Perceptions About Service Quality, Brand Image, Word Of Mouth And Repurchase Intention Of Guests Staying Budget Hotels In Airy Rooms In The City Of Semarang Indonesia

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Research conducted to determine perceptions about service quality, brand image, word of mouth and repurchase intention of guests staying at a budget hotel. The method used by the survey method with population is a guest who stays at a budget hotel. The analysis used with the analysis of the frequency of respondents' answers to questions that have been provided with answers provided with answers 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = agree.

Keyword; service quality, brand image, word of mouth and repurchase intention

Introduction

The Indonesian Hotel and Restaurant Association (PHRI) said that the growth of the Indonesian hospitality sector is developing very rapidly. Data shows 2,300 star-rated hotels with 290,000 rooms, while the number of non-star-rated hotels reaches 16,000 with 285,000 rooms. In general, the number of hotel rooms in 2016 was 51.55% and in 2017 it was 52.22% (www.bps.go.id, 2018). One of the city areas with the most number of hotels is in Semarang, there are 118 hotels with an average occupancy rate of around 50 percent even though during the holiday season it can reach 95-100 percent and this is considered low and if it is on average per 1.9 km there is a hotel. Whereas the average Leght of Stay (LOS) ranges from 1.2-1.7 days which has not reached the ideal that is at least 2 days.

Consumer ratings of budget hotels in the city of Semarang show a variety of values, with the lowest rating of 6.0 / 10 (good) and the highest of 9.2 / 10 (extraordinary). This shows the existence of differences in ratings, there are those who judge positively and those who judge negatively. This assessment is based on the experience of staying in a hoteb budget. Positive assessment of service is shown by good comments, such as friendly service, good service, fast service, responsive service, friendly and helpful receptionist and employees, very good service. But there are also those who feel services that are not as expected, such as services that are felt to be lacking, poor service, poor service, have to wait for rooms to be ready because they need to be tidied up, receptionists who are not friendly, consider the frontoffice that needs to be trained because they are not familiar with application.

There is also the impression of a budget hotel, this shows the formation of the perception of guests staying there who commented "the standard of the hotel is okay", and there are also those who feel disappointment in the service so that they provide comments by comparing others based on previous experience compared to previous experiences such as room cleanliness, appearance hotel.

Positive experiences of guests staying at budget hotels have an impact on behavior to recommend to others to stay at hotels that are members of Airy Rooms. Even so, there are also unappealing impressions and experiences when staying at a budget hotel that results in not wanting to recommend to others. The desire to come back from guests who stay is marked by comments, such as guests who will book back the hotel, there is also a saying "I might come back again, also commenting that the hotel could be an option if I go to Semarang again. The experience of these consumers comments and impressions as well as the desire to come back to budget hotels is an opportunity to answer the challenges of customers to return to the same hotel or buy back products and services in the same hotel or in economic terms called repurchase intention. The empirical phenomenon of the guest experience of staying by providing various kinds of comments and impressions that tell the experience of guests staying both positive and negative is a form of word of mouth and is an external factor that is difficult for the company to control.

Literature Review
Service quality

Service quality is how far the difference between reality and customer expectations for the service they receive / get (Parasuraman, Zeithaml, and Berry, 1990). The service quality component as conceptualized in the service marketing research area that focuses on perceived quality; defined as customer ratings related to overall quality entities. According to Kotler and Keller (2016) the definition of service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership. Its production can be related or not linked to one physical product. Service is the behavior of producers in order to meet the needs and desires of guests in order to achieve satisfaction with the guests themselves. According to Parasuraman et al. (1985), there are five dimensions or attributes that need to be considered in service quality. The first dimension is physical / tangibles, namely physical conditions that exist in providing services including physical facilities, equipment, employees and communication facilities Dimensions Tangible is generally used by companies to enhance the image in the eyes of the guest, the second dimension is reliability, which is the ability to deliver the promised and reliable service performance, the third dimension is responsiveness, which is the desire of staff to help guests and provide services fast and precise The fourth dimension of assurance (assurance) that includes knowledge, abilities, politeness and trustworthiness of the staff to build consumer trust.The fifth dimension, namely empathy (empathy) is individual attention given by the service provider so that consumers feel important, valued and appreciated by the company.

