

The Effect of Problem Solving and Customer Recognition on Revisit Intention at Reddoors Hotel Medan City

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Abstrak

Objectives of this study analyze the influence of *Problem Solving and Customer Recognition* on the *revisit intention* of Reddoorz hotel customers in Medan City. While previous research has focused more on star-rated hotels and tourist destinations, not many have focused on virtual budget lodging for hotel operators such as Reddoorz, especially *application users*. The method for sample selection in this study is NonProbability Sampling. The sampling technique uses the type of Purposive Sampling, where the researcher assesses the members of the population, which sample is in line with certain criteria with 105 respondents. The sample for this study used respondents who had used RedDoorz in the past year and were Generation Y or Z in Medan City. Research Results The overall variables used in this study show that there is an influence, seen from multiple linear regression that the influence between variables has a positive and significant value. Where the higher the value of the regression between variables, the greater the contribution of the influence given by the independent variable to the dependent variable. In addition, Problem Solving has a positive influence, and Customer Recognition also has a positive effect on Revisit Intention.

Keyword: Problem Solving, Customer Recognition, Revisit Intention

1. INTRODUCTION

Tourism and hospitality are industries with an important role for the national economy and have experienced significant growth in recent years (Utama, 2017). According to data from the Ministry of Tourism (Kemenpar), the number of foreign tourist visits to Indonesia continues to increase from 9 million foreign tourists in 2010 to 16.1 million foreign tourists in 2019 with an average growth of 7.81% per year (Ministry of Tourism, 2021). Meanwhile, according to the Central Statistics Agency (BPS), the accommodation, food & beverage sector is the largest tertiary category contributing to Gross Domestic Product (GDP) in the last five years with an average contribution of 7.2% per year (BPS, 2021).

The latest study explains that the rapid growth of e-tourism is directly proportional to the use of mobile internet. In the period from 2014 to 2020, mobile internet user penetration in APAC grew from 27% to 81%. Meanwhile, the penetration of e-tourism service users increased threefold, from 5% in 2014 to 15% in 2020. In line with that, the value of e-tourism transactions in APAC grew eightfold from US\$45 billion in 2014 to US\$362 billion in 2020 (Zeng et al., 2022). Another study also stated that as many as 72.9% of Chinese domestic tourists and 68.3% of foreign tourists in China have booked tickets or vacation packages using smartphones (Li et al., 2021).

The high interest of the Indonesia people in using OTAs during the pandemic was confirmed through a survey of the community of active social media users in Greater Jakarta. The researcher found that as many as 79.2% of respondents intend to use OTA platforms in planning post-pandemic vacations (Kristiana et al., 2021). On this basis, it can be seen that OTA platforms have a very strategic role in accelerating digital ecotourism and supporting the transformation and recovery of the country's tourism and hospitality industry in the new normal era. The magnitude of enthusiasm and the increase in the trend of booking accommodation through online platforms is very clear both from research data and existing survey results. Online travel agents have become the main and dominant choice for domestic and foreign tourists today to book lodging rather than having to meet face-to-face with the hotel (Nirwana et al., 2022).

In Indonesia itself, there are two online accommodation booking service providers that are on the rise, namely RedDoorz and OYO. Both are known as pioneers of a new business model as Virtual Hotel Operators (VHO) who do not have physical assets in the form of their own hotels/lodgings. VHO plays a role in uniting property owners such as homestays, villas, inns and the like to join VHO's booking system. Thus, VHO creates a digital ecosystem to manage the operations, distribution, marketing, and lodging services of partners online. Meanwhile, on the other hand, the public can enjoy easy access to find competitive accommodation prices through the OYO and RedDoorz platforms without the need to meet face-to-face with hotel managers (Purnamasari, 2021).

One of the VHOs that is quite widespread in Indonesia is called RedDoorz. The emergence of RedDoorz is the result of problems that arise due to the high demand for budget hotels in Indonesia but some are not balanced by the facilities that consumers want. RedDoorz is also trying to increase hotel room bookings by adopting increasing technological advancements. This is supported by RedDoorz's activities using a digital

platform in marketing hotel partners who collaborate with them. With the large number of internet users in the country, Digital Marketing is one of the spearheads of success in marketing hotels today.

