(RESEARCH ARTICLE)

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The role of brand image in mediating the influence of service quality and digital marketing on revisit intention (case study at the Royal Pita Maha)

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Abstract

The decline in occupancy rates at The Royal Pita Maha during the 2022–2024 period indicates that the attraction of repeat guests has not been optimally formed amidst increasing competition in the hotel industry in Bali. The Royal Pita Maha, known as a luxury resort that prioritizes service quality, unique Balinese culture, and active digital marketing, faces the challenge of maintaining guest revisit intention as a strategic issue. This study aims to analyze the effect of service quality and digital marketing on revisit intention with brand image as a mediating variable. Using a quantitative approach with the Theory of Planned Behaviour (TPB) as a theoretical basis, the study sample consisted of 280 guests who had stayed at The Royal Pita Maha, determined using a non-probability sampling technique with a purposive sampling method. Data were collected through questionnaires and analyzed using the Structural Equation Modelling method based on Partial Least Squares (PLS), and mediation testing refers to the approach of Hair et al. (2022). The results show that service quality and digital marketing have a positive and significant effect on brand image and revisit intention.

Furthermore, brand image has a positive effect on revisit intention, but does not act as a mediating variable in the relationship between service quality and digital marketing on revisit intention. This finding indicates that although service quality and digital marketing can directly increase revisit intention, brand image formation has not fully become a connecting mechanism in driving guest revisit behaviour. Theoretically, this study strengthens the relevance of the Theory of Planned Behaviour in explaining tourist revisit behaviour in the hospitality sector. Practically, the results of this study provide implications for the management of The Royal Pita Maha in formulating strategies to improve service quality and optimize digital marketing to strengthen guest revisit intention amidst the increasingly competitive hospitality industry.

Keywords: Service Quality; Digital Marketing; Brand Image; Revisit Intention

1. Introduction

Business developments in the era of globalization have shown significant acceleration, including in the tourism sector, particularly the hotel industry. This industry continues to grow due to the increasing number of new business players entering the industry, offering competitive advantages and diverse added value to consumers. This rapid growth is evident in the increasing number of hotels being established in various regions. This dynamic creates increasingly complex competition and requires every business to be able to adapt and develop appropriate strategies to maintain its performance and competitiveness (Pradnyasuari, 2022).

The Indonesian hotel industry will again face significant challenges in 2025, marked by a decline in occupancy rates for star-rated hotels. According to data from the Central Statistics Agency (BPS), the occupancy rate for star-rated hotels is

declining nationally (BPS, 2025). This decline in occupancy is not only occurring in major cities but also in leading tourist destinations like Bali, which has historically been a magnet for domestic and international tourists. The latest statistical data regarding the decline in the occupancy rate of star-rated hotel rooms in Bali in 2024. The decline in the occupancy rate of star-rated hotel rooms in Bali in 2024 was influenced by the weakening of tourist visits in certain periods, increased competition for non-hotel accommodation, and changes in tourist travel patterns.

Data from the Bali Province Statistics Agency (BPS) for 2025 shows the development of the room occupancy rate of star-rated hotels in Bali Province during 2022–2024. In 2022, the room occupancy rate was recorded at 48 percent, then increased significantly in 2023 to 60 percent, which was the highest point in the three years. However, in 2024 the room occupancy rate figure declined again to 53 percent. Overall, this data shows that despite a spike in 2023, the occupancy rate of star-rated hotels in Bali in 2024 showed a downward trend compared to the previous year.

Source: Gianyar Regency Tourism Office 2025

Figure 1 Accommodation Development in Gianyar Regency in 2018–2024

Based on data on accommodation development in Gianyar Regency from 2018 to 2024, there has been a significant increase in both the number of accommodation units and the number of available rooms. The graph shows the development of the number of accommodation units and rooms in Gianyar Regency during the 2018–2024 period, which experienced a significant upward trend each year. In 2018, there were 1,623 accommodation units with 11,746 rooms, and this number continued to increase until 2021, reaching 1,986 units with 15,653 rooms. Growth began to be seen more rapidly in 2022 with 2,754 units and 16,561 rooms, then increased again in 2023 to 3,875 units and 16,608 rooms. The highest spike occurred in 2024, when the number of accommodation units reached 5,128 units with a total of 23,849 rooms. This sharp increase reflects the rapid development of the tourism sector in Gianyar Regency, particularly as a result of the post-pandemic recovery of the tourism industry and the increasing interest of tourists in the cultural and natural destinations that are the region's main attractions. Based on data from the Gianyar Regency Tourism Office in 2024, it can be seen that the number of tourists staying at star-rated hotels in Gianyar from 2020 to 2024 showed a significant upward trend, especially after the pandemic. In 2020, 434,745 foreign tourists and 211,503 domestic tourists were recorded. The number of foreign tourists decreased drastically in 2021 to 38,458, while domestic tourists remained at 178,289. Entering 2022, a recovery began to appear, with the arrival of 1,099,244 foreign tourists and 414,892 domestic tourists. This trend continued to increase in 2023, with foreign tourists reaching 3,960,137 and domestic tourists reaching 733,839. The increase continued in 2024, with 4,409,036 foreign tourists and 794,153 domestic tourists.