Research on the position of service quality variables on other variables, especially the variable word of mouth and repurchase intention has been done by previous researchers. Liu and Lee (2016) examined the effect of service quality on word of mouth. The results show that service quality has an effect on word of mouth. Aljumaa's research (2014) also shows the effect of service quality on word of mouth, as well as according to Rahayu (2011) which shows that service quality has word of mouth. Further research according to Raza et al. (2012) examined the effect of service quality on repurchase intention. The results show that service quality has an

effect on repurchase intention, as well as the study of Srivastava (2014) that service quality has an effect on repurchase intention. Similar results were also shown by research by Haryono et al. (2015) shows the effect of service quality has an effect on repurchase intention. Likewise, the research of Yulisetiarini et al. (2017) which shows the results of service quality variables affect repurchase intention. Furthermore, the study Sometimes and Sukati (2012) shows that service quality against repurchase intention. Research by Samad (2014) shows that service quality influences word of mouth and repurchase intention, according to Saleem et al. (2017) which states that service quality influences repurchase intention.

Brand Image

The definition of brand image according to Kotler and Keller (2016): "Brand image can be defined as a perception of the brand as reflected by the brand association held in consumer memory". From this definition it means that the brand image is the perception of the brand that is described by the brand association that is in the memories of consumers. Imagery is an easy concept to understand, but difficult to explain systematically because it is abstract. The brand is a symbol and indicator of the quality of a product. Product brands that have long been known by consumers will become an image, even a status for a product. According to Tjiptono (2008), brand image or brand image is a description of the association and consumer confidence in certain brands. Meanwhile according to Shimp et al. argues that brand image is a type of association that arises in the minds of consumers when remembering a particular brand. The association can simply appear in the form of a particular thought or image associated with a brand. Brand image can be positive or negative, depending on one's perception of the brand. A brand is said to be successful if the buyer or the user perceives that there is relevant, unique and sustainable added value that satisfies their needs most satisfactorily.

Many studies on brand image have been carried out such as Lahap et al. (2015) Variable brand image is formed from indicators that are very comfortable, very clean and have a different image whereas according to Suhartanto and Kandampully (2000) states that the brand image indicators of hotels are comfort, interior design, price, physical facilities, interior design and reliable. Research on brand image in influencing other variables, especially the variable word of mouth and repurchase intention has been done by previous researchers. Among the studies, according to Anggraeni (2015), the results show that brand image has an influence on word of mouth and repurchase intention. Research by Shakeri and Alavi (2016) who examined the effect of brand image on word of mouth shows the results that brand image has an effect on word of mouth. However, different research results are shown by Ismail and Spinelli (20110 which shows that brand image has no effect on word of mout. In addition, research according to Ranjbarian et al. (2012) shows the results that brand image has an influence on repurchace intention. Research according to Chen and Hsieh (2011) shows the results of brand image have an effect on repurchase intention, as well as research according to Arumsari and Ariyanti (2015) showing the result that brand image has an effect on repurchase intention.

Word of Mouth

Kotler and Keller (2016) state that word of mouth is a form of communication in writing, written, and electronic inter-community related to the excellence or experience of buying or using products or services. Supranto and Limakrisna (2011) state that word of mouth is an individual activity of exchanging information, especially about good things so that it can influence consumers' decisions to buy and will make a business achieve success. According to Kotler and Keller (2016) word of mouth can be very effective for businesses in which customers can feel a more personal relationship. Research on the effect of word of mouth on repurchase

intention has been conducted by Kitapcha et al. (2014). The results showed that word of mouth influences repurchase intention. The same study was also carried out by Anggraeni et al. (2015) whose results showed that word of mouth influences repurchase intention. Meanwhile in the study of Jalilveland et al. (2017), there were indicators of word of mouth variables, namely recommending, suggesting and telling positive things, as well as Rahayu's research (2011) which states that service quality influences word of mouth. Research by Söderlund (2000), shows the results that word of mouth influences repurchase intention.

