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The determinants of service quality on revisit intention: The mediating role of customer satisfaction (A Case Study of Villa Milano)

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Abstract

The competition in the accommodation industry in Seminyak, Bali requires villa management to provide high Service Quality in order to increase guest Satisfaction and Revisit Intention. Villa Milano, as one of the villa accommodations in the Batu Belig area, needs to maintain Service Quality to sustain guest loyalty amid increasingly competitive tourism industry conditions. This study aims to analyze the effect of Service Quality on Revisit Intention through guest Satisfaction at Villa Milano. This research used a quantitative approach with data collection conducted through questionnaires distributed to 188 respondents who had stayed at Villa Milano. The sampling technique used purposive sampling, while data analysis employed Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS software. The results showed that Service Quality had a positive and significant effect on guest Satisfaction. Service Quality also had a positive and significant effect on guests' Revisit Intention. In addition, Satisfaction had a positive and significant effect on Revisit Intention. The findings further revealed that Satisfaction was able to mediate the effect of Service Quality on Revisit Intention positively and significantly. The results indicate that better Service Quality can increase guest Satisfaction, which subsequently encourages guests' intention to revisit Villa Milano. Therefore, Villa Milano needs to consistently maintain and improve its Service Quality in order to sustain guest Satisfaction and Revisit Intention.

Keywords: Service Quality; Satisfaction; Revisit Intention

1. Introduction

Bali's tourism industry is currently in a recovery phase, which has reignited competition among service providers, particularly within the accommodation sector. As one of the world's leading tourist destinations, Bali experiences intense competition among accommodation businesses, while digital platforms increasingly influence tourists' expectations before arrival through publicly available reviews and reputational information (Lamopia & Nindya, 2023). Tourists frequently rely on online reviews and ratings when deciding whether to book accommodation, making service quality a critical factor in attracting and retaining guests (Sanjiwani & Da Costa, 2024).

A widely adopted framework for measuring service quality is the SERVQUAL model, which categorizes service quality into five key dimensions. The Tangibles dimension refers to the physical condition, cleanliness, completeness of facilities, and overall appearance of the property that can be directly observed by guests. The Reliability dimension reflects the service provider's ability to deliver promised services consistently and accurately. The Responsiveness dimension describes the willingness and promptness of staff in assisting guests and resolving complaints. Meanwhile, the Assurance and Empathy dimensions represent the ability to instill a sense of trust and security through competence and integrity, as well as providing personalized attention that demonstrates concern for individual guest needs (Liu et al., 2025).

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Such post-visit behavior is reflected in Revisit Intention, which serves as an important indicator of tourist loyalty. Tourist loyalty is particularly relevant because it contributes to business sustainability through repeat visits and positive word-of-mouth recommendations. This relationship highlights the academic importance of examining the links between Service Quality, Customer Satisfaction, and Revisit Intention in a systematic manner to better understand customer behavior within the hospitality industry (Liu et al., 2025).

Table 1 Monthly Domestic Tourist Arrivals in Bali (2021-2025)

Month	Year				
	2021	2022	2023	2024	2025
January	282.248	527.447	720.164	774.529	902.688
February	240.608	389.690	629.282	726.744	686.283
March	305.579	547.726	665.751	612.742	633.380
April	330.593	500.740	900.880	1.124.781	1.127.649
May	363.959	960.692	943.713	852.253	774.930
June	498.852	753.907	883.793	898.335	902.879
July	166.718	784.205	898.260	926.975	800.121
August	202.187	659.567	712.860	853.713	770.278
September	298.950	622.068	755.293	856.370	763.690
October	468.826	718.066	813.745	828.647	652.753
November	513.482	657.949	749.268	724.560	718.679
December	629.590	930.917	1.204.902	941.137	879.181
Bali	4.301.592	8.052.974	9.877.911	10.120.786	9.612.511

Source: Bali Central Statistics Agency, 2025

Based on the data on domestic tourist arrivals to Bali presented in Table 1, the number of visitors has shown a substantial increase over the past several years. In 2021, domestic tourist arrivals were recorded at 4,301,592 visitors. This figure increased to 8,052,974 visitors in 2022 and further rose to 9,877,911 visitors in 2023. The upward trend continued in 2024, with total arrivals reaching 10,120,786 visitors. Meanwhile, in 2025, the number of domestic tourist arrivals was recorded at 9,612,511 visitors, representing a slight decline compared to the previous year, although the figure remained relatively high.