This data shows that Bali's tourism sector has recovered well post-pandemic, driven by increased international tourist arrivals, which are a major factor in the growth of hotel occupancy rates in Bali. Several key factors are believed to contribute to the decline in hotel occupancy in Bali, including the rise of illegal accommodations, such as villas and homestays, that operate without official permits, do not pay hotel taxes, but can offer competitive facilities at lower prices. This phenomenon attracts lower-middle-class tourists and simultaneously suppresses the competitiveness of established hotels, which are subject to administrative and tax burdens (Kumparan, 2025).

Table 1 Number of Star-Rated Hotels and Homestay Accommodations in Gianyar Regency 2024

Accommodation Types 2024	Number of Units
Star-Rated Hotels	6.837
Homestays & Other Accommodations	33.516

Source: Gianyar Regency Tourism Office 2025

The number of accommodations in Gianyar Regency is dominated by homestays and other lodgings, reaching 33,516 units, far exceeding the number of star-rated hotels, which is only 6,837. This data indicates that tourists in Gianyar tend to choose community-based accommodations such as homestays because they offer a more local atmosphere, more affordable prices, and more authentic cultural experiences than conventional hotels. This trend also reflects the increasing role of local communities in the tourism sector, in line with the direction of sustainable tourism development in Bali. The Indonesian Hotel and Restaurant Association (PHRI) also revealed that many illegal properties are run by foreign nationals who rent under the names of residents to avoid tourism business regulations (Balipost, 2025). Furthermore, changing tourist preferences, which now favour flexible and affordable accommodations through online platforms like Airbnb and Agoda, have contributed to the growth of the non-hotel accommodation market (Kontan Industry, 2025).

Among these accommodations, The Royal Pita Maha occupies a unique and strategic position, both in terms of market positioning and cultural appeal. The selection of The Royal Pita Maha as the research object in this thesis was based on various academic, contextual, and empirical considerations. The Royal Pita Maha is one of the most exclusive and iconic resorts in Ubud, Gianyar Regency, showcasing a harmonious blend of first-class service, traditional Balinese architecture, and a deep spiritual atmosphere. Compared to other resorts in the area, such as Maya Ubud or Alila Ubud, The Royal Pita Maha places a greater emphasis on integrating local culture into the guest experience, strengthening its brand image as an authentic and aesthetically pleasing luxury retreat (Putra & Darma, 2022). In addition to its strong cultural heritage, the resort consistently receives positive reviews from both domestic and international travellers on various digital platforms such as TripAdvisor and Google Reviews, demonstrating its success in managing customer perceptions of the quality and exclusivity of its services (Tripadvisor, 2023).

The occupancy rate (Room Occupancy Rate) at The Royal Pita Maha experienced a downward trend during the 2022–2024 period. In 2022, the occupancy rate reached 71.6%, one of the highest levels in the past three years. During this period, the hotel was in a phase of increasing tourism activity, marked by increased tourist mobility and intensified tourism promotion in Bali. Despite positive tourism activity, the occupancy rate at The Royal Pita Maha was not maintained consistently in subsequent years. This downward trend reflects the dynamics of competition in the hotel industry, changing tourist preferences, and the need for hotels to adjust their service and marketing strategies.

In 2023, occupancy rose to 80.9% in line with the full recovery of the tourism sector and increasing international tourist arrivals. However, this positive trend was short-lived. Entering 2024, the occupancy rate declined to 76.1%. This decline was influenced by increased competition from alternative accommodations such as villas, homestays, and sharing platforms like Airbnb and Agoda (Kumparan, 2025), which offer more competitive prices.

The decline continued in 2024, with preliminary data showing an occupancy rate of only 70.1%. This figure reflects the challenges The Royal Pita Maha faces amid changing traveller preferences and intensifying market competition. Travellers, particularly younger generations and independent travellers, now tend to seek accommodations that offer direct interaction with residents, an authentic atmosphere, and price flexibility that fits their travel budget. Despite this, management continues to strive to maintain performance by implementing adaptive strategies, such as strengthening digital marketing, improving service quality, and prioritizing local culture-based promotions (UNWTO 2023). The decline in occupancy rates at The Royal Pita Maha during 2022–2024 demonstrates the real challenge of maintaining competitiveness amidst the increasingly competitive dynamics of the Balinese hospitality industry.

The Royal Pita Maha's two main competitors in this segment are Four Seasons Resort Bali at Sayan and Mandapa, a Ritz-Carlton Reserve. Both offer a stay experience focused on luxury, serenity, and Balinese spiritual and cultural values. Four Seasons Resort Bali at Sayan emphasizes a wellness retreat concept with private villas, a spa themed around balancing the body and soul, and an outdoor yoga program. It offers a luxurious sanctuary atmosphere that combines world-class service with the natural beauty of rice paddies and the Ayung River. The similarity in positioning and target market with The Royal Pita Maha makes these two resorts direct competitors in attracting upscale travellers seeking exclusive, authentic experiences oriented toward harmony with nature (Cahyani, 2023; The Royal Pita Maha, 2024).

The Royal Pita Maha's service quality still shows several challenges in its implementation. Although the hotel facilities are generally well available, observations indicate inconsistencies in maintaining cleanliness and tidiness in certain areas. Furthermore, the implementation of standard service procedures has not always been optimal, potentially impacting guest comfort. Staff response to guest needs and complaints is also not entirely consistent, especially during busy operating hours.

