

The Effect of Online Experience on Revisit Intention Mediated with Offline Experience and Brand Equity

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Abstract—The purpose of this research was analyzed the effect of offline experience on brand equity, the effect of online experience on brand equity, the effect of online experience on offline experience, the effect of offline experience on revisit intention, and the effect of brand equity on revisit intention. Theoretical models with hypothetical relationships are developed and tested with the help of structural equation model analysis procedures at AMOS. This study uses a questionnaire in collecting data from 250 respondents by distributing questionnaire instruments directly to five-star hotel guests in Bali and giving online questionnaires in the form of Google Docs as a research sample as respondents. The results of this study indicate that the effect of offline experience on brand equity, the effect of online experience on brand equity, the effect of online experience on offline experience, the effect of offline experience on revisit intention, and the effect of brand equity on revisit intention.

Keywords: *online experience, offline experience, brand equity, revisit intention*

I. INTRODUCTION

The hotel industry is the most popular business for hotel entrepreneurs in the world. This can be seen by the proliferation of hotel business in the global world. In a study conducted by Jean, Chain and Mac Arthur [1] proves that the hotel and restaurant industry is the most competitive business in the world. Therefore, it is important for marketing managers to design unforgettable experiences for visitors and provide new innovations every certain period, thereby increasing the intention of consumer return visits [2]. Hotel guests who have revisit intention are caused by hotel guests having a positive experience when visiting a hotel [3].

Hotels that can increase competitive advantage can increase national growth [4]. Competition in five-star hotels in Bali is quite tight. The declining level of stay decisions is a major issue in the tourism industry, especially in the hotel industry, the growth of the hotel business is very high marked by the number of hotels that stand in the global world, causing a higher number of hotel guests who want to stay. Revisit intention arises because hotel guests feel happy when staying at a hotel [5].

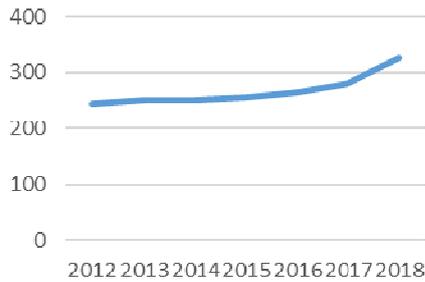
The better experience of visiting a hotel owned by a guest, advancing confidence in the development of experiences based

on consumption through pleasure. The contrasting notion of consumption starts with information seeking. Thus, one of the things that causes the growth of academic interest in this subject is the recognition that offers experiences based on intrinsic and personal memory of consumers through time that gives increased value owned by consumers [6].

Business strategies based on consumer experience in the market today have become a unique source because they provide the possibility of creating a unique brand by maintaining participation and emotional relationships with consumers [7]. Many hotel sectors have experienced the fastest growth in line with the development of the global economy [8], where in the growth there is experience as fundamental [9].

Through aspects of experience in the field of tourism, in fact creating psychological comfort of tourists and personal development of tourists [10]. On the internet, guests can search for hotels, travel destinations and travel services. This review is strongly believed that a guest can post their experience online, and a guest may enter important information that is not disclosed by the hotel online [11]. A fundamental element in the tourism sector is hotels. Tourists spend a lot of money, time searching for information on choosing the hotel that best suits their tastes and needs.

Mcintosh and Siggs [12] show that hotel guests care about the experience, uniqueness and friendliness of star hotel employees. At present, more than fifty percent of accommodation books can be ordered directly through the online platform [13]. Therefore, their first contact with the hotel is via the internet. Information and communication technology, hotel guests are increasingly connected with each other. The internet is an important tool for searching product information. Hotel guests still use different sales channels in making product or service purchase decisions. Generally, hotel guests look for information online, eventually making an offline purchase. The same is true for tourism, many online customers use a variety of ways to purchase their travel products. The internet has become an important way to exchange information among hotel guests [14]. The number of foreign tourists in Indonesia is as follows Figure 1:



Source: www.bps.go.id.

Fig. 1. Number of foreign tourists in indonesia 2012-2018.

The number of foreign tourist trips in 2018 was 325.40 million and is estimated to increase by 4.90 percent compared to 2017. The number of foreign tourist trips in 2016 is estimated to reach 264.34 million, an increase of 3.09 percent compared to 2015 which was 256.42 million. This shows that the tourism sector is expected to drive the people's economy because it is considered the most prepared sector in terms of facilities, facilities and infrastructure compared to other business sectors. Increasing foreign tourists can increase income in the tourism sector. The tourism sector that has not been maximized needs to be developed to play an important role in the Indonesian economy both as one of the sources of foreign exchange earners and as job creation and business opportunities. The competition of five-star hotels is quite strong compared to other star hotels that offer superior location, we continue to make improvements in all aspects, such as improving hotel facilities, services, to holding interesting events to increase revisit intention owned by consumers. Consumers who have revisit intention are marked by the desire to visit tourist destinations many times [15].