The accommodation sector is one of the most important subsectors within the tourism industry, as it supports tourist activities during their stay at a destination. The continuous growth in tourist arrivals has increased the demand for comfortable and high-quality accommodation. Furthermore, recent tourism trends indicate that tourists are not only seeking a place to stay but are also looking for more private and personalized lodging experiences (Tajjedini et al., 2026).

As a result, residential-based accommodations such as villas have become increasingly popular because they offer more spacious environments, greater privacy, and more comprehensive facilities compared to conventional accommodation types. Tourists who choose to stay in villas generally have specific expectations regarding the facilities and service quality provided during their stay. Therefore, service quality and facility attributes play a crucial role in shaping tourist satisfaction (Lusiyana, 2021).

The development of villa accommodations in Bali can be observed across various tourism areas, one of which is Seminyak, located in Badung Regency. Seminyak is recognized as one of Bali's most popular tourist destinations, offering a wide range of tourism-supporting facilities, including beaches, restaurants, entertainment venues, and shopping centers. The high level of tourism activity in the area is reflected in its relatively high accommodation occupancy rates, which are estimated to range between 80% and 85%, with villa rental rates ranging from IDR 2 million to IDR 6 million per night (PT. Coastal Grand Villas Seminyak, 2025).

These conditions indicate a strong demand for accommodation in Seminyak, which has encouraged the growth of various lodging types, particularly villas. Seminyak is widely recognized as one of Bali's premier tourism destinations and is known as a premium tourism area characterized by the dominance of villa accommodations. Table 2 presents a comparison of the number of villa and hotel accommodations in Seminyak.

Table 2 Comparison of the Number of Villas and Hotels in Seminyak

Type of Accommodation	Estimated Number in Seminyak	Source
Villas	±1.204–1.309 unit	Traveloka
Independent hotels	±136 hotel	Hotel Chain List
Chain/International hotels	±25 hotel	Hotel Chain Data
Total hotels (estimated)	±160-an hotel	Combined
Airbnb/STR listings	±1.634 listing aktif	AirdROID 2026

Source: Traveloka, Hotel Chain List, and Air ROI (2026)

Table 2 shows the estimated number of accommodations in Seminyak, Bali. Villas dominate the number of accommodations compared to hotels. Based on data from Traveloka, HotelChains, and AirROI (2026), the number of villas in Seminyak is estimated to reach approximately 1,204–1,309 units. This figure is significantly higher than the number of independent hotels, which only number approximately 136 units, and the number of chain/international hotels, which number approximately 25 units. Combined, the total number of hotels in the Seminyak area is only around 160 units. Meanwhile, the number of active Airbnb/STR listings is recorded at approximately 1,634 units.

This comparison shows that villas/private rentals in Seminyak are approximately 7–8 times more numerous than hotels. This situation confirms that Seminyak is developing as a tourism destination synonymous with private villas, in line with the preferences of international tourists, particularly from Australia and Europe, as well as families who prioritize privacy and comfort. The dominance of villas in Seminyak reflects a unique tourism phenomenon that is relevant to research, especially in the context of the shift in accommodation trends from conventional hotels to more exclusive private accommodations.

The high number of tourist visits and competition among accommodation providers in the Seminyak area make service quality a crucial factor in attracting and retaining tourists. In this competitive environment, accommodation managers are required to provide high-quality service to create a satisfying stay experience for tourists. This context is relevant for the study of one of the villa accommodations in the Batu Belig area, namely Villa Milano, managed by PT. Coastal Grand Villas Seminyak.

This villa context is relevant for the study of Villa Milano, managed by PT. Coastal Grand Villas Seminyak, with the research focus remaining on the Villa Milano unit as the primary object. This relevance is based on empirical evidence that Villa Milano, as part of the company's portfolio, exhibited service quality issues, reflected in the high number of negative reviews in the 2024–2025 period, indicating a mismatch between guest expectations and the actual experience. This situation is crucial because inconsistent service quality has the potential to reduce guest satisfaction, ultimately impacting revisit intention, even though increasing revisit intention is one of the company's primary targets for maintaining guest loyalty. Thus, this issue indicates the need for further analysis of the relationship between Service Quality, Satisfaction, and Revisit Intention at Villa Milano. This issue can also be seen in the company's operational data, particularly the fluctuation in the number of reservations at Villa Milano during the 2022–2025 period.