For hotel owners, paying attention to revisit intention is crucial because revisit intention is directly related to customer loyalty and business sustainability. Based on the Theory of Planned Behaviour (TPB), the influence of service quality and digital marketing on revisit intention can be explained through three main components. First, Attitude Toward Behaviour, reflected in brand image, where a positive brand image shapes consumers' positive attitudes toward revisit behaviour (Manyangara et al., 2023). Second, subjective norm, which in this context is influenced by digital marketing, as digital promotions and electronic word-of-mouth create social pressure and encouragement from the digital environment to revisit (Azhar et al., 2022). Third, perceived behavioural control, reflected in service quality, as good service quality increases consumers' confidence to revisit a destination (Manyangara et al., 2023). These three components collectively influence Behavioural Intention, namely revisit intention, which describes consumers' desire to revisit a destination or use its services in the future. The Theory of Planned Behaviour (TPB) developed by Ajzen (1991) is based on the assumption that individuals tend to behave rationally and consider the consequences of their actions before making decisions (Ajzen, 1991). Within this framework, attitudes toward behaviour (attitudes toward the experience of staying) are formed from positive evaluations that will drive behavioural intentions in the form of decisions to stay again.

Based on the dynamics and challenges faced by The Royal Pita Maha in maintaining its presence as a star-rated luxury hotel amid declining occupancy rates and increasing competition from alternative accommodations, this study is relevant for analysis using the TPB theory approach. This theory explains that intention is a primary predictor of actual behaviour, formed from three main components: attitude toward the behaviour, subjective norms, and perceived behavioural control. In the context of tourism and hospitality, the TPB has been widely used to analyze consumer intentions, including the intention to revisit a hotel. For example, a study applying the Theory of Planned Behaviour to consumer intentions to revisit a green hotel found that attitudes and perceived behavioural control had a significant positive effect on intention to revisit. At the same time, subjective norms were insignificant (Martha, Dharmmesta, 2018).

The TPB's perceived behavioural control reflects the extent to which an individual feels capable or in control of performing a behaviour. In the tourism context, good service quality increases consumer confidence in revisiting, as they perceive their experience as manageable and satisfying. This indicates that existing service quality and marketing strategies have not yet fully developed strong revisit intentions among guests. If the service received meets or even exceeds expectations, guests tend to be satisfied, loyal, and willing to return. Service quality is defined as the perfection of service provided by the service provider in meeting customer needs and desires, as well as the accuracy of delivery to match customer expectations. According to Halim et al. (2021), service quality is the extent to which customers' expectations of the service they receive differ from reality. Giantari (2016) emphasizes that service quality is the attitude and behaviour of the service provider in providing services in accordance with consumer needs, desires, and expectations.

Service quality is crucial for companies because it is a key factor in determining customer satisfaction, loyalty, and brand image. Furthermore, high service quality can reduce customer complaints, reduce correction costs, and generate positive word-of-mouth, which directly impacts the reputation and sustainability of a company like The Royal Pita Maha. This means that if a hotel is able to deliver service that meets guest expectations, it will significantly increase the opportunity to create positive experiences and build loyalty, as seen in The Royal Pita Maha Ubud. As one of Bali's luxury resorts embracing Ubud's unique culture and natural surroundings, The Royal Pita Maha faces the challenge of maintaining high service standards to meet the expectations of both domestic and international tourists.

Evaluating service quality at The Royal Pita Maha Ubud is crucial to ensuring a consistent, satisfying, and sustainable guest experience amidst the increasingly competitive Balinese hospitality industry. Oktariani and Chan (2024) found that service quality had no direct influence on revisit intention at the Pantan Terong tourist destination in Central Aceh, but had a significant effect when mediated by destination image. This aligns with the findings of Siswara and Abror (2023), who stated that service quality has no direct influence on revisit intention unless it is mediated by customer satisfaction.

Subjective norms, according to the Theory of Planned Behaviour, refer to an individual's perception of social pressure or expectations from the surrounding environment regarding certain behaviours. Digital marketing and e-WOM

(electronic word-of-mouth) play a crucial role in shaping these social norms. Digital marketing encompasses all marketing activities that utilise digital technology and the internet, such as social media, websites, email marketing, search engine optimisation (SEO), and online booking platforms.

For a star-rated hotel like The Royal Pita Maha Ubud, implementing the right digital marketing strategy can strengthen brand appeal through high-quality visual content, positive customer reviews, and collaborations with influencers or travel bloggers. The use of a user-friendly online booking system and integration with OTA (Online Travel Agent) platforms like Booking.com or Agoda are also crucial components in building a seamless and efficient customer experience. Based on observations at The Royal Pita Maha Ubud, several challenges were identified in the implementation of the digital marketing strategy.

On the other hand, the visual appearance and promotional narrative on several digital channels are also not optimal in highlighting the unique stay experience, which is the main attraction of The Royal Pita Maha. Integration with OTA platforms is available, but limitations remain in managing customer reviews and maximising the utilisation of paid promotional features. This situation indicates that the implemented digital marketing strategy is not yet optimal and has the potential to impact promotional effectiveness and guest revisit intentions. Research by Ighomereho et al. (2022) shows that e-service quality dimensions such as reliability, security, personalization, and responsiveness significantly influence perceptions of service quality in the digital environment. Digital marketing plays a role not only in promotion but also as an integral part of efforts to improve service quality and customer satisfaction in the luxury hotel business.