Repurchase Intention

Repurchase intention or intention to repurchase occurs after a consumer makes a purchase, can be due to ever consuming so that he intends again to repurchase the same product or service. Cronin and Taylor (1992) define repurchase intention as customer behavior that responds positively to the quality of service received from a company and intends to re-visit or re-consume the company's products. Kotler and Keller (2016) state that there are several factors that can affect consumers in purchase intentions, both internal and external factors. Internal factors from within the consumer, namely the trust and attitude of consumers towards the product or service, while the confounding factor from the external is the attitude of others and the situation where the purchase. Consumers will be more willing to repurchase a product or service if the value offered by a product or service has very good value. This value really gives a positive and attractive impression. Consumers often intend to make a purchase because it is based on a desire that is accompanied by emotions so as to make the purchase intention higher.

Research on repurchase intention has been conducted by Hellier et al. (2003) entitled Customer repurchase intention; A general structural equation model. In this study, the variables used are brand preference, expected switching cost, customer loyalty, customer satisfaction, customer perceived value, perceived equity and perceived quality. The results showed that all variables used had an effect on repurchasing intention. Hellier, et al. (2003), defines repurchase intention is a person's planned decision to repurchase certain services, taking into account the situation and the level of preference. According to Kotler and Keller (2016) there are several main factors that influence a person's interest in repurchase intention, namely psychological, personal, and social. The first factor is psychological, formed from motivation, perception, learning and belief. The conclusion that can be drawn based on the definition of repurchase attention is the decision of someone to make a repeat purchase in the future based on satisfaction and trust, the decision to repurchase can bring benefits to the company that can be felt directly is the company's cost. Research conducted by Liu and Lee (2009) shows the factors that influence repurchase intention by service quality, monetary price, behavior price and word mouth. In his research mentioned repurchase intention variables formed from three indicators namely; first choice, strong interest and planning to return.

Method

This study uses a survey method with a population of guests staying at budget hotels, and a total sample of 190 and the analysis used is descriptive analysis by calculating the frequency of respondents' answers from each question that has been provided with answers 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = Strongly agree

Results and Discussion

Service Quality

Descriptive analysis of the frequency of respondents' answers to variable service quality with indicators tangibles, reliability, responsiveness, assurance and empathy. The frequency distribution of respondents' answers is presented in the following table 1:

Table 1
Description of Respondents' Answers About Service Quality

Questions	Distribution of Respondents' Answers										Mean
	strongly disagree		disagree		neutral		agree		Strongly agree		
	F	%	F	%	F	%	F	%	F	%	
Tangibles											
Hotel accommodation has manicured buildings	14	7.3	35	18.3	80	41.9	40	20.9	22	11.5	3.11
The hotel has adequate parking	15	7.9	43	22.5	71	37.2	44	23.0	18	9.4	3.04
Average tangibles Score											3.08
Reliability											
Airy Employee Uniforms give a cheerful impression	10	5.2	37	19.4	62	32.5	52	27.2	30	15.7	3.29
Room to order	10	5.2	34	17.8	63	33.0	54	28.3	30	15.7	3.31
Average reliability Score											3.30
Responsiveness											
Employees handle complaints deftly	17	8.9	39	20.4	72	37.7	45	23.6	18	9.4	3.04
Explanation of complaints is easy to understand	11	5.8	34	17.8	72	37.7	49	25.7	25	13.1	3.23
Average responsiveness Score											3.14
Assurance											
The atmosphere of the hotel is calm	22	11.5	38	19.9	67	35.1	45	23.5	19	9.9	3.01
Hotel employees have courtesy in serving	19	9.9	29	15.2	64	33.5	46	24.1	33	17.3	3.24
Average assurance Score											3.13
Empathy											
Hotel employees are always helpful even if not asked	10	5.2	32	16.8	89	46.6	40	20.9	20	10.5	3.15
Hotel employees carry luggage even if not requested	4	2.1	29	15.2	79	41.4	58	30.4	21	11.0	3.33
Average Empaty score											3.24
Average Service Quality score											3.18