Customer recognition refers to the ability of Reddoorz Medan City management and human resources to recognize the presence of customers as individuals, not just room numbers or financial transactions (Han et al., 2019). The feeling of being "recognized" as an individual with a variety of unique preferences is important for guests, thus impacting satisfaction and revisit intention. Some of the strategies that Reddoorz Medan City can do to improve customer recognition include personal greetings, asking about guests' special goals and preferences when checking in, providing special facilities for returning guests, and thanking them for their trust and returning visits at check-out (Kandampully et al., 2015). The role of CRM technology and customer analytics is also very big in helping Reddoorz recognize each customer's profile and behavior patterns so that the experience is personalized every time guests return. Research Kandampully et al. (2020) emphasized that customer analytics and personalization have a significant positive impact on customer experience, which further encourages revisits and recommendations. Thus, optimizing customer recognition through a personal touch strengthened by digital data is very important for Reddoorz Medan City to provide a memorable experience for each individual customer while increasing the revisit rate.

Problem solving or the ability of Reddoorz Medan City in handling and resolving guest complaints satisfactorily is very important to pay attention to (Wong, 2017). Guests who feel that their complaints are responded to and resolved properly by Reddoorz are more likely to visit and recommend returning to the place. Some important principles in problem solving include listening to guest complaints empathetically without interruption, taking compensatory actions such as room upgrades or discounts if needed, to follow-up 1x24 hours after guests check out to ensure the problem has been resolved (Pappas, 2016). A survey by Auka (2021) emphasized that problem solving had a positive effect on perceived quality and revisit intention with a path coefficient of 0.392. On the other hand, the role of digital technology such as automated messaging and artificial intelligence is also likely to help the scalability of Reddoorz Medan City in receiving and following up on every complaint quickly and personally in this digital era. Chatbots and messaging platforms are crucial so that every guest is able to convey their problems in real time and be responded to 24/7 by automated systems and human CS (Pappas, 2022). Optimal integration between human CS capabilities and artificial intelligence is needed so that problem solving can remain large-scale and personal in the digital era. This ability is ultimately crucial in creating a positive impression of Reddoorz's service quality and customers' desire to come back.

This study has several gap research compared to previous research, including: (1) This study analyzes the influence of customer experience quality on the revisit intention of Reddoorz hotel customers in Medan City. While previous research has focused more on star-rated hotels and tourist destinations, not many have focused on virtual budget lodging for hotel operators such as Reddoorz, especially application users. (2) This study uses 2 dimensions of customer experience quality according to Lemke et al. (2008) which is more comprehensive (customer recognition and problem solving) than previous research which only has a few dimensions or uses other variable dimensional sources.

2. RESEARCH METHOD

Population according to (Sugiyono, 2011) is a generalization area consisting of subjects and objects that have certain characteristics and qualities that have been determined by the researcher with the purpose of being studied and then a conclusion is drawn. In this study, the population of people who are RedDoorz users is used. The method for sample selection in this study is NonProbability Sampling. The sampling technique uses the type of Purposive Sampling, where the researcher assesses the members of the population, which sample is in line with certain criteria with 105 respondents. The sample for this study used respondents who had used RedDoorz in the past year and were Generation Y or Z in Medan City.

3. RESULT AND DISCUSSION

3.1 Normality Test Result

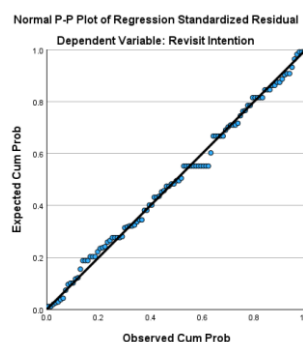


Figure 1. Normal P-P Plot

Based on the normality test image (Normal PP Plot of Regression Standardized Residual) it is known that the data is spread around the diagonal line. So the regression model meets the normality assumption.

3.2 Multicollinearity Test

Table 1. Multicollinearity Test Result
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Problem Solving	.916	1.092
	Customer Recognition	.916	1.092

a. Dependent Revisit Intention

Based on the Multicollinearity Test Table above, it shows that the VIF number is not greater than 10 and the tolerance is more than 0.10. Based on these results, it can be seen that this regression model does not contain multicollinearity, so this model can be used.