Research by Dewi et al. (2022) shows that digital marketing has a positive effect on tourists' intention to return to a particular destination. Irawan and Dewi (2024) found that digital marketing influences brand image and indirectly increases tourists' decisions to revisit Wapa di Ume Resort Ubud. Pradnyani (2024) stated that promotion through social media as part of digital marketing has a significant influence on Generation Z's revisit intentions in the hospitality sector.

According to Kotler & Keller (2016), brand image is a consumer's perception of a brand formed from their experiences, impressions, and interactions with the brand. A positive brand image strengthens the customer's emotional connection, thereby increasing revisit intention. Brand image plays a role in bridging the relationship between service quality and digital marketing on traveller decisions. Research by Lien et al. (2015) revealed that brand image, price perception, and perceived value directly influence online hotel booking intentions. Effective digital marketing can increase brand visibility and positive customer reviews, which in turn impacts increased stay intention (Xie & Chen, 2018).

Based on the above description, such as phenomena, problems, and influences between variables in empirical studies, in this research study, the influence of service quality and digital marketing on revisit intention with brand image as a mediating variable at The Royal Pita Maha Ubud was examined. The formulation of the hypothesis proposed in this study is H1: Service quality has a significant and positive effect on brand image. H2: Digital marketing has a significant and positive effect on brand image, H3: Service quality has a significant and positive effect on revisit intention, H4: Digital marketing has a significant and positive effect on revisit intention, H5: Brand image has a significant and positive effect on revisit intention, H6: Brand image mediates the effect of service quality on revisit intention, H7: Brand image mediates the effect of digital marketing on revisit intention.

2. Research methods

The location of this research is The Royal Pita Maha, located in Kedewatan Village, Ubud District, Gianyar Regency, Bali. This location was chosen because it aligns with the main topic of this study, which is revisit intention. Based on the predetermined variables, brand image mediates the influence of service quality and digital marketing on revisit intention.

Table 2 Identification of Research Variables

Variables	Indicators	Sources
Revisit Intention	Intention to visit soon	Ashfaq *et al.*, 2025; Muhammad *et al.*, 2025; Viet, 2019
	Willingness to recommend	
	Satisfaction with services and facilities	
	Smart service interaction experience (SSIE)	

	Tourist experience Cultural contact & destination appeal Risk perception & positive emotions	
Service Quality *Tangible (X$_{1.1}$)* *Reliability (X$_{1.2}$)* *Responsiveness (X$_{1.3}$)* *Assurance (X$_{1.4}$)* *Emphathy (X$_{1.5}$)*	*Tangible (X$_{1.1}$)* 1) Hotel facilities are clean 2) Staff appearance is neat Reliability 3) Service follows procedures Responsiveness 4) Staff are very responsive Assurance 5) Staff provide a sense of security Empathy 6) Staff provide personalized service 7) Staff communicate in a friendly manner	Parasuraman *et al.*, 1985; Anggriana *et al.*, 2017; Tjiptono, 2014
Brand Image	*Recognition* *Reputation* *Affinity* *Loyalty* *Brand association* *Corporate social responsibility (CSR)* *Brand experience*	Maulana, 2025; Latif, 2022

Source: Processed Data 2025

The population of this study is all guests who have stayed at The Royal Pita Maha in 2024, the number of which is not known for certain. This study uses a total of 28 indicators from all variables studied, so ideally, in this study, using 28 x 5 = 140 respondents to 28 x 100 = 280 respondents. So this study used 280 guests at The Royal Pita Maha as a sample. Sampling used a non-probability sampling method with a purposive sampling technique of 280 guests. The data collection technique using a questionnaire based on the results of the validity test shows that all research variable instruments in the form of service quality, digital marketing, brand image, and revisit intention have met the validity test requirements, where the Pearson correlation score of each instrument is above 0.3, so the instrument is suitable for use as a measuring tool for these variables. The reliability test on each variable, namely service quality, digital marketing, brand image, and revisit intention, is above 0.70 as shown in the results of Cronbach's Alpha, so it can be said that all instruments have met the reliability requirements. This study used Structural Equation Modelling (SEM) with a Partial Least Squares (PLS) approach. There are two types of SEM: covariance-based and variance-based. CB-SEM is used to confirm (or reject) the theory.

3. Result and discussion

The results of the outer loading test measure convergent validity for all indicators used in this study. Based on the test results, all indicators had loading factor values above 0.50, supported by t-statistics > 1.96 and p-values < 0.05. Thus, it can be concluded that all indicators in this study met the criteria for convergent validity and were declared valid in representing the constructs they measured. For the revisit intention variable (Y), all indicators (Y1–Y7) had outer loading values above 0.60. Indicator Y5 showed the highest outer loading value, at 0.793, indicating that this indicator is the strongest in reflecting guests' intention to revisit The Royal Pita Maha. This indicates that the aspect measured by indicator Y5 has the greatest contribution in shaping respondents' revisit intentions.