Based on Table 1, the distribution of answers for the tangibles indicator on the statement of the hotel to stay has a manicured building, most respondents are neutral as many as 80 respondents (41.9%), followed by agreeing 40 respondents (20.9%), disagreeing 35 respondents (18.3%), strongly agree 22 respondents (11.5%) and strongly disagree 14 respondents (7.3%). The average score is 3.11. This shows that respondents agreed that the hotel was maintained. In the statement of the hotel has adequate parking, the distribution of respondents stated neutral 71 respondents (37.2%), followed by agreeing 44 respondents (23.0%), disagreeing 43 respondents (22.5%), agreeing 18 respondents (9.4%) and strongly disagree 15 respondents (7.9%). The average score of 3.04 shows that respondents agree in stating that the hotel has adequate parking

space. The average value of tangibles indicator is 3.08, this shows that respondents agree that the variable service quality is determined by tangibles.

The distribution of the reliability indicator answers with the Airy Employee Uniform statement gives a cheerful impression, the majority of respondents' answers are neutral as many as 62 respondents (32.5%), followed by agreeing 52 respondents (27.2%), disagreeing 37 respondents (19.4%), strongly agreeing 30 respondents (15.7 %) and strongly disagree 10 respondents 5.3%). The average score is 3.29. This shows the respondents agreed that the Airy Employee Uniform gave a cheerful impression. In the statement of Hotel Employees serving kindly, the distribution of respondents stated neutral 63 respondents (33.0%), followed by agreeing 54 respondents (28.3%), disagreeing 34 respondents (17.8%), strongly agreeing 30 respondents (15.7%) and strongly disagreeing 10 respondents (5.2%). The average score is 3.31. This shows that the respondents agreed to state that the employees of the Hotel served it kindly. The average reliability indicator is 3.30, this shows the respondents stated agree that the service quality variable is determined by reliability.

Distribution of responses to responsiveness indicators with statements Employees handle complaints deftly, most respondents are neutral as many as 72 respondents (37.7%), followed by agreeing 45 respondents (23.6%), disagreeing 39 respondents (20.4%), strongly agreeing 18 respondents (9.4%)) and strongly disagree 17 respondents (8.9%). The average score is 3.04. This shows the respondent agreed that the employee handled the complaint deftly. In the statement of the explanation of complaints is easy to understand, the distribution of respondents stated neutral 72 respondents (37.7%), followed by agreeing 49 respondents (27.7%), disagreeing 34 respondents (17.8%), strongly agreeing 25 respondents (13.1%) and strongly disagreeing 11 respondents (5.8%). The average score is 3.23. This shows that the respondents agreed that the explanation of complaints was easy to understand. The average responsiveness indicator is 3.14, this shows the respondents stated agree that the service quality variable is determined by responsiveness.