Revisit intention is determined by the offline experience because the hotel environment must be neatly organized and pleasing to the eye [16]. Brand equity as the value of money from the brand of products or services sold by the company [17]. An offline experience assessment can be seen from the hotel guests' assessment of the empathy and politeness that employees have [18]. Brand equity as a company's strategy to understand the differences in products or services sold by the company [19]. The offline experience is determined by the online experience because hotel guests will assess the search, selection, comparison, evaluation, interaction, and transaction information regarding the products and services provided by a hotel [20]. In a study conducted by Garcia et al. [20] examined the Online Experience, Offline Experience, Brand Equity variables.

The difference between previous research is the existence of research on Revisit Intention in order to create recommendations for other hotel guests [21]. Revisit Intention to create a good relationship that exists between hotel guests with the hotel [22]. According to the background above, the title of this study is: "Antecedents and Consequences of Offline Experience and Brand Equity in Five Star Hotel Guests".

Research Problems:

- Does offline experience affect brand equity?

- Does online experience affect brand equity?
- Does the online experience affect the offline experience?
- Does the offline experience affect revisit intention?
- Does brand equity affect revisit intention?

II. LITERATURE REVIEW

A. Online Experience

Online experience is the result of inside user activities (tendencies, hopes, needs, motives, moods, etc.), and has special characters (complexity, goals, availability, functionality), generated from certain interactive environments [23]. The definition shows that the online experience is generated by the process of interaction of users and sites, especially experience as perceptions and user responses that are formed through emotional and physiological responses.

Information communication technology, especially the Internet, is leading major developments in the tourism industry [24]. The internet has come as a new communication for the sale of products or services sold by companies [25,26]. For decades, the hotel sector industry has relied on intermediaries to sell their products to consumers. The internet as a new distribution channel will help travel providers, especially the hotel industry, to reach consumers directly and help travel providers to save money [27].

B. Offline Experience

According to Blazquez [28], an offline experience is the experience of shopping coming directly to the store conducted by consumers. New electronic channels change the way companies interact with their customers, with the facilitation provided by the company will change someone to commitment [29].

The higher the commitment, consumers are less likely to switch brands, products or stores [30]. Consumer trust in brands almost depends exclusively on contact between consumers and stores as well as online stores, where human interaction has increased in importance because it is an important factor of consumer experience. So that online and offline attitudes will not be different [31].

C. Branding Equity

Branding is an effective tool for companies to identify and differentiate products or services in the minds of consumers. Branding is a marketing strategy that is widely used to improve company performance [32-34]. However, there are studies of luxury hotel branding, creating gaps in the literature. This study fills the gap by explaining how brand equity, attitude, and performance influence hotel guests' loyalty intentions. Brand equity, a major marketing asset, creates competitive advantage and enhances corporate financial performance [34,35].

Although different perspectives, the definition of brand equity in terms of marketing has a unique effect for certain

brands. Brand strength depends on consumers' beliefs and perceptions, based on what they know through learning, feeling, seeing, and hearing [36]. The value of a brand can only be realized when the brand is relevant to consumers [37].

D. Revisit Intention

Matzler, Bailom, Hinterhuber, Renzl, and Pichler [38] note that customer satisfaction increases customer review of intention, positive cross-purchase, and word of mouth. Chen and Chen [39] and Huang and Lu [40] show that service quality positively influences customer satisfaction in the literature. Aydin and Özer [41] indicate that service quality directly determines the perception of a company's image.

Since customer satisfaction is described as an assessment made based on certain service meetings [42,43], the level of satisfaction derived from each service encounter is seen to influence image judgment. According to Chi and Qu [44], corporate image influences revisit intention.

III. CONCEPTUAL FRAMEWORK

Chaing and Dholakia [45] conducted a study in which they examined the customer's goal to buy products or services online. There are mainly three variables in this study that influence consumers to buy online or offline. Accessibility features of shopping sites, product types and characteristics, and the actual price of the product. The results showed that the accessibility and convenience of shopping sites creates an intention in customers to buy or not. When there are difficulties faced by consumers to buy online, customers switch to offline shopping to change purchasing behavior.

The process of forming brand equity to increase sales. Therefore, the factors that influence brand performance must be carefully evaluated if managers want to have a strong brand. In addition, managers must also investigate the dimensions of brand equity to get clear and precise brand performance results [46].