Based on Table 3, which presents the total reservation data for Villa Milano from 2022 to 2025, the number of reservations exhibited a fluctuating trend with an overall decline across the observed period. In 2022, Villa Milano recorded a total of 87 reservations. This figure decreased to 71 reservations in 2023. Although a slight increase was observed in 2024, reaching 75 reservations, the number declined again in 2025 to 69 reservations. These findings indicate that Villa Milano's reservation performance has not been stable and has experienced decreases during several periods.

The fluctuation in reservation levels suggests challenges in maintaining tourists' interest in making repeat bookings. The decline in reservations may be attributed to increasing competition within the accommodation sector, shifts in tourist preferences, and the growing accessibility of information through digital platforms that allow potential guests to compare service quality and customer reviews across accommodation providers (Lamopia & Nindya, 2023). This

phenomenon is particularly important to examine because it is closely related to tourist satisfaction and revisit intention, referring to a tourist's willingness to return and make future bookings at Villa Milano. Therefore, the decline in reservation performance provides a relevant basis for investigating the factors influencing guests' revisit intention at Villa Milano.

Table 3 Total Reservation Data for Villa Milano (2022-2025)

Month	Total Reservations 2022	Total Reservations 2023	Total Reservations 2024	Total Reservations 2025
January	10	5	8	4
February	7	6	7	7
March	10	4	7	6
April	9	4	6	6
May	7	5	6	7
June	7	9	5	7
July	7	7	6	8
August	5	9	7	4
September	8	4	6	5
October	6	5	6	5
November	4	6	5	6
December	7	7	6	4
Total	87	71	75	69

Source: Villa Milano, 2025

Several guest reviews highlighted issues related to the Tangibles dimension, particularly concerning the physical facilities available at Villa Milano. Some reviews reported the presence of mold in certain areas, kitchens perceived as dirty and unpleasantly scented, and building conditions that appeared outdated and in need of maintenance. Other reviews mentioned limitations in facilities, including inadequate kitchen equipment, an insufficient number of lounge chairs relative to guest capacity, and swimming pool and bathroom conditions that required further attention. These findings indicate that the quality of physical facilities constitutes an important aspect of guests' accommodation experiences.

Regarding the Reliability dimension, several reviews indicated discrepancies between guests' expectations and the actual services received. Some guests stated that the villa conditions did not fully correspond to the photographs or descriptions presented on booking platforms. In addition, reports were made concerning malfunctioning facilities, including damaged water pumps and other amenities that did not function properly during the guests' stay. These observations suggest that service reliability represents a critical component of the guest experience.

Within the Responsiveness dimension, guest reviews highlighted concerns regarding staff responsiveness in delivering services. Several guests perceived that staff members were slow in responding to requests and addressing complaints during their stay. Furthermore, some reviews noted delays in housekeeping services and extended waiting times for problem resolution. These findings demonstrate that responsiveness is one of the service attributes receiving considerable attention from guests.

The Assurance dimension was also reflected in customer reviews, particularly regarding issues of security and trust. Some guests reported the loss of personal belongings during their stay and expressed concerns about the lack of clear resolution procedures from management, including delays in providing CCTV footage. In addition, several reviews mentioned unauthorized individuals entering the villa premises and insufficient monitoring of the property. These concerns indicate that safety and security assurance are important factors influencing guest perceptions.

With respect to the Empathy dimension, several reviews suggested limitations in the attention provided to guests' individual needs. Some guests indicated that no caretaker or dedicated personnel were available to assist them during their stay, while others experienced limited support when requiring assistance related to the villa's facilities. Furthermore, some reviews noted that communication between guests and management was not always conducted effectively. These findings imply that personalized attention and concern for guests' individual needs remain important aspects of service evaluation.