Distribution of assurance indicator answers with a calm hotel atmosphere statement, most respondents were neutral as many as 67 respondents (35.1%), followed by agreeing 45 respondents (23.6%), disagreeing 38 respondents (19.9%), strongly agreeing 19 respondents (9.9%) and very much disagree 22 respondents (11.5%). The average score is 3.01. This shows that respondents agreed that the atmosphere of the hotel was calm. In the statement of hotel employees have courtesy in serving, the distribution of respondents stated neutral 64 respondents (33.5%), followed by agreeing 46 respondents (24.1%), disagreeing 29 respondents (15.2%), strongly agreeing 33 respondents (17.3%) and very not agree 19 respondents (9.9%). The average score is 3.24. This shows the respondents agreed that the hotel employees have the courtesy in serving. The average assurance indicator is 3.13, this shows neutral respondents that the service quality variable is determined Distribution of empathy indicator answers with hotel employee statements always helps even if not asked, the majority of respondents' answers were neutral as many as 89 respondents (46.6%), followed by agreeing 40 respondents (20.9%), disagreeing 32 respondents (16.8%), strongly agreeing 20 respondents (10.5%) and strongly disagree 10 respondents (5.2%). The average score is 3.15. This shows the respondents agreed that the hotel employees always helped even if they were not asked. In the statement of hotel employees carrying luggage even if not requested, the distribution of respondents stated neutral 79 respondents (41.4%), followed by agreeing 58 respondents (30.4%), disagreeing 29 respondents (15.2%), strongly agreeing 21 respondents (11.0%) and very much disagree 4 respondents (2.1%). The average score is 3.33. This shows that respondents agreed to state that

hotel employees carry luggage even if they are not asked. The average empathy indicator is 3.24, this shows the respondent stated agreed that the service quality variable can be determined empathy. The average service quality score is 3.18. This shows that respondents agreed that Service Quality was determined by tangibles, reliability, responsiveness, assurance and empathy. Reliability gives the biggest contribution to service quality, especially in the statement of hotel employees serving friendly.

Brand Image

Descriptive analysis of the frequency of respondents' answers to brand image variables with indicators of comfort, exterior design, price, physical facilities, interior design, reliability and location. The frequency distribution of respondents' answers is presented in the following table 2:

Questions	Distribution of Respondents' Answers										Mean
	strongly disagree		disagree		neutral		agree		Strongly agree		
	F	%	F	%	F	%	F	%	F	%	
Comfort											
This hotel is comfortable	27	14.1	32	16.8	63	33.0	45	23.6	24	12.6	3.04
This hotel provides accurate information	12	6.3	44	23.0	47	24.6	62	32.5	26	13.6	3.24
Average comfort score											3.14
Exterior Design											
The hotel is clean	18	9.4	29	15.2	92	48.2	30	15.7	22	11.5	3.05
Distinctive attribute	9	4.7	38	19.9	77	40.3	44	23.0	23	12.0	3.18
Average exterior design score											3.12
Price											
Airy Rooms Hotel is indeed a budget hotel	24	12.6	31	16.2	86	45.0	24	12.6	26	13.6	2.98
Room rates are according to class	15	7.9	40	20.9	72	37.7	38	19.9	26	13.6	3.10
Average price score											3.04
Physical facilities											
The hotel has facilities according to what guests need	12	6.3	39	20.4	71	37.2	47	24.6	22	11.5	3.15
Hotel facilities can be used	7	3.7	44	23.0	62	32.5	56	29.3	22	11.5	3.22
Average physical facility score											3.19
Interior Design											
Hotel Airy Rooms has a neat arrangement	25	13.1	29	15.2	84	44.0	37	19.4	16	8.4	2.95
Hotel Airy Rooms is like home	16	8.4	38	19.9	74	38.7	47	24.6	16	8.4	3.05
Average interior design score											3.00
Trusted											
This hotel is a money-saving solver on travel	20	10.5	30	15.7	91	47.6	26	13.6	24	12.6	3.02
This hotel booking does not occur double booking	14	7.3	36	18.8	80	41.9	37	19.4	24	12.6	3.11
Average reliable score											3.07
Location											
Location near city center	16	8.4	27	14.1	97	50.8	32	16.8	19	9.9	3.06

The location is easy to reach	12	6.3	31	16.2	87	45.5	42	22.0	19	9.9	3.13
Average location score											3.10
Average Brand Image score											3.09