For the service quality variable (X1), indicator X1.2 had the highest outer loading value, at 0.762, indicating that this indicator is the strongest in representing the service quality of The Royal Pita Maha according to guests' perceptions. These findings confirm that the service dimension measured by indicator X1.2 is a crucial aspect in shaping overall perceptions of service quality. Furthermore, for the digital marketing variable (X2), indicator X2.5 has the highest outer loading value, at 0.816, indicating that it best reflects the effectiveness of The Royal Pita Maha's digital marketing. This suggests that the quality of digital content and information delivered through digital media plays a dominant role in shaping respondents' perceptions of digital marketing.

For the brand image variable (M), indicator M6 has the highest outer loading value, at 0.768, indicating that it most strongly reflects The Royal Pita Maha's brand image in the minds of guests. These findings indicate that the aspect measured by indicator M6 contributes the most to building overall brand image perceptions. Overall, the results of the

outer loading test indicate that all indicators in the service quality, digital marketing, brand image, and revisit intention variables meet convergent validity requirements. Therefore, the research instrument used is deemed valid and suitable for proceeding to the structural model testing (inner model) and hypothesis testing stages in this study. Based on the results of the outer loading test in Table 5.6, most indicators have met the criteria of convergent validity with loading factor values above 0.50. They are supported by t-statistic values > 1.96 and p-values < 0.05. However, there are several indicators that have relatively lower outer loading values compared to other indicators, namely indicator X1.7 in the service quality variable, indicator X2.1 in the digital marketing variable, indicators M3 and M4 in the brand image variable, and indicator Y1 in the revisit intention variable.

The correlation between the revisit intention indicator (Y) and its own construct is higher than the correlation between the indicator and the service quality (X1), digital marketing (X2), and brand image (M) constructs. This indicates that each indicator is able to represent the revisit intention variable more strongly than the other variables. Furthermore, for the service quality variable (X1), all indicators have the highest correlation value with the service quality construct compared to their correlations with revisit intention (Y), digital marketing (X2), and brand image (M). This confirms that the service quality indicators have good discriminatory power. The digital marketing variable (X2) also shows a higher cross-loading value for each indicator on the digital marketing construct compared to the other constructs, allowing the indicator to clearly distinguish the influence of digital marketing activities on other variables in the model.

Similarly, for the brand image variable (M), all indicators have the highest correlation with the brand image construct compared to their correlations with revisit intention (Y), service quality (X1), and digital marketing (X2). Based on these results, all indicators within each construct have a higher cross-loading value on their own construct compared to other constructs. Therefore, all indicators in this study have met the criteria for discriminant validity, thus declaring the research instrument valid and suitable for further testing of the structural model.

Table 3 Average Variance Extracted Value

Research Table	AVE
Revisit Intention (Y)	0,780
Service Quality (X₁)	0,752
Digital Marekting (X₂)	0,848
Brand Image (M)	0,760

Source: data processed in 2025

An AVE value of ≥ 0.5 indicates that the construct has good convergent validity. This means that at least 50% of the variance in the indicators can be explained by the construct being measured. Meanwhile, an AVE value < 0.5 indicates low convergent validity, meaning the indicators may not adequately represent the construct. Table 5.8 shows that all variables have AVE values greater than 0.50, indicating acceptable convergent validity and a good model.

Table 4 Heterotrait-monotrait ratio (HTMT**)**

| Variable Pairs	Heterotrait-Monotrait Ratio (HTMT)
Digital Marketing (X2) <-> Brand Image (M)	0,866
Revisit Intention (Y) <-> Brand Image (M)	0,860
Revisit Intention (Y) <-> Digital Marketing (X2)	0,830
Service Quality (X1) <-> Brand Image (M)	0,857
Service Quality (X1) <-> Digital Marketing (X2)	0,861
Service Quality (X1) <-> Revisit Intention (Y)	0,843

Source: data processed in 2025

Based on the data in Table 4, it can be seen that all variables have HTMT values below 0.90. This indicates that all pairs of variables have achieved discriminant validity.

Table 5 Composite Reliability

Variables	*Composite reliability*	*Cronbach's alpha*	Information
Revisit Intention (Y)	0,955	0,944	Reliable
Service Quality (X₁)	0,948	0,934	Reliable
Digital Marketing (X₂)	0,971	0,964	Reliable
Brand Image (M)	0,941	0,921	Reliable

