliability in previous research (for example, the Likert scale of 1-5 for the measurement of Customer Experience, Hedonic Value, and Repurchase Intention variables). Prior to data collection, a validity test was conducted using the item-total correlation method and a reliability test using Cronbach's alpha to ensure the internal consistency of the questionnaire.

Data analysis was carried out using Jamovi software version 2.6.44 with the following stages:

Table 1. Stages of Research Data Analysis

No.	Stages of Analysis	Description / Description
1	Classic Assumption Test	Conducted to ensure the feasibility of the regression model, it includes: • Residual Normality Test using Shapiro-Wilk to see the distribution of residual data. • Multicollinearity test by looking at the value of Variance Inflation Factor (VIF), where the model is declared to be free of multicollinearity if the VIF is < 10. • Heteroscedasticity test using the Glaxer Test to ensure that the residual variant is constant (heteroscedasticity does not occur).
2	Analysis of the Regresi Linier Berganda	It is used to test the relationship and influence between independent variables (Customer Experience (X_1) and Hedonic Value (X_2)) on dependent variables (Repurchase Intention (Y)).
3	Model Significance and Strength Test	Tested using a p-value with a significance level of 0.05 (5%). The model is also assessed based on the coefficient of determination (R^2) to measure the magnitude of the contribution of independent variables in explaining dependent variables.
4	Analytics Software	All data processing and analysis is carried out using Jamovi software version 2.6.44.

RESEARCH RESULTS

This study used a questionnaire as an instrument to collect primary data which was distributed to 210 guest respondents of Aston Hotel and Residences Batam. The questionnaire consists of 33 statements, namely 12 statements for the Customer Experience variable, 11 statements for the Hedonic Value variable, and 10 statements for the Repurchase Intention variable. The data obtained is then described using the Jamovi application version 2.6.44.

a. Description of Respondent Characteristics

1. Based on gender, as many as 51.9% of respondents were female and 48.1% were male.
2. Based on age, most respondents (53.8%) were in the age range of 25–34 years, followed by 35–44 years old at 21.9%.
3. Based on employment, 50% of respondents are private employees, 24.8% are self-employed, and the rest are students, civil servants, and others.
4. Based on income, 53.8% of respondents have an income between IDR 2 million to IDR 4.9 million.
5. Stay frequency shows that 37.1% of guests stay once, and the rest stay more than once.
6. The majority of the destinations for stay are holidays (42.4%), followed by business visits (29.5%) and with family (27.1%).

To facilitate the visualization of this data, the author presents in the form of the following table:

b. Description of Variable Statistics

1. The Customer Experience variable showed an average score of 49.4 out of a maximum score of 60, with an average respondent achievement rate (TCR) of 81.4%, including the very high category. The physical environment and hotel design aspects received the highest TCR score (83.4%).
2. The Hedonic Value variable has an average of 45.0 out of a maximum score of 55, with an average TCR of 82.6%, which means guests get very high values of pleasure and emotional satisfaction during their stay.
3. The Repurchase Intention variable has an average score of 41.2 out of a maximum score of 50, with a TCR of 82.4%, indicating a very high repurchase intent from guests.

c. Analysis Prerequisites Test

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Table 2. Classical Assumption Test Results

No.	Test Type	Statistical Test Results	Kriteria / Acuan	Conclusion
1	Normality Test (Kolmogorov–Smirnov)	Significance value = 0.099	The data is normally distributed if the p-value > 0.05	Normal distributed data
2	Multicollinearity Test	VIF = 2.10, Tolerance = 0.476	Multicollinearity does not occur if the VIF is < 10 and the Tolerance is > 0.10	Multicollinearity does not occur
3	Heteroscedasticity Test (Glejser)	Significance value = 0.804	Heteroscedasticity does not occur if the p-value > 0.05	No heteroscedasticity (homogeneous data)

d. Uji Hypothesis

1. Multiple linear regression shows significant results with the equation: is

$$Y = 1.838 + 0.205X_1 + 0.650X_2, Y = 1.838 + 0.205 X_1 + 0.650 X_2$$

2. The regression coefficient value for Customer Experience was 0.205 ($p < 0.001$) and the Hedonic Value was 0.650 ($p < 0.001$), both of which had a significant positive effect on Repurchase Intention.