Table 2
Description of Respondents' Answers About Brand Image

Based on Table 2, it is known that the distribution of answers to the indicators of comfort in this hotel statement is comfortable, the majority of respondents' answers are neutral as many as 63 respondents (33.0%), followed by agreeing 45 respondents (23.6%), disagreeing 32 respondents (16.8%), strongly disagreeing 27 respondents (14.1%) and strongly agree 24 respondents (12.6%). The average score is 3.04, this shows the respondents stated agree that this hotel is comfortable. In this hotel statement provides accurate information, the distribution of respondents stated agree 62 respondents (32.5%), followed neutral 47 respondents (24.6%), disagree 44 respondents (23.0%), strongly agree 26 respondents (13.6%) and strongly disagree 6 respondents (6.3%). The average score is 3.24, this shows the respondents stated agree in stating the hotel provides accurate information. The average comfort indicator is 3.14, this shows the neutral respondents that the brand image variable is determined by comfort.

Distribution of exterior design indicators with the statement that the hotel is clean, the majority of respondents' answers are neutral as many as 92 respondents (48.2%), followed by agreeing 30 respondents (15.7%), disagreeing 29 respondents (15.2%), strongly agreeing 22 respondents (11.5%) and strongly disagree 18 respondents (9.4%). The average score is 3.05, this shows the respondents stated agree that the hotel is clean. In the typical Airy Rooms hotel attribute statement, the distribution of respondents stated neutral 77 respondents (40.3%), followed by agreeing 34 respondents (23.0%), disagreeing 38 respondents (19.9%), strongly agreeing 23 respondents (12.0%) and strongly disagreeing 9 respondents (4.7%). The average score is 3.18, this shows the respondents stated agree in stating the attributes of a typical Airy Rooms hotel. The average interior design indicator is 3.12, this shows that respondents agree that the brand image variable is determined by the exterior design.

Distribution of price indicator answers with the statement Airy Rooms hotel is indeed a budget hotel, the majority of respondents' answers are neutral as many as 86 respondents (45.0%), followed by disagreeing 31 respondents (16.2%), strongly agreeing 26 respondents (13.6%), while the answers agree and strongly disagree with yaotu 24 respondents (21.6%). The average score is 2.98, this shows the respondents stated agree that the Airy Rooms hotel is indeed a budget hotel. In the room price statement according to class, the distribution of respondents stated neutral 72 respondents (37.7%), followed disagree 40 respondents (20.9%), agreed 38 respondents (19.9%), strongly agreed 26 respondents (13.6%) and strongly disagreed 15 respondents (7.9%). The average score is 3.10, this shows the respondents agreed to state the price of the room according to class. The average indicator according to the class is 3.04, this shows the respondent stated agreed that the brand image variable is determined by price.

Distribution of answers to indicators of physical facilities with the statement The hotel has facilities in accordance with what is needed by guests, the majority of respondents' answers are neutral as many as 71 respondents (37.2%), followed by agreeing 47 respondents (24.6%), disagreeing 39 respondents (20.4%), strongly agree 22 respondents (11.5%) and strongly

disagree 12 respondents (6.3%). The average score is 3.15. This shows the respondents agreed that the hotel has the facilities in accordance with what is needed by guests. In the statement of hotel facilities that can be used, the distribution of respondents stated neutral 62 respondents (32.5%), followed by agreeing 56 respondents (29.3%), disagreeing 44 respondents (23.0%), strongly agreeing 22 respondents (11.5%) and strongly disagreeing 7 respondents (3.7%). The average score is 3.22, this shows the respondents stated agree in stating the hotel facilities can be used. The average indicator of physical facilities is 3.19, this shows the respondents agreed that the brand image variable is determined by the physical facilities.

The distribution of interior design indicator answers with the hotel Airy Rooms statement has a neat arrangement, the majority of respondents' answers are neutral as many as 84 respondents (44.0%), followed by agreeing 37 respondents (19.4%), disagreeing 29 respondents (15.2%), strongly disagree 25 respondents (13.1%) and strongly agree 16 respondents (8.4%). The average score is 2.95, this shows the respondents stated agree that the Airy Rooms hotel has a neat arrangement. In the Airy Rooms hotel statement as at home, the distribution of respondents stated neutral 74 respondents (38.7%), followed by agreeing 47 respondents (24.6%), disagreeing 38 respondents (19.9%), while the answers strongly agreed and strongly disagreed to have the number of respondents who the same is 16 (8.4%). The average score is 3.05, this shows the respondents agreed to state the hotel Airy Rooms as at home. The average interior design indicator is 3.00, this shows the respondents agreed that the brand image variable is determined interior design.