Source: data processed in 2025

Based on the results of the reliability test conducted through the Composite Reliability and Cronbach's Alpha values, all variables in this study showed a good level of internal consistency. A variable is declared reliable if it has a Cronbach's Alpha value above 0.70 and a Composite Reliability value of more than 0.70. The test results show that the four research variables, namely revisit intention (Y), service quality (X1), digital marketing (X2), and brand image (M), have met both criteria that all variables passed the reliability test or in other words, the variables have good reliability.
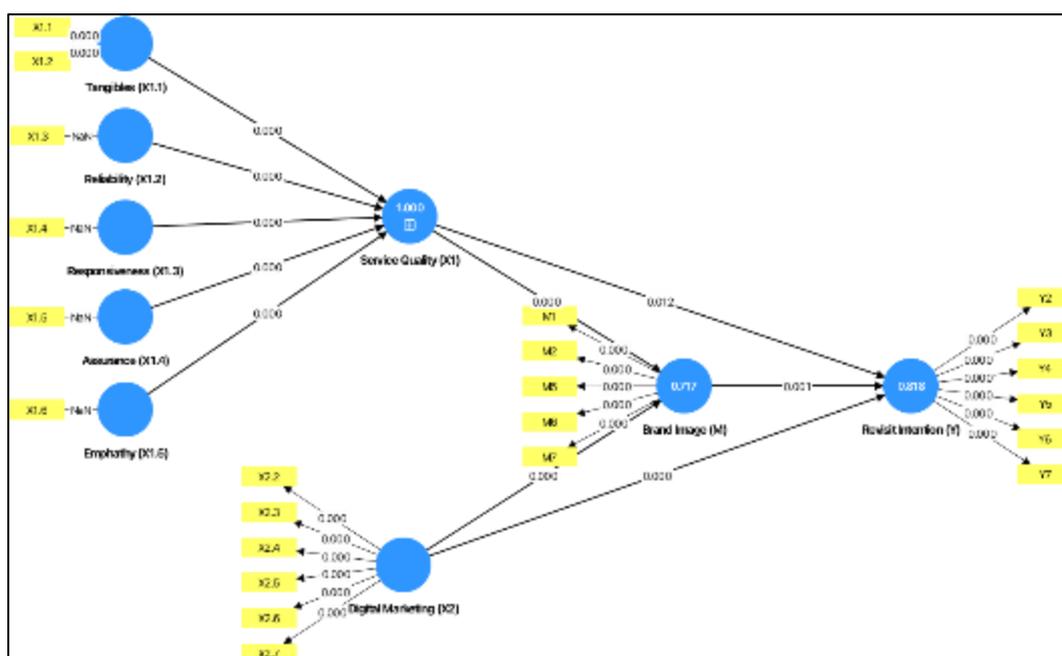
Source: data processed in 2025

Figure 2 Inner Model with Bootstrapping

Figure 2 shows that all p-values are less than 0.05, which means that all dimensions of the calculation results with indicators have a substantial and significant relationship with their respective latent variables.

Tabel 6 R-square

Variables	R-square	R-square adjusted
Revisit Intention (Y)	0,819	0,817
Brand Image (M)	0,717	0,715

Source: data processed in 2025

Table 6 shows that the R-square value for the revisit intention variable (Y) is 0.819, with an adjusted R-square value of 0.817. These results indicate that 81.9 per cent of the variation in revisit intention of The Royal Pita Maha guests can be explained by the service quality (X1), digital marketing (X2), and brand image (M) variables used in the research model. Meanwhile, 18.1 percent of the variation in revisit intention is influenced by factors outside the research model. Furthermore, the brand image variable (M) has an R-square value of 0.717, with an adjusted R-square value of 0.715.

This indicates that 71.7 percent of the variation in brand image can be explained by the service quality (X1) and digital marketing (X2) variables, while the remaining percentage is influenced by other variables outside the research model.

Based on the calculation results, the Q^2 value was 0.949, indicating that the research model has predictive relevance, although it is classified as low to moderate. This means that 94.9 percent of the variation in endogenous constructs, namely brand image and revisit intention of The Royal Pita Maha guests, can be predicted by the research model involving service quality, digital marketing, and brand image. In comparison, the remaining 4.1 percent of the variation is explained by other factors outside the research model.

Table 7 Hypothesis Testing Results

Hypothesis	Correlation Coefficient	*p value*	Info.
Direct Influence			
Service Quality (X₁) -> Brand Image (M)	0,396	0,000	Significant
Digital Marketing (X₂) -> Brand Image (M)	0,491	0,000	Significant
Service Quality (X₁) -> Revisit Intention (Y)	0,133	0,011	Significant
Digital Marketing (X₂) -> Revisit Intention (Y)	0,638	0,000	Significant
Brand Image (M) -> Revisit Intention (Y)	0,177	0,001	Significant
Indirect Influence			
Service Quality (X₁) -> Brand Image (M) -> Revisit Intention (Y)	0,070	0.001	Significant
Digital Marketing (X₂) -> Brand Image (M) -> Revisit Intention (Y)	0,087	0.004	Significant

Source: data processed in 2025

The results of the hypothesis testing in this study indicate that service quality has a positive and significant effect on brand image, so the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected. This is proven by the test results, which show that the effect of service quality (X1) on brand image (M) has a path coefficient of 0.396 with a p-value of 0.000, which is smaller than the significance level of 0.05. This finding indicates that a significant increase in service quality can strengthen the brand image of The Royal Pita Maha in the minds of guests. The findings of this study are in line with the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991), which states that an individual's attitude towards an object is formed from the evaluation of experiences felt directly. Good service quality will shape a positive attitude of guests towards the hotel brand. Empirically, the results of this study are consistent with various previous studies that emphasise the importance of service quality in building brand image in the hotel industry. Karta et al. (2023) and Febriansyah and Riski (2024) found that service quality has a significant effect on brand image in the hospitality sector. Research by Pangkerego et al. (2023), Triono and Khalid (2023), Wahyudi et al. (2023), Pujana et al. (2024), Yusuf and Roslan (2024), Rahadi (2024), and Erpurini (2025) also shows that consistent service quality is the primary foundation for building and maintaining a strong, competitive, and sustainable hotel brand image.