3. The determination coefficient (R^2) of 0.956 indicates that 95.6% of the variation in Repurchase Intention can be explained by Customer Experience and Hedonic Value.

4. The F test simultaneously showed a significant influence of both variables on Repurchase Intention ($F = 2259, p < 0.001$).

Table 3. Average Respondent Achievement Level (TCR) of Customer Experience, Hedonic Value, and Repurchase Intention Variables

Variabel	Mean	TCR (%)	Category
Customer Experience (X_1)	49,4	81,4%	Very high
Hedonic Value (X_2)	45,0	82,6%	Very high
Repurchase Intention (Y)	41,2	82,4%	Very high

Based on the results of the descriptive analysis, it is known that the mean value and respondent achievement rate (TCR) for the three research variables show a very high category. It can be explained in detail as follows:

1. Customer Experience (X_1) has an average score of 49.4 with a TCR of 81.4%, which is in the very high category. This shows that most of Hotel Aston Batam customers have very positive experiences with the services provided, both in terms of reliability, comfort, and quality of interaction with hotel staff. This positive experience strengthens the customer's perception that Hotel Aston Batam is able to provide memorable and pleasant service.
2. Hedonic Value (X_2) obtained an average score of 45.0 with a TCR of 82.6%, which is also in the very high category. This indicates that customers feel strong hedonistic values during their stay, such as feeling happy, relaxed, satisfied, and deriving emotional enjoyment from the hotel's facilities and atmosphere. In other words, the customer experience is not only functional but also emotional.
3. Repurchase Intention (Y) shows an average value of 41.2 with a TCR of 82.4%, which is also very high. These findings indicate that customers have a strong intention to return to using Aston Batam Hotel services in the future and have the potential to recommend them to others.

Overall, the very high TCR values on all three variables showed that respondents had a very positive perception and experience of the service and atmosphere at Hotel Aston Batam, and confirmed a strong relationship between customer experience, hedonistic value, and repeat intention to visit.

Table 4. Multiple Linear Regression Results

Variabel	Estimate (β)	Std. Error	t	p	Information
Konstanta	1.838	0.5997	3.07	0.002	Signifikan
Customer Experience (X_1)	0.205	0.0526	3.89	<0.001	Signifikan
Hedonic Value (X_2)	0.650	0.0582	11.17	<0.001	Signifikan

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Model Summary: $R = 0.978$, $R^2 = 0.956$, Adjusted $R^2 = 0.955$, $F = 2259.00$, $p < 0.001$

Based on the results of multiple linear regression analysis, a model of the relationship between Customer Experience (X_1) and Hedonic Value (X_2) to Revisit Intention (Y) was obtained with the following results:

Multiple linear regression equations:

$$Y = 1.838 + 0.205X_1 + 0.650X_2$$

1. Partial Test (t-test)

- The Customer Experience (X_1) variable has a regression coefficient value ($\beta = 0.205$) with a value of $t = 3.89$ and $p < 0.001$, which means that it has a positive and significant effect on Revisit Intention. This means that the better the customer experience of service, comfort, and interaction at the Aston Batam Hotel, the higher the customer's intention to return to stay at the hotel.
- The Hedonic Value variable (X_2) has a regression coefficient value ($\beta = 0.650$) with $t = 11.17$ and $p < 0.001$, also showing a positive and significant influence on Revisit Intention. This indicates that the higher the hedonistic values that customers feel (such as pleasure, emotional satisfaction, and relaxation), the greater their desire to make repeat visits.

2. Simultaneous Test (F-test)

The value of $F = 2259.00$ with $p < 0.001$ indicates that simultaneously, Customer Experience and Hedonic Value have a significant effect on Revisit Intention.

3. Coefficient of Determination (R^2)

- The values of $R = 0.978$ and $R^2 = 0.956$ showed that 95.6% of the variation in Revisit Intention could be explained by two independent variables, namely Customer Experience and Hedonic Value, while the remaining 4.4% were influenced by other factors outside of this study model.
- An Adjusted R^2 value = 0.955 indicates that the resulting model is excellent, with a low error rate and high predictive ability.