Distribution of answers to reliable indicators with the statement of this hotel is a breaker of savings in funds on the way, the most respondents are neutral as many as 91 respondents (47.6%), followed by disagreeing 30 respondents (15.7%), agreeing 26 respondents (13.6%), strongly agreeing 24 respondents (12.6%) and strongly disagree 20 respondents (10.5%). The average score is 3.02, this shows the respondents stated agree that this hotel is a fundraiser in saving money on the trip. In this hotel booking statement there is no double booking, the distribution of respondents stated neutral 80 respondents (41.9%), followed by agreeing 39 respondents (19.4%), disagreeing 36 respondents (18.8%), strongly agreeing 24 respondents (12.6%) and strongly disagreeing agree 14 respondents (7.3%). The average score is 3.11, this shows the respondent stated agreed in stating that the hotel booking did not occur double booking. The average reliable indicator is 3.07, this shows the respondents stated agree that the brand image variable is formed by trusted.

Distribution of answers to location indicators with location statements near the city center, the majority of respondents' answers were neutral as many as 97 respondents (50.8%), followed by agreeing 32 respondents (16.8%), disagreeing 27 respondents (14.1%), strongly agreeing 19 respondents (9.9%) and strongly disagree 16 respondents (8.4%). The average score is 3.06, this shows the respondents agreed that the location of the hotel is near the city center. In the statement that the location of the hotel is easy to reach, the distribution of respondents stated neutral 87 respondents (45.5%), followed by agreeing 42 respondents (22.0%), disagreeing 31 respondents (16.2%), strongly agreeing 19 respondents (9.9%) and strongly disagreeing 12 respondents (6.3%). The average score is 3.13, this shows the respondents stated agree in stating the location of the hotel is easy to reach. The average location indicator is 3.10, this shows that respondents agreed that the brand image variable was formed by the location. The average brand image score is 3.10, this shows that respondents agreed that brand image was formed by comfort, exterior design, price, physical facilities, interior design, reliability and location. Physical

facilities give the biggest contribution to brand image, especially on the statement that hotel facilities can be used.

Word of Mouth

Descriptive analysis of the frequency of respondents' answers to variable word of mouth with indicators recommending, suggesting and telling positive things. The frequency distribution of respondents' answers is presented in the following table 3:

Table 3
Description of Respondents' Answers About Word of Mouth

Questions	Distribution of Respondents' Answers										Mean
	strongly disagree		disagree		neutral		agree		Strongly agree		
	F	%	F	%	F	%	F	%	F	%	
Recommend											
Save money, choose the Airy Rooms hotel	15	7.9	15	7.9	65	34.0	74	38.7	22	11.5	3.38
If traveling in a group, choose Airy Rooms	10	5.2	20	10.5	61	31.9	78	40.8	22	11.5	3.43
Average score recommend Recommend											3.41
Suggest											
If you want to save money, just stay at Airy Rooms hotels	17	8.9	29	15.2	59	30.9	47	24.6	39	20.4	3.32
If you want to easily book lodging, then you can book directly through the Airy Rooms application or another Online Travel Agent	14	7.3	28	14.7	54	28.3	56	29.3	39	20.4	3.41
Average score suggest											3.37
Tell something positive											
Staying at the Airy Rooms Hotel was pleasant	15	7.9	23	12.0	65	34.0	54	28.3	34	17.8	3.36
Staying at Hotel Airy Rooms feels comfortable	11	5.8	27	14.1	61	31.9	63	33.0	29	15.2	3.38
The average score tells a positive thing											3.37
Average Word of Mouth score											3.38