The results of the hypothesis testing in this study indicate that digital marketing has a positive and significant effect on brand image, thus accepting the alternative hypothesis (Ha) and rejecting the null hypothesis (Ho). This is evidenced by the test results in Table 7, which show that the effect of digital marketing (X2) on brand image (M) has a path coefficient of 0.491 with a p-value of 0.000, which is lower than the 0.05 significance level. These findings indicate that the digital marketing strategy implemented by The Royal Pita Maha plays a significant role in shaping and strengthening the hotel's brand image in the minds of consumers. Theoretically, the results of this study align with the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991), which states that an individual's attitude toward an object is formed through the evaluation of information and experiences received. Digital marketing, information conveyed through digital media, will shape consumer attitudes toward hotel brands. Empirically, the findings of this study are consistent with various previous studies that state that digital marketing has a significant influence on brand image. Santoso (2023) found that digital marketing has a positive and significant effect on brand image in the tourism sector. Irawan and Dewi (2024) also showed that digital marketing contributes to shaping brand image and acts as a mediating variable in tourist decisions at Wapa di Ume Resort Ubud. Research by Pradnyani (2024) confirmed that social media marketing as part of digital marketing has a significant influence on brand image and purchasing interest of Generation Z in the hospitality industry.

Results: The results of the hypothesis testing indicate that service quality has a positive and significant effect on revisit intention, so the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected. This is shown in Table 7, where the effect of service quality (X1) on revisit intention (Y) has a path coefficient of 0.133 with a p-value of 0.011 (<0.05). This finding indicates that the higher the service quality perceived by consumers, the greater their tendency to revisit The Royal Pita Maha. The meaning of this finding is that service dimensions such as tangibles, reliability, responsiveness, assurance, and empathy are the main determinants of guest experience during their stay. Responsive, friendly, and consistent service creates a positive emotional experience, shaping consumer satisfaction and trust in the quality of the hotel. When guests feel personally cared for, from the welcome upon arrival, the cleanliness of the facilities, the quality of staff interactions, to the accuracy of service, they are encouraged to return because they feel appreciated and receive a commensurate experience. Theoretically, the results of this study are in line with the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991). In the hospitality industry, service quality is a key stimulus shaping cognitive and affective evaluations, thus creating a drive to return and recommend the hotel to others. Empirically, this finding is consistent with previous research showing that service quality is a strong determinant of revisit intention. Prabowo (2023) found that service quality significantly influenced revisit intention in luxury resort hotels. Mulyani and Putra (2024) also stated that the quality of staff interactions and the comfort of facilities were key factors in increasing repeat visits by hotel guests in Ubud. Research by Wulandari (2022) confirmed that empathy and responsiveness significantly contribute to creating memorable guest experiences and encouraging repeat loyalty. However, Setiawan (2023) found that service quality did not directly influence revisit intention without being mediated by customer satisfaction, suggesting that service quality can have an indirect relationship in certain contexts.

The results of the hypothesis testing in this study indicate that digital marketing has a positive and significant effect on revisit intention, thus accepting the alternative hypothesis (Ha) and rejecting the null hypothesis (Ho). This is evidenced by the test results, which show that the influence of digital marketing (X2) on revisit intention (Y) has a path coefficient of 0.638 with a p-value of 0.000, which is smaller than the 0.05 significance level. This finding indicates that the more effective the digital marketing strategy implemented by The Royal Pita Maha, the higher the guests' intention to stay again. Theoretically, the results of this study are in line with the Theory of Planned Behaviour (TPB), which states that attitudes toward the behaviour, subjective norms, and perceived behavioural control influence an individual's intention to perform a behaviour. Empirically, the findings of this study are consistent with various previous studies. Auditya (2024) found that digital marketing significantly influences repurchase intention among GrabFood service users, which is conceptually similar to revisit intention. Jaya (2020) also emphasised that promotional elements in the hotel marketing mix, which are mostly carried out through digital media, have a positive and significant effect on hotel guests' revisit intention. In the tourism sector, Azizah (2020) found that digital marketing has a significant influence on the intention to revisit and tourist satisfaction.

The results of the hypothesis testing in this study indicate that brand image has a positive and significant effect on revisit intention, so the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected. The test results prove this. The effect of brand image (M) on revisit intention (Y) has a path coefficient of 0.177 with a p-value of 0.001, which is smaller than the 0.05 significance level. This finding indicates that the more positive the brand image of The Royal Pita Maha, the higher the guests' intention to revisit. Empirically, the results of this study are in line with various previous studies. Sornsaruht (2024), Lin (2024), and Jiménez (2025) found that positive hotel and destination images can increase emotional attachment and happiness of tourists, which ultimately encourages revisit intention. Atmaja (2024), Dhewi (2024), and Zulfiqar (2024) also emphasised that brand image plays an important role in increasing revisit intention, both directly and through mediating variables such as satisfaction, experience, and emotional attachment. Based on the results of statistical tests, a review of the Theory of Planned Behaviour, and empirical findings from previous research, it can be concluded that brand image has a positive and significant effect on revisit intention among guests at The Royal Pita Maha. Therefore, the hypothesis stating that brand image has a positive and significant effect on revisit intention is accepted.