The expectation-disconfirmation process may vary among tourists depending on their experiences. Tourists whose experiences meet or exceed their expectations tend to provide positive evaluations, whereas those experiencing discrepancies between expectations and actual performance often express dissatisfaction through detailed complaints. Such variations emphasize the role of Service Quality as the primary stimulus influencing the confirmation or disconfirmation of expectations. In villa accommodations, where perceptions of physical evidence and service consistency are highly influential, inconsistent service quality may increase the likelihood of negative disconfirmation. Consequently, the relationship between Service Quality and Satisfaction remains highly relevant for further investigation in this study (Alqraini & Alasim, 2026).

Previous studies have demonstrated that the dimensions of Service Quality, including Tangibles, Reliability, Responsiveness, Assurance, and Empathy, have a positive and significant effect on customer satisfaction. These findings indicate that consistent service quality enhances customers' positive evaluations of their service experiences (Kong et al., 2025). Similar findings were reported by previous researchers, who identified service quality as a key determinant of guest satisfaction within the hospitality industry (Perdomo et al., 2024). Other studies further support this relationship by confirming that Service Quality directly influences Satisfaction in various service industry contexts. Therefore, empirical evidence consistently demonstrates a significant relationship between Service Quality and customer satisfaction (Han et al., 2025).

Recent studies suggest that tourist satisfaction functions not only as an evaluative outcome but also as a mediating mechanism through which service quality influences tourist loyalty. This indicates that improvements in service quality may not necessarily lead directly to revisit intention unless they first contribute to the formation of customer satisfaction (Seminari et al., 2024).

Although previous studies have established the relationships among Service Quality, Satisfaction, and Revisit Intention, most investigations have been conducted within the contexts of conventional hotels or general tourism destinations. Research specifically examining the determinants of Service Quality in private villa accommodations in Seminyak remains limited, particularly studies that simultaneously integrate the SERVQUAL model and Expectation Disconfirmation Theory. Furthermore, not all studies have examined the mediating role of Satisfaction in the relationship between Service Quality and Revisit Intention. Given that villa accommodations emphasize privacy, personalized services, and high expectations regarding physical evidence, this context presents unique dynamics that may differ from those observed in other accommodation types.

2. Research method

This study employed a quantitative approach with a causal associative research design. The research was conducted at Villa Milano, located at Gg. Jepun No. 2, Kerobokan Kelod, North Kuta District, Badung Regency, Bali 80361, Indonesia. The study examined the key variables influencing tourists' Revisit Intention toward Villa Milano. Service Quality was treated as the independent variable, while Tourist Satisfaction served as the mediating variable. The dependent variable was Revisit Intention, which refers to tourists' willingness to revisit or make repeat bookings following their previous stay.

The population of this study consisted of all tourists who had stayed at Villa Milano from its establishment until the time of the study (2021–2026), totaling 355 guests. The sampling technique employed was purposive sampling. From the population of 355 individuals, a total of 188 respondents were selected as the research sample. This study utilized a non-probability sampling method with a purposive sampling technique to ensure that respondents met the predetermined research criteria.

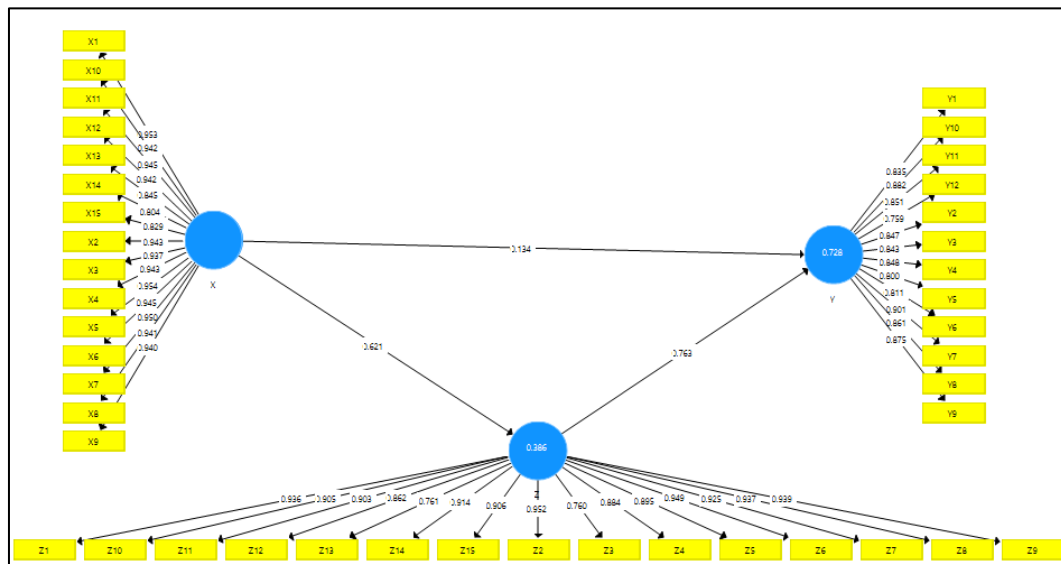
Data were collected through a structured questionnaire distributed to eligible respondents. The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. SEM-PLS was selected because it enables the simultaneous examination of complex relationships among latent variables, including both direct and indirect effects through mediating variables.

