

The Influence of Accesibility, Personal Recognition, and Problem Solving on Revisit Intention of OYO Hotels in Medan City

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ABSTRACT

The purpose of this study: The Influence of Accessibility, Personal Recognition, and Problem Solving on Revisit Intention of OYO Hotels in Medan City. This type of research is associative causality research with a quantitative approach. Associative causality research aims to analyze the causal relationship between two or more variables. The quantitative approach was chosen because this study is based on numerical calculations and statistical analysis. Quantitative data were collected through a survey with a questionnaire. The population in this study were all OYO rooms hotel customers located in 21 sub-districts in Medan City. The results of the Accessibility study proved to have a positive and significant effect on the revisit intention of OYO Hotel customers in Medan City. This shows that ease of access and availability of OYO Hotel services have a significant impact on encouraging customers to return to stay. Personal recognition has a positive and significant effect on revisit intention. This emphasizes the importance of OYO Hotels in recognizing and appreciating their customers, which in turn increases the likelihood of repeat visits. Problem solving has a positive and significant effect on revisit intention. OYO Hotel's ability to effectively handle and resolve customer issues contributes to customers' desire to return.

INTRODUCTION

The growth of the hospitality industry in Indonesia is closely related to economic and social development in Indonesia. Over the past few years, the hospitality industry in Indonesia has emerged as one of the fastest growing industries. This is inseparable from the fact that Indonesia has many interesting tourist destinations and natural wonders that attract tourists, both national and international. Indonesia is a country with great potential for the hospitality industry.

With a population of over 270 million, Indonesia is the largest market in Southeast Asia. The large domestic market offers an opportunity for hotels in Indonesia to attract residents who want to learn more about their country. In addition, steady economic growth and an increasing number of students in the classroom also contribute to the high demand for housing. This provides an opportunity for hotels to provide several types of accommodation to suit the various needs and tastes of guests.

Tourists' interest in visiting a destination is certainly based on several reasons, where the visit can provide benefits that have an impact on the satisfaction of the tourist. According to Alvianna, Patalo, et al., (2020) the interest of tourists is people who find the uniqueness of an area when traveling. According to research published by IDN Research (2019), eighty percent of the millennial generation travels outside their country or city every year, according to the Indonesia Millennial Report 2019. The large number of individuals who often travel to distant places makes this service very important. Currently, the number of hotel businesses in Indonesia ranges from small businesses owned by locals to large businesses owned by international companies with many locations, mostly in the southern provinces of Indonesia, from several hotel companies that are well-known in the community, PT OYO RoomsIndonesia (OYO) is one of the few providers of virtual hotel operator (VHO)-based hotel services that are highly regarded. OYO operates on a reservation basis and uses an application on a smartphone or other device connected to the internet to allow employees to access the official OYO website without interruption.

Although PT OYO Rooms Indonesia (OYO) in Indonesia is now experiencing quite significant growth, OYO occasionally experiences difficulties in serving its customers, such as difficult to obtain hotel reservations, broken AC units, long refund procedures, and so on. Regarding the services provided by PT OYO Rooms Indonesia (OYO), customers can submit complaints using the OYO Indonesia Contact Center provided by OYO, either in the form of a customer service number via telephone, email, the company's official website, a customer assistance hotline, or a chat window with a customer service representative for confidential customer interactions. This finding is in line with several previous studies. For example, a study by Kim & Chen (2019) found that the quality of customer experience significantly affects revisit intention in the hospitality industry. Likewise, Jiang et al. (2018) confirmed a positive relationship between customer experience and revisit intention in the tourism sector. However, Gao & Lai's (2020) study showed slightly different results, where the influence of customer experience on revisit intention was moderated by price factors. The

purpose of this study is: The Influence of Accessibility, Personal Recognition, and Problem Solving on Revisit Intention of Oyo Hotels in Medan City.

LITERATURE REVIEW

Revisit Intention

Han et al. (2019) defines revisit intention as the behavioral intention of customers to revisit, stay, or re-consume products and services from destinations, hotels or restaurants that they have visited in the past. In other words, revisit intention is the tendency of customers to re-purchase goods and services from the same brand based on their past experiences.