From the results of the analysis, it can be concluded that:

- Both Customer Experience and Hedonic Value have a positive and significant effect on customer Revisit Intention at Aston Batam Hotel.
- Among the two variables, Hedonic Value had the greatest influence ($\beta = 0.650$), suggesting that emotional factors and customer satisfaction were the main drivers of intention to return to stay.
- Simultaneously, the regression model has a very strong ability ($R^2 = 0.956$) to explain customer behavior related to repeat visits.

DISCUSSION

Based on the results of data analysis obtained from 210 respondents of Aston Hotel and Residences Batam guests, it was found that the variables Customer Experience (X_1) and Hedonic Value (X_2) had a positive and significant effect on Repurchase Intention (Y). The discussion of each variable and its summary with the previous findings is described as follows:

Customer Experience (X_1)

Customer Experience at this hotel is considered very high with a Respondent Achievement Rate (TCR) of 81.4%. This generally indicates that guests are satisfied with various aspects of their experience, including the physical environment, interior design, service staff, and amenities. These findings are in line with the research of Wulansari & Surendra (2021) which confirms that a well-rounded customer experience is key in forming loyalty. Aspects of the physical environment and sensory atmosphere such as smell and music also have an important role in creating a comfortable and memorable feeling (Chen & Lin, 2018). Friendly and professional staff service also strengthens positive customer evaluations, as stated by Kandampully et al. (2018) that Customer Experience Management is a strategic element in the world of hospitality.

Hedonic Value (X_2)

The hedonistic value felt by guests is also very high with a TCR of 82.6%, indicating that aspects of pleasure and emotional enjoyment significantly influence the customer's decision to return to stay. These results are consistent with Babin et al. (1994) who stated that emotional value and experiential pleasure are the main drivers of consumer behavior in the context of service and entertainment. Uniqueness and pleasant aspects such as distinctive scents and amenities that make guests relax reinforce guests' emotional reminders with the hotel, as supported by research by Kim & Kang (2021) and Verliana Elzagi & Lailita (2024).

Repurchase Intention (Y)

The repurchase intent rate is in the very high category (TCR 82.4%), indicating that guests are very eager to return to stay and recommend this hotel. This indicates the success of hotels in building strong customer loyalty, in accordance with the findings of Febrini et al. (2019) and Syafri & Wulandari (2023) that positive experiences and consistency of service are factors that determine repurchase intentions. Indicators such as reciprocal intent and word-of-mouth promotion earned the highest scores, confirming the emotional connection and trust that has been established with guests.

The Influence of Customer Experience and Hedonic Value on Repurchase Intention

The multiple linear regression model shows that Hedonic Value has a more dominant influence than Customer Experience in shaping repurchase intentions, with a coefficient of 0.650 compared to 0.205. This data is in line with the theory that emotional aspects and unique experiences are more strongly motivated by repurchase behaviors than mere functional experiences (Kotler & Keller, 2016; Lemon & Verhoef, 2016). The study by Putri & Sarudin (2023) also reinforces that the quality of customer experience is a key variable even in the hospitality industry that is based on comfort and subjective perception. The positive combination of these two variables strengthens Aston Hotel and Residences Batam's position as the top choice and increases its competitive advantage in the market.

CONCLUSION

Based on the results of research conducted on guests of Aston Hotel and Residences Batam, it can be concluded that:

1. Customer Experience has a positive and significant influence on Repurchase Intention. A good customer experience, from the physical environment, staff service, to hotel facilities, is able to increase guests' intention to stay at the hotel again.
2. Hedonic value also has a positive and significant effect on Repurchase Intention. The high value of fun, uniqueness, and emotional memories felt by guests encourages them to make a repeat purchase.
3. Overall, Customer Experience and Hedonic Value simultaneously account for 95.6% of guest Repurchase Intention variations. This shows that these two variables are key factors in shaping customer loyalty to Aston Hotel and Residences Batam.
4. These findings emphasize the importance of integrating functional and emotional experiences in hotel service strategies to improve customer satisfaction and loyalty.

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