3. Results and discussion

3.1. Outer Model Evaluation

The outer model evaluation was conducted by examining the values of outer loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach’s Alpha for each construct included in the study. These assessments were performed to determine the validity and reliability of the measurement instruments before testing the structural relationships among the research variables.

The following section presents the results of the outer model evaluation based on the SEM-PLS analysis, including the assessment of convergent validity, discriminant validity, and construct reliability.



Source: Processed data, 2026

Figure 1 Outer Model

Based on Figure 1 above, it can be seen that the results of the outer model test indicate that most indicators in the Service Quality, Satisfaction, and Revisit Intention variables have outer loading values above 0.70. These results indicate that the indicators used in this study have met the criteria for convergent validity and are able to reflect the latent variables well. The outer loading values obtained indicate that each indicator has a strong relationship with the construct of the variable it represents. This condition indicates that the research instrument has been able to measure the Service Quality, Satisfaction, and Revisit Intention variables accurately and consistently. The test results indicate that all indicators in this study are declared valid and suitable for use for further analysis at the structural model testing stage.

Table 4 Fornell-Larcker Criterion

	<i>Service Quality (X)</i>	<i>Revisit Intention (Y)</i>	<i>Satisfaction (Z)</i>
<i>Service Quality (X)</i>	0.922		
<i>Revisit Intention (Y)</i>	0.608	0.844	
<i>Satisfaction (Z)</i>	0.621	0.847	0.897

Source: Processed data, 2026

Based on Table 5 above, it can be seen that the Fornell-Larcker Criterion value for each variable is higher than the correlation value with other variables. The Service Quality variable has a value of 0.922, the Revisit Intention variable has a value of 0.844, and the Satisfaction variable has a value of 0.897. These values are higher than the correlation values between variables, indicating that each variable has a good level of discrimination. These results indicate that each construct in the study is able to differentiate itself from other variable constructs appropriately. This condition

indicates that all variables in this study have met the discriminant validity criteria based on the Fornell-Larcker Criterion test.

Table 5 Internal Consistency Reliability Result

	Cronbach's Alpha	Composite Reliability (rho_A)	Composite Reliability (rho_C)	Ketetapan	Ket
Service Quality (X)	0.987	0.988	0.988	>0.7	Valid
Revisit Intention (Y)	0.964	0.972	0.967	>0.7	Valid
Satisfaction (Z)	0.982	0.986	0.984	>0.7	Valid

Source: Processed data, 2026

Based on Table 5 above, it can be seen that all variables in this study have Cronbach's Alpha, Composite Reliability (rho_A), and Composite Reliability (rho_C) values above the specified value of 0.70. The Service Quality variable obtained a Cronbach's Alpha value of 0.987, the Revisit Intention variable of 0.964, and the Satisfaction variable of 0.982. The Composite Reliability values obtained by each variable also showed results above 0.70, so all variables were declared reliable. These results indicate that the research instrument has a good level of internal consistency in measuring the research variables. This condition indicates that all constructs in this study have met the criteria for internal consistency reliability and are suitable for use in the next stage of analysis.