Accessibility

According to Wanda & Pangestuti (2018) accessibility is a means and infrastructure to achieve a goal. For example, road access, traffic comfort and road directions are important aspects of a destination. Meanwhile, according to Nabila & Widiyastuti (2018) accessibility is the ease of someone in achieving a goal that includes safety, comfort, and time taken.

Personal Recognition

Personal recognition refers to the extent to which a company recognizes and understands specific customer needs (Lemke et al., 2011). This dimension relates to the company's efforts to build personal relationships with customers and provide personalized experiences. Customers who are recognized tend to feel valued and more satisfied (Wu & Liang, 2009).

Problem Solving

Problem solving refers to the company's ability to prevent problems from occurring and proactively resolve customer complaints quickly and satisfactorily (Lemke et al., 2011). The company's responsiveness and effectiveness in handling problems greatly affect customer trust and evaluation of service quality (DeWitt et al., 2008).

METHODOLOGY

This type of research is associative causality research with a quantitative approach. Associative causality research aims to analyze the causal relationship between two or more variables (Sugiyono, 2017). The quantitative approach was chosen because this research is based on numerical calculations and statistical analysis. Quantitative data were collected through surveys with closed questionnaires to be processed systematically to test hypotheses between variables (Creswell, 2016).

The population in this study were all OYO rooms hotel customers located in 21 sub-districts in Medan City. The specifications and distribution of OYO hotels in Medan City are presented in Table 1 below.

Table.1 Number of OYO Hotels in 21 Districts in Medan City

No.	Subdistrict Name	OYO Amount
1	Medan Tuntungan	5
2	Medan Johor	1
3	Medan Amplas	9
4	Medan Denai	2
5	Medan Area	6
6	Medan Kota	8
7	Medan Maimun	3
8	Medan Polonia	2
9	Medan Baru	8
10	Medan Selayang	12
11	Medan Sunggal	17
12	Medan Helvetia	9
13	Medan Petisah	15
14	Medan Barat	4
15	Medan Timur	3
16	Medan Perjuangan	1
17	Medan Tembung	3
18	Medan Deli	1
19	Medan Labuhan	0
20	Medan Marelán	1
21	Medan Belawan	0
Amount		110

Source: OYO Internal Data

Based on the data in Table 1, it can be seen that Medan Sunggal District has the largest number of OYO hotels in Medan City, which is 17 hotels. Therefore, this study uses a purposive sampling technique to determine the sample of OYO hotels that will be used as research objects, by selecting Medan Sunggal District as the research subject.

RESEARCH RESULT AND DISCUSSION

Normality Test Results

The Kolmogorov-Smirnov test is used to determine normality. If the significance is greater than 0.05, the residual value is normally distributed; if the significance is less than 0.05, the residual is not. In this study after the normalcy test was carried out using SPSS 25.0, the following results were obtained:

Table 2 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.62407381
Most Extreme Differences	Absolute	.106
	Positive	.051
	Negative	-.106
Test Statistics		.106
Asymp. Sig. (2-tailed)		.200 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Data Processing Results

Based on the findings of the normality test using the Kolmogorov-Smirnov technique that has been carried out, the results obtained as in Table 2 can be stated that the significance value of $0.200 > 0.05$, indicating that the residual value is normally distributed.

Heterokedasticity Test Results

The results of the scatterplot test for heteroscedasticity are used to test normality. The basis for making decisions is that if a certain pattern, such as existing points (points), forms a certain regular pattern, then heteroscedasticity occurs. If there is no clear pattern and the points (points) spread below 0 on the Y axis, then heteroscedasticity does not occur.