It has been stated in Figure 2 about the effect of online experience on revisit intention mediated by offline experience and brand equity as follows:

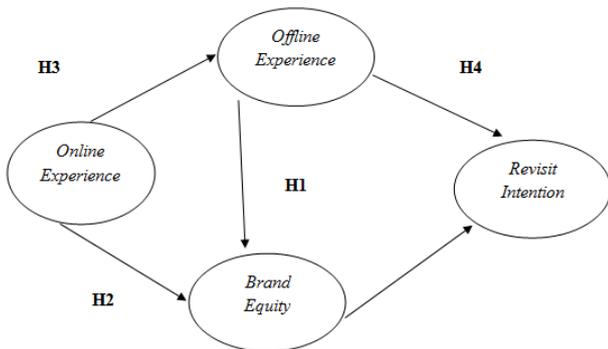


Fig. 2. Conceptual framework the effect of online experience on revisit intention mediated by offline experience and brand equity.

IV. RESEARCH HYPOTHESIS

This research has 5 hypothesis designs in it, which are as follows:

- H1: Offline experience influences brand equity.
- H2: Online experience affects brand equity.
- H3: Online experience affects the offline experience.
- H4: Offline experience affects revisit intention.
- H5: Brand equity influences revisit intention.

V. RESEARCH METHODOLOGY

A. Variables and Measurement

Measurement of variables in this study using a Likert scale consisting of five categories with the following arrangement (Table 1):

TABLE I. LIKERT SCALE CONSISTING OF FIVE CATEGORIES

Categories	Score Value
Strongly Disagree	1
Disagree	2
Tend to Agree	3
Agree	4
Strongly agree	5

Based on the four variables, namely online experience, offline experience, brand equity, revisit intention, there are several questions that are sent down with the following number (Table 2):

TABLE II. SEVERAL QUESTIONS THAT ARE SENT DOWN

Variables	Number of Questions
Online Experience	24
Offline Experience	10
Brand Equity	12
Revisit Intention	3

B. Samples and Data Collection

The samples in this study were taken as many as 250 respondents by distributing questionnaire instruments directly to five-star hotel guests in Bali and giving online questionnaires in the form of Google Docs as a research sample of the total population of 400 five-star hotel guests in Bali for one month in collecting respondent data. The sampling technique used was purposive sampling using criteria that your five-star hotel in Bali has visited a five-star hotel at least twice a month, questionnaires were distributed directly to five-star hotel guests, and questionnaires online (online survey) in the form of Google Docs.

C. Demographic Characteristics of Respondents

TABLE III. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

No	Demographic Characteristics	Amount	Percentage
1	Sex		
	Male	107	42,8
	Female	143	57,2

Table 3. Cont.

2	Age		
	20-30 Y.o.	42	16,8
	31-40 Y.o.	63	25,2
	41-50 Y.o.	97	38,8
	> 50 Y.o.	48	19,2
3	Latest Education		
	Diploma 3	78	31,2
	Bachelor's Degree (S1)	121	48,4
	Master's Degree (S2)	51	20,4
4	How Long Have You Understood the Advantages of Five Star Hotels?		
	≤1 year	51	20,4
	2 years	52	20,8
	3-4 Years	86	34,4
	≥ 5 Years	61	24,4

Source: Data were processed using SPSS Version 21.

Based on the characteristics Table 3, there are several categories obtained from responses, i.e.:

- In table 3 that there were 143 respondents obtained by women or indicated based on the percentage obtained by 57.20%. Respondents who have male sex are obtained as many as 107 respondents or indicated based on the percentage obtained at 42.80%.
- In Table 3, there were 42 respondents who had a minimum age of 20 to 30 years or were based on a percentage of 16.80%. Respondents who had a minimum age of 31 years to 40 years were obtained as many as 63 respondents or indicated based on the percentage obtained of 25.20%. Respondents who have a minimum age of 41 years to 50 years were 97 respondents or indicated by a percentage of 38.80%.
- Respondents who have more than 50 years of age obtained as many as 48 respondents or indicated based on the percentage obtained for 19,20%.
- In Table 3, there were 78 respondents who had the last education Diploma 3 or indicated based on the percentage obtained by 31.20%. Respondents who have a bachelor's degree (S1) were obtained by 121 respondents or indicated by a percentage of 48.40%. Respondents who have the last master's education (S2) obtained as many as 51 respondents or indicated based on the percentage obtained by 20.40%.
- In Table 3, there were 78 respondents who had the last education Diploma 3 or indicated based on the percentage obtained by 31.20%. Respondents who have a bachelor's degree (S1) were obtained by 121 respondents or indicated by a percentage of 48.40%.