Table 6 R-Square result

	R Square	R Adjusted Square
Revisit Intention (Y)	0.728	0.725
Satisfaction (Z)	0.386	0.383

Source: Processed data, 2026

Based on Table 6 above, it can be seen that the Revisit Intention variable has an R-Square value of 0.728 and an Adjusted R-Square value of 0.725. These results indicate that the Revisit Intention variable can be explained by the Service Quality and Satisfaction variables by 72.8%, while the remaining 27.2% is explained by other variables outside the study. The Satisfaction variable has an R-Square value of 0.386 and an Adjusted R-Square value of 0.383. These results indicate that the Satisfaction variable can be explained by the Service Quality variable by 38.6%, while the remaining 61.4% is explained by other variables outside the study. These conditions indicate that the research model has a fairly good ability to explain the relationship between variables in this study.

Based on the results of the blindfolding test on the redundancy construct, the Q^2 predictive relevance value for the revisit intention variable was 0.478 and the satisfaction variable was 0.305. These values are greater than 0, indicating that the research model has good predictive ability. Therefore, the structural model in this study is considered to have predictive relevance and is able to explain the relationships between variables relevantly.

Table 7 Results of the Direct Influence Test between Variables

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis Status	f²
Service Quality (X) > Revisit Intention (Y)	0.134	2.060	0.040	Accepted	0.041
Service Quality (X) > Satisfaction (Z)	0.621	11.636	0.000	Accepted	0.628
Satisfaction (Z) > Revisit Intention (Y)	0.763	14.809	0.000	Accepted	1.316

Source: Processed data, 2026

3.2. The Effect of Service Quality on Revisit Intention

The effect of Service Quality (X) on Revisit Intention (Y) yielded an original sample coefficient of 0.134, with a t-statistic value of 2.060 and a p-value of 0.040 (< 0.05). These results indicate that Service Quality has a positive and significant effect on Revisit Intention; therefore, the hypothesis is supported. The effect size (f^2) was 0.041, which falls into the small effect category. According to Cohen's (1988) criteria, an f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. Thus, although statistically significant, the influence of Service Quality on Revisit Intention can be considered relatively weak.

The findings are consistent with previous research by Novad and Hendrawan (2024), which identified service quality as a key factor influencing customer satisfaction within the service industry. From a theoretical perspective, these findings support the Service Quality model proposed by Parasuraman et al. (1988), which conceptualizes service quality through five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The results suggest that improvements in these service dimensions contribute positively to tourists' intentions to revisit Villa Milano, although the magnitude of the direct effect remains limited.

3.3. The Effect of Service Quality on Satisfaction

The effect of Service Quality (X) on Satisfaction (Z) produced an original sample coefficient of 0.621, with a t-statistic value of 11.636 and a p-value of 0.000 (< 0.05). These findings indicate that Service Quality has a positive and significant effect on Satisfaction; therefore, the hypothesis is supported. The effect size (f^2) was 0.628, which exceeds the threshold of 0.35 and is therefore classified as a large effect according to Cohen's (1988) criteria. This result demonstrates that Service Quality makes a substantial contribution to increasing customer satisfaction among Villa Milano guests.

The findings are in line with the study conducted by Alqraini and Alasim (2026), which reported a positive relationship between service quality and customer behavioral intentions within service industries. Similarly, Azzahra and Yanita (2025) emphasized the crucial role of Service Quality in fostering customer loyalty within the hospitality and accommodation sectors. Theoretically, these findings reinforce the SERVQUAL model proposed by Parasuraman et al. (1988), which argues that service quality is a fundamental determinant of customer perceptions and behavioral outcomes. The strong effect observed in this study indicates that guests place substantial importance on the quality of services provided during their stay, making satisfaction highly dependent on the overall service experience.

3.4. The Effect of Satisfaction on Revisit Intention

The effect of Satisfaction (Z) on Revisit Intention (Y) resulted in an original sample coefficient of 0.763, with a t-statistic value of 14.809 and a p-value of 0.000 (< 0.05). These results indicate that Satisfaction has a positive and significant effect on Revisit Intention; therefore, the hypothesis is supported. The effect size (f^2) was 1.316, which is substantially higher than the 0.35 threshold and is categorized as a large effect according to Cohen's (1988) guidelines. Consequently, Satisfaction exerts a very strong influence on customers' intentions to revisit Villa Milano.