3.3 Coefficient of Determination

Table 2. Coefficient Determination Test Result
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947a	.897	.895	.67048

a. Predictors: (Constant), Customer Recognition, Problem Solving

b. Dependent Variable: Revisit Intention

Based on Table 2. the results of the study produced an Adjusted R Square value of 0,895so that it can be concluded that Probelem Solving and Customer Recognition together contribute as much as 89,5% to Revisit Intention, the remaining 10,5% there are other variables that influence.

3.4 Hypothesis Test Result

3.4.1 F-Test

Table 3. F Test Result
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	398.395	2	199.197	443.116	.001b
	Residual	45.853	102	.450		
	Total	444.248	104			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Customer Recognition, Problem Solving

From the results of the ANOVA Table 3 Output, the F value is calculated 443.116 Using a confidence level of 95%, $\alpha = 5\%$, the value of df 1 is obtained as the number of variables-1 or 3-1=2. While the value of df 2 is obtained from n-k-1, where n is the number of data and k is the number of independent variables, then the result is 105 - 2 = 103. So that the F value of table 3.08 was obtained. Based on the results of the F table, the F value is calculated as 443.116 > the F value of the table is 3.08 or by looking at the significance of 0.001, far below the probability value of 0.05, then statistically on the tested sample, very strong evidence is obtained that the independent variables (Customer Recognition and Problem Solving) together (simultaneously) have an influence on Revisit Intention

3.4.2 t-Test

Table 6. t Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.275	.829		-1.538	.127
	Problem Solving	.558	.028	.665	20.014	.001
	Customer Recognition	.399	.026	.508	15.269	.001

a. Dependent Variable: Revisit Intention

Based on the data of Table 6, it can be explained as follows:

1. The value of the t calculation is greater than the value of the t-value of the table, which is 20.014 > 1.659 ($\alpha = 5\%$, df = 102) of the significance value of 0.001 < 0.05, so it can be concluded that H1 or the first hypothesis is accepted. There is a positive influence of problem solving (X1) on revisit intention (Y).

2. The value of the t-count is greater than the t-value of the table, which is $15.269 > 1.659$ ($\alpha = 5\%$, $df = 102$) the significance value is $0.001 < 0.05$, so it can be concluded that H2 or the second hypothesis is accepted which means there is a positive influence of customer recognition (X2) on revisit intention (Y).

3.5 Discussion

Effect of Problem Solving (X1) on Revisit Intention (Y)

The Problem Solving variable has an influence on the Customer Recognition variable in this study. With the results of T-statistics > 0.127 of 20,014. Positive Problem Solving formed by RedDoorz can form Revisit Intention activities. By providing quality of service that meets consumer expectations, consumers will be willing to make positive recommendations to others or those closest to them to also use RedDoorz. This is because RedDoorz can keep their offers such as facilities and pictures of lodgings, security provided as well as fast and responsive services and booking processes provided by RedDoorz. That way it can form a Revisit Intention from RedDoorz carried out by its consumers, namely by providing reviews on the RedDoorz page or telling their relatives.

Effect of Customer Recognition (X1) on Revisit Intention (Y)

In this study, the Customer Recognition variable has an influence on the Revisit Intention variable. This is evidenced by the results of T-statistics > 0.127 which is 15,269. This is because of the positive Customer Recognition, RedDoorz can build a positive Revisit Intention as well. It can be seen that customers from RedDoorz interact on RedDoorz's social media accounts, exchange information with other customers about RedDoorz through social media, provide evaluations or reviews about the services that have been provided by RedDoorz and are enthusiastic about participating in bonus programs provided by RedDoorz. This happens because RedDoorz is able to provide information about anything about the company in a complete, relevant, and up-to-date manner as well as provide attractive promo programs where RedDoorz's promos can build a good attachment relationship.

4. CONCLUSION

All the variables used in this study show that there is an influence, seen from multiple linear regression that the influence between variables has a positive value. Where the higher the value of the regression between variables, the greater the contribution of the influence given by the independent variable to the dependent variable. In addition, Problem Solving has a positive influence, and Customer Recognition also has a positive effect on Revisit Intention.

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