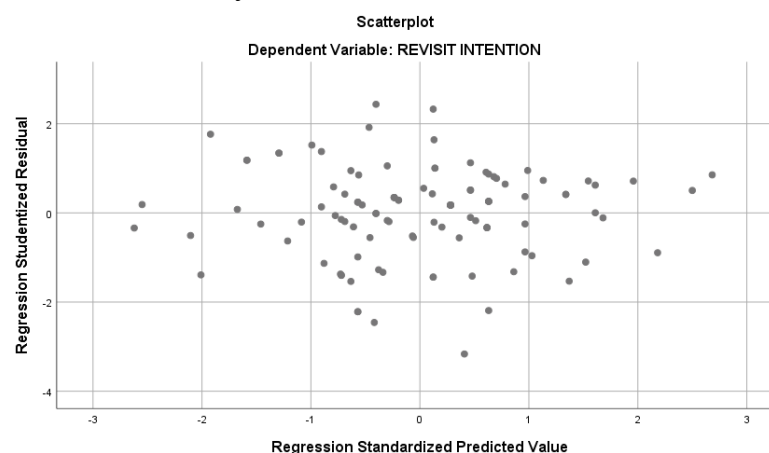


Figure 1. Results of Heteroscedasticity Test

The graph in Figure 1 above demonstrates that the points are dispersed randomly, do not form a recognizable pattern, and are spread both above and

below the pattern. The number 0 (zero) on the Y axis indicates that there is no heteroscedasticity.

Multicollinearity Test Results

According to Ghozali (2018) Multicollinearity test is conducted to test whether the regression model finds a correlation between independent variables. To detect the presence or absence of multicollinearity can be seen from the variance inflation factor (VIF) and tolerance values. A regression model that is free from multicollinearity is one that has a VIF value <10 and has a tolerance value > 0.1 . If the VIF value > 10 and the tolerance value <0.1 , then multicollinearity occurs. In this study after the multicollinearity test was carried out, the results were obtained as in the table below:

Table 3. Multicollinearity Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.005	1,861		1.615	.109
	ACCESSIBILITY	.413	.066	.353	6.261	.000
	PERSONAL RECOGNITION	.398	.105	.097	5,931	.000
	PROBLEM SOLVING	.669	.126	.567	5.323	.000
a. Dependent Variable: REVISIT INTENTION						

Source: SPSS Data Processing Results

Based on the results of the multicollinearity test that has been carried out using SPSS 25.0 as in table 2, it can be explained that the significance value of the tolerance value for the Accessibility (X1) variable is $0.413 > 0.1$, Personal Recognition (X2) is $0.398 > 0.1$ and Problem Solving (X3) is $0.669 > 0.1$, there is no multicollinearity.

Partial Test Results (T Test)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.005	1,861		1.615	.109
	ACCESSIBILITY	.413	.066	.353	6.261	.000
	PERSONAL RECOGNITION	.398	.105	.097	5,931	.000
	PROBLEM SOLVING	.669	.126	.567	5.323	.000
a. Dependent Variable: REVISIT INTENTION						

1. The Accessibility variable (X1) has a t count of 6.261 and a significance value of <0.001 , so it can be concluded that Accessibility has a positive and significant effect on Revisit Intention. The beta value (β_1) for Accessibility is 0.413, meaning that every 1 Unit increase in Accessibility will increase Revisit Intention by 0.413 assuming other variables remain constant.
2. The Personal Recognition variable (X2) has a t count of 5.931 and a significance value of <0.001 , so it can be concluded that Personal Recognition has a positive and significant effect on Revisit Intention. The beta value (β_3) for Personal Recognition is 0.398, meaning that every 1 unit increase in Personal Recognition will increase Revisit Intention by 0.398 assuming other variables remain constant.
3. The Problem Solving variable (X3) has a t count of 5.323 and a significance value of <0.001 , so it can be concluded that Problem Solving has a positive and significant effect on Revisit Intention. The beta value (β_6) for Problem Solving is 0.669, meaning that every 1 Unit increase in Problem Solving will increase Revisit Intention by 0.669 assuming other variables remain constant.

Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	666,464	3	222.155	81,907	.000b
	Residual	287,500	106	2,712		
	Total	953,964	109			
a. Dependent Variable: REVISIT INTENTION						
b. Predictors: (Constant), PROBLEM SOLVING, ACCESIBILITY, PERSONAL RECOGNITION						

Linearity test proves whether there is a linear relationship between the dependent variable and each independent variable tested. Two variables are said to have a linear relationship if the Sig. Test for linearity value is > 0.05 . The table above shows the Sig. Test for linearity value > 0.05 , then there is a linear relationship between the variables Problem Solving, Accessibility, Personal Recognition affecting Revisit Intention.

R2 Test Results

Model Summary ^b					
Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	.836a	.699	.690	1.64690	1,876
a. Predictors: (Constant), PROBLEM SOLVING, ACCESIBILITY, PERSONAL RECOGNITION					
b. Dependent Variable: REVISIT INTENTION					

The R value is 0.836. This means that there is actually a very large relationship between X1, X2 and X3 because the value is in the interval of 0.80 - 1,000. The value of the coefficient of determination (R²) or R Square obtained is 0.699. This means that 70% % (1x0.699x100%) of the variables Problem Solving, Accessibility, Personal Recognition have an effect on Revisit Intention influenced by other aspects that are not studied in this study.

Multiple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.005	1,861		1.615	.109
	ACCESSIBILITY	.413	.066	.353	6.261	.000
	PERSONAL RECOGNITION	.398	.105	.097	5,931	.000
	PROBLEM SOLVING	.669	.126	.567	5.323	.000
a. Dependent Variable: REVISIT INTENTION						

The results of the multiple linear regression equation can be obtained as follows:

$$\text{Revisit Intention} = 3.005 + 0.413 (\text{Accessibility}) + 0.398 (\text{Personal Recognition}) + 0.669 (\text{Problem Solving}) + e$$

1. The regression coefficient of the Accessibility variable (X1) of 0.413 indicates that every 1 unit increase in the Accessibility value will increase Revisit Intention by 0.413 assuming other independent variables remain constant. A positive coefficient means that there is a positive relationship between Accessibility and Revisit Intention.
2. The regression coefficient of the Personal Recognition variable (X2) of 0.398 indicates that every 1 unit increase in the value of Personal Recognition will increase Revisit Intention by 0.398 assuming other independent variables remain constant. A positive coefficient means that there is a positive relationship between Personal Recognition and Revisit Intention.
3. The regression coefficient of the Problem Solving variable (X3) of 0.669 indicates that every 1 unit increase in the value of Problem Solving will increase Revisit Intention by 0.669 assuming other independent variables remain constant. A positive coefficient means that there is a positive relationship between Problem Solving and Revisit Intention.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion of this study is as follows.

1. *Accessibility* proven to have a positive and significant effect on the revisit intention of OYO Hotel customers in Medan City. This shows that the ease of access and availability of OYO Hotel services have a significant impact on encouraging customers to return to stay.

2. *Personal recognition* has a positive and significant effect on revisit intention. This emphasizes the importance of OYO Hotels in recognizing and appreciating their customers, which in turn increases the likelihood of repeat visits.
3. *Problem solving* has a positive and significant influence on revisit intention. OYO Hotel's ability to handle and resolve customer issues effectively contributes to customers' desire to return.

ADVANCED RESEARCH

Future research should delve deeper into the interplay between accessibility, personal recognition, and problem-solving in shaping customer loyalty within the budget hotel industry. Advanced analytical models, such as structural equation modeling (SEM) or machine learning-based sentiment analysis, can uncover latent variables that mediate or moderate the relationship between these factors and revisit intention. Additionally, a comparative study across different hospitality sectors or geographical regions could provide insights into contextual variations in customer behavior. Exploring the role of digitalization—such as AI-driven personalization, automated customer service, and seamless mobile booking experiences—could further enhance our understanding of how technological advancements influence brand loyalty. Furthermore, qualitative studies incorporating neuro-marketing techniques, such as eye-tracking or biometric feedback, could offer deeper insights into subconscious customer preferences. A holistic approach integrating behavioral psychology, service quality frameworks, and technological innovation will be crucial in formulating more effective strategies to maximize customer retention in the competitive budget hotel market.

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