These findings are consistent with previous studies by Yussabila and Sutarmin (2025), which demonstrated that customer satisfaction positively influences revisit intention within the service and hospitality industries. Likewise, Ardyansah et al. (2025) found that satisfaction is closely associated with customer loyalty in the accommodation sector. From a theoretical standpoint, the findings support Expectation Disconfirmation Theory, which posits that customers who perceive their experiences as meeting or exceeding expectations are more likely to develop favorable post-consumption attitudes and behavioral intentions. The strong effect observed in this study suggests that satisfied guests are considerably more likely to revisit Villa Milano and recommend the property to others, thereby contributing to long-term business sustainability and customer retention.

Tabel 8 Specific Indirect Effect Result

	<i>Original Sample (O)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Hypothesis Status</i>
<i>Service Quality (X) > Satisfaction (Z) > Revisit Intention (Y)</i>	0.474	0.051	9.322	0.000	Accepted

Source: Processed data, 2026

3.5. The Mediating Role of Satisfaction in the Relationship between Service Quality and Revisit Intention

Based on the mediation test results (specific indirect effect) presented in Table 9, the original sample coefficient was 0.474, with a t-statistic value of 9.322 and a p-value of 0.000 (< 0.05). These findings indicate that Satisfaction (Z) significantly and positively mediates the relationship between Service Quality (X) and Revisit Intention (Y); therefore, the hypothesis is supported. This result suggests that improvements in the quality of services provided by Villa Milano enhance guest satisfaction, which subsequently increases guests' intentions to revisit the property in the future. Accordingly, Satisfaction serves as an important mediating variable in the relationship between Service Quality and Revisit Intention. The findings are consistent with previous research conducted by Hatta et al. (2025), which demonstrated that customer satisfaction mediates the relationship between service quality and revisit intention within the service industry. Similarly, Putra et al. (2025) reported that customers who receive high-quality services tend to experience higher levels of satisfaction, which ultimately fosters customer loyalty toward the organization. These studies support the argument that customer satisfaction functions as a crucial mechanism through which service quality influences future behavioral intentions. From a theoretical perspective, the findings provide empirical support for both the SERVQUAL model and Expectation Disconfirmation Theory (EDT). The SERVQUAL framework suggests that superior service quality, reflected in the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy, enhances customers' evaluations of service performance. Meanwhile, EDT explains that when perceived performance meets or exceeds customers' expectations, positive disconfirmation occurs, leading to higher levels of satisfaction. This satisfaction subsequently translates into favorable behavioral outcomes, including revisit intention. Therefore, the results of this study confirm that service quality influences tourists' intentions to revisit Villa Milano not only through a direct effect but also indirectly through the satisfaction experienced during their stay.

4. Conclusion and recommendations

Based on the results of the data analysis, hypothesis testing, and discussion regarding the effect of Service Quality on Revisit Intention through Guest Satisfaction at Villa Milano, several conclusions can be drawn.

First, Service Quality has a positive and significant effect on Guest Satisfaction at Villa Milano. Second, Service Quality has a positive and significant effect on Guests' Revisit Intention. Third, Guest Satisfaction has a positive and significant effect on Revisit Intention. Fourth, Service Quality has a positive and significant indirect effect on Revisit Intention through Guest Satisfaction. The findings indicate that high-quality service enhances guest satisfaction, which subsequently increases guests' willingness to revisit Villa Milano. Furthermore, Guest Satisfaction was found to significantly mediate the relationship between Service Quality and Revisit Intention.

Based on these findings, several recommendations can be proposed. Management of PT. Coastal Grand Villas Seminyak is advised to strengthen the monitoring and evaluation of service quality on a regular basis to ensure consistent service performance and guest satisfaction. Villa Milano is also encouraged to enhance staff capabilities in understanding and responding to guests' preferences and individual needs throughout their stay. Such efforts may contribute to improving the overall guest experience and fostering stronger revisit intentions.

For future research, scholars are encouraged to examine a broader range of accommodation businesses or tourism destinations to provide a more comprehensive understanding of customer behavior within the hospitality and accommodation industry. Future studies may also consider incorporating additional variables, such as customer trust, perceived value, destination image, or customer loyalty, to further explain tourists' revisit intentions and behavioral outcomes.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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