The results of the mediation hypothesis testing in this study indicate that brand image mediates the effect of service quality on revisit intention. Therefore, the alternative hypothesis (Ha) is accepted, and the null hypothesis (H0) is rejected. This is evidenced by the results of the indirect effect test in Table 7, which shows that the effect of service quality (X1) on revisit intention (Y) through brand image (M) has a coefficient of 0.070 with a p-value of 0.001, which is less than the 0.05 level of significance. Therefore, brand image plays a significant mediating role in the relationship between service quality and revisit intention among guests at The Royal Pita Maha. This finding suggests that service quality not only directly influences revisit intention but also indirectly influences it through the formation of a positive brand image. Guests' service experiences, such as the quality of interactions with staff, the comfort of facilities, prompt service, and personal attention, shape positive perceptions of The Royal Pita Maha's image. These perceptions further strengthen guests' beliefs and positive attitudes, thereby increasing their intention to return. This confirms that brand image serves as a cognitive pathway that bridges the influence of service quality on revisit behaviour. These results are

also supported by the evaluation of the measurement model, which shows that all research constructs have met the criteria for convergent validity. All indicators of service quality, brand image, and revisit intention have outer loading values above 0.70. In the service quality variable, indicator X1.6 has the highest outer loading value of 0.899, indicating that this service dimension is the most dominant in representing the service quality of The Royal Pita Maha. In the brand image variable, indicator M6 has the highest outer loading value of 0.898, while in the revisit intention variable, indicator Y5 has the highest value of 0.924. These findings indicate that significant mediation results are supported by good-quality and reliable measurement instruments. From the perspective of the Theory of Planned Behaviour (TPB), an individual's intention to act is influenced by attitudes, subjective norms, and perceived behavioural control. Service quality shapes a positive guest experience, which then strengthens attitudes and evaluations of the hotel brand. The brand image formed from this service experience acts as a psychological mechanism that strengthens the guest's intention to return. Thus, the results of this study align with the TPB mechanism, where positive attitudes formed through perceptions of service quality and brand image jointly drive revisit intention. Empirically, the findings of this study are consistent with various previous studies. Manyangara (2023) and Dewi (2024) found that service quality shapes positive perceptions of a destination or brand, which subsequently increases revisit intention. Ramba (2025) and Waqas (2025) also emphasised that brand image plays a crucial mediator in strengthening the influence of service quality on consumer loyalty and behavioural intentions.

The results of the mediation hypothesis testing in this study indicate that brand image is unable to mediate the influence of digital marketing on revisit intention, so the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This is proven by the results of the indirect effect test, which shows that the influence of digital marketing (X2) on revisit intention (Y) through brand image (M) has a coefficient of 0.087 with a p-value of 0.004, which is smaller than the 0.05 significance level. Thus, brand image plays a mediating role in the relationship between digital marketing and revisit intention of The Royal Pita Maha guests. Viewed from the perspective of the Theory of Planned Behaviour (TPB), an individual's intention to act is influenced by attitudes, subjective norms, and perceived behavioural control. In the context of this study, digital marketing shapes positive consumer attitudes through the creation of a strong brand image. A positive brand image strengthens consumers' beliefs and evaluations of the hotel, thereby increasing the tendency for repeat visits. Thus, the results of this study are in line with the TPB mechanism, where attitudes formed through the perception of brand image become an important pathway in shaping revisit intention. Empirically, the findings of this study align with various previous studies. Dewanti (2024), Fazri and Evanita (2025), Wilopo (2025), and Kaur (2024) demonstrated that digital marketing activities can build a positive brand image, which in turn increases repurchase or revisit intentions. Chang (2025), Ramaditya (2024), Ramadan (2024), Hendraningrum (2025), and Jimenez-García et al. (2025) also emphasised that brand image plays a crucial role in connecting digital marketing strategies and consumer behaviour.

4. Conclusion

Based on the research results and discussions, the conclusions of this study are as follows: Service quality has a positive and significant effect on The Royal Pita Maha's brand image. Digital marketing has a positive and significant effect on The Royal Pita Maha's brand image. Service quality has a positive and significant effect on revisit intention. Digital marketing has a positive and significant effect on revisit intention. Brand image has a significant effect on revisit intention. These findings indicate that a positive brand image can directly drive guest intention to stay again. Brand image can mediate the effect of service quality on revisit intention. This indicates that service quality not only directly influences revisit intention but also forms a positive brand image, which further strengthens the influence of service quality on guest revisit intention. Brand image can mediate the effect of digital marketing on revisit intention. These findings indicate that effective digital marketing activities can build a positive brand image, which then acts as an intermediary mechanism in increasing guest revisit intention at The Royal Pita Maha.

Based on the conclusions of the research, the following recommendations can be made: management needs to maintain and improve the consistency of service quality, particularly in aspects most dominant in guest perceptions, such as staff professionalism, personal attention, and comfortable facilities; The Royal Pita Maha needs to optimize its digital marketing content by displaying accurate information, authentic visuals, and a stay experience that matches real-world conditions; management needs to consistently manage its brand image because brand image has been proven to have a direct impact on revisit intention and also acts as a mediator between service quality and digital marketing on revisit intention.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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