Respondents who have a Bachelor of Strata 2 (S2) last education were 51 respondents or indicated by a percentage of 20.40%.

D. Validity Test

Based on the results of the validity test that was tested through SPSS calculations showed that the whole item of questions has a valid score weighting with the reliability test scores as follows Table 4:

E. Reliability Test

TABLE IV. RELIABILITY TEST

No	Variables	Number of Items	Cronbach's Alpha	Note
1	Online Experience	24	0,980	Reliable
2	Offline Experience	10	0,966	Reliable
3	Brand Equity	12	0,968	Reliable
4	Revisit Intention	3	0,908	Reliable

Source: Data were processed using SPSS Version 21.

In Table 4 above we can see the value of Cronbach's Alpha as a result of the reliability test of the existing instruments on the variable online experience, offline experience, brand equity, and intention to revisit. Can show that all instruments in each variable have a Cronbach's Alpha value greater than 0.6 which means that all instruments used in the research variables are reliable or consistent.

F. Data Analysis Method

This study was tested through AMOS version 7 with the Structural Equation Model technique in testing the effect of online experience on revisit intention mediated by offline experience and brand equity. The method of analyzing the objective data is as follows: (1) To analyze the offline experience influencing brand equity. (2) To analyze the online experience effect on brand equity. (3) To analyze online experience, it influences social media usage. (4) To analyze the offline experience effect on revisit intention. (5)

To analyze brand equity influences revisit intention. The data collected was analyzed using the AMOS version 7 program with the Structural Equation Model technique.

According to Santoso [47] SEM is used for independent and dependent variables, where a dependent variable at the same time acts as an independent variable for other tiered relationships. Before testing the hypothesis with SEM, it is necessary to test the suitability of the model using the Goodness of Fit Test [48].

G. Goodness of Fit Model Results

TABLE V. GOODNESS OF FIT MODEL RESULTS

Goodness of Fit Measurements	Recommended Acceptance Limits	Value	Results
GFI	> 0,60 or approaching 1	0,698	Acceptable Fit
RMSEA	< 0,08	0,071	Acceptable Fit
CFI	>0,90	0,899	Acceptable Fit
NFI	>0,80	0,833	Acceptable Fit
TLI	>0,80	0,894	Acceptable Fit

Source: Hair et al. [48].

Table 5 shows that the results of the goodness of fit model seem to meet the specified criteria shows that the formation of conceptual framework in accordance with the statement items. This can be seen in Figure 3 Structural Equation Model as follows:

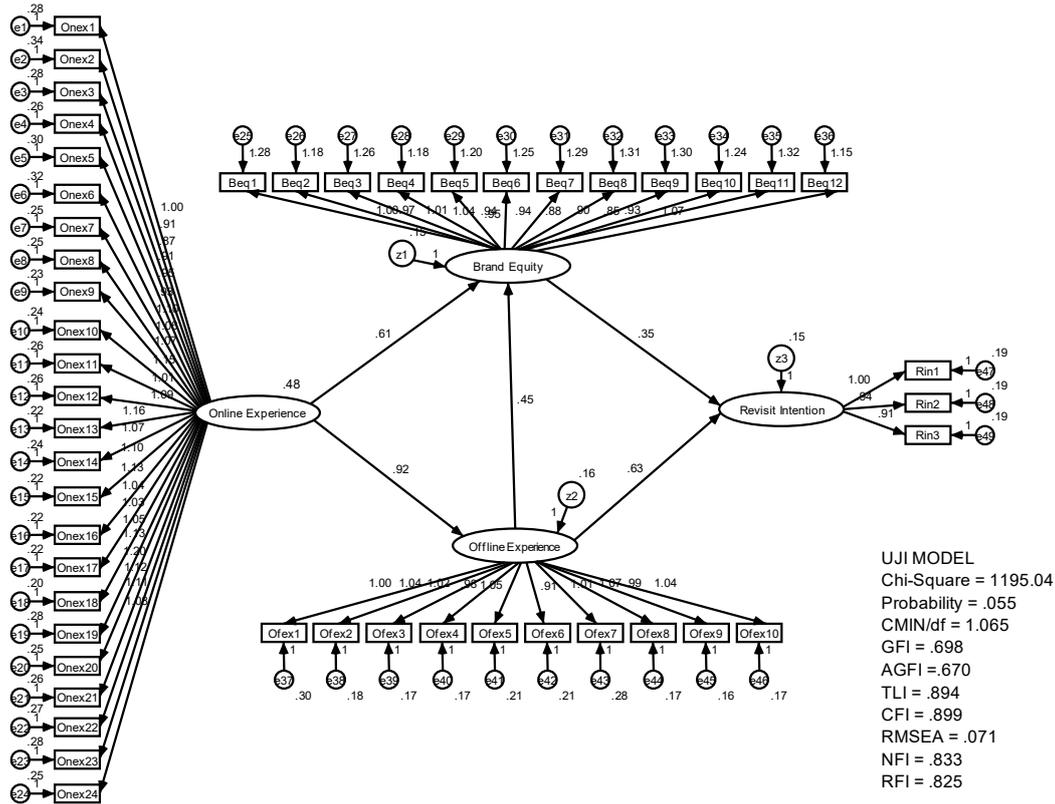


Fig. 3. Structural Equation Model (SEM)

All indicators that make up the online experience, offline experience, brand equity, and revisit intention variables look appropriate and accurate. A path diagram is a graphical representation of a model that illustrates the entire relationship between the variables in it. The variables contained in the path diagram are observable variables and do not contain latent variables. Path diagram created to make it easier to see the relationships that exist in the model.

VI. RESULTS AND DISCUSSION

A. Hypothesis Test Results

Data analysis was obtained from the results of testing of online experience, offline experience, brand equity, and revisit intention variables, where this can be done by looking at the significance of each relationship.

Criteria for t-test testing is done by looking at the probability value (p-value), then p-value <0.05 then the hypothesis is supported. The results of the hypothesis test are shown in Table 6 as follows:

TABLE VI. HYPOTHESIS TEST RESULTS

Hypothesis	Standardized Coefficient Beta (β)	p-value	Results
H1: Offline experience Brand equity	→ 0,448	0,000	H1 Supported
H2: Online experience Brand equity	→ 0,611	0,000	H2 Supported
H3: Online experience Offline experience	→ 0,924	0,000	H3 Supported
H4: Offline experience Revisit Intention	→ 0,635	0,000	H4 Supported
H5: Brand Equity Revisit Intention	→ 0,347	0,000	H5 Supported

Source: Data is processed using AMOS Version 7.

This hypothesis analyzes the offline experience has an effect on brand equity, online experience has an effect on brand equity, online experience has an effect on offline experience, offline experience has an effect on revisit intention, and brand equity has an effect on revisit intention.

H1: Offline experience affects brand equity.

The results of research conducted support the results of research conducted by Garcia et al. [20] where p-value α 0.001 with a beta value of 0.703 which means that offline experience can create brand equity in four-star hotel guests in Spain.

H2: Online experience affects brand equity.

The results of the study conducted did not support the results of research conducted by Garcia et al. [20] where the p-value of 0.956 with a beta value of -0.66, which means online experience can create brand equity in four-star hotel guests in Spain.

H3: Online experience affects the offline experience.

The results of research conducted support the results of research conducted by Garcia et al. [20] where the p-value of 0.013 with a beta value of 0.365 which means that online experience can create an offline experience for four-star hotel guests in Spain.

H4: Offline experience affects revisit intention.

The results of research conducted support the results of research conducted by Cibro and Hudrasyah [16] where the p-value α 0.001 with a beta value of 0.309 which means that the offline experience can create the intention to re-visit cafe visitors in Indonesia.

H5: Brand equity affects revisit intention.

The results of research led support the results of research conducted by Kim et al. [29] where the p-value α 0.001 with a beta value of 0.58, which means brand equity can create revisit intention for visitors to a travel agency in Korea.

VII. CONCLUSION

- There is a positive effect of offline experience on brand equity. The higher offline experience can create a good assessment of brand equity. It is shown that five-star hotels give a good impression visually to create visually attractive physical facilities in the hotel.
- There is a positive influence of online experience on brand equity. The higher online experience can create a good assessment of brand equity. It was shown that five-star hotel is very useful for hotel guests, consequently respondents are loyal to the hotel where they stay.
- There is a positive influence of online experience on offline experience. The higher online experience can create a good assessment of the offline experience. This shows that five-star hotels are easily recognizable by consumers so that five-star hotels give a good impression visually.
- There is a positive effect of offline experience on revisit intention. The higher offline experience can create a good assessment of revisit intention. It was shown that respondents found some five-star hotels very interesting so they would tell their friends that they liked this five-star hotel and stayed longer than they planned.
- There is a positive influence on brand equity on revisit intention. This indicated that respondents were loyal to the hotel where they were staying so that they would return to visit five-star hotels with family and friends.

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