Based on table 3 Known distribution of answers for indicators recommending saving funds, choose the Airy Rooms hotel, most respondents answered agree 74 respondents (38.7%), followed neutral 65 respondents (34.0%), strongly agree 22 respondents (11.5%), no agree and strongly disagree to have the same number of answers which is 15 responses (7.9%). The average score is 3.38, this shows the respondents agreed that recommending saving money,

choose the Airy Rooms hotel. In the statement if traveling group / group choose Airy Rooms, the distribution of respondents stated agree as much as 78 respondents (40.8%), followed neutral 61 respondents (31.9%), strongly agree 22 respondents (11.5%), disagree 20 respondents (10.5%) and strongly disagree having 10 responses (5.2%). The average score is 3.43, this shows the respondents agreed in saying if traveling a group / group choose Airy Rooms. The average recommend score is 3.41, this shows the respondents agreed that the word of mouth variable was formed by recommending.

The distribution of indicator answers suggests with a statement if you want to save funds, just stay at Airy Rooms hotels, the most respondents are neutral as many as 59 respondents (30.9%), followed by agreeing 47 respondents (24.6%), strongly agree 39 respondents (20.2%) , disagree 29 respondents (15.2%) and strongly disagree 17 respondents (8.9%). The average score is 3.32, this shows the respondent agreed that if you want to save funds, just stay at Airy Rooms hotels. In the statement if you want to easily book lodging, you can book through directly, the Airy Rooms application or other Online Travel Agent, the distribution of respondents agreed to agree 56 respondents (29.3%), followed neutral 54 respondents (28.3%), strongly agree 39 respondents (20.4 %), disagree 28 respondents (14.7%) and strongly disagree 14 respondents (7.3%). The average score is 3.41, this shows the respondent stated agreed in stating if you want to easily book lodging, then can book through directly, the Airy Rooms application or another Online Travel Agent. The average suggested score is 3.37, this shows that respondents agreed that the word of mouth variable was formed by suggesting.

The distribution of indicator responses tells positive things with a pleasant stay statement at Airy Rooms Hotel, the majority of respondents' answers are neutral as many as 65 respondents (34.0%), followed by agreeing 54 respondents (28.3%), strongly agreeing 34 respondents (17.8%), disagreeing 23 respondents (12.0%) and strongly disagree 15 respondents (7.9%). The average score is 3.36, this shows the respondents stated agree that staying at the Airy Rooms Hotel is pleasant. The statement of staying at the Airy Rooms Hotel felt comfortable, the distribution of respondents agreed 63 respondents (33.0%), followed neutral 61 respondents (31.9%), strongly agreed 29 respondents (15.2%), disagreed 27 respondents (14.1%) and strongly disagreed agree 11 respondents (5.8%). The average score is 3.38, this shows the respondents stated agree in stating staying at the Airy Rooms Hotel feels comfortable. The average indicator tells a positive thing is 3.37. This shows that respondents agreed that the word of mouth variable can be seen from the indicator telling positive things. The average word of mouth score was 3.38, indicating that respondents agreed that word of mouth was formed by recommending, suggesting and telling positive things. Recommend giving the biggest contribution to word of mouth, especially on statements If traveling in a group / group choose Airy Rooms.

Repurchase Intention

Descriptive analysis of the frequency of respondents' answers to the Repurchase Intention variable with indicators recommending, suggesting and telling positive things. The frequency distribution of respondents' answers is presented in the following table 4:

Table 4

Questions	Distribution of Respondents' Answers					Mean
	strongly disagree	disagree	neutral	agree	Strongly agree	

	F	%	F	%	F	%	F	%	F	%	
First choice											
Be the first choice to stay back	15	7.9	30	15.7	64	33.5	59	30.9	23	12.0	3.24
The first destination to stay is Airy Rooms	8	4.2	37	19.4	57	29.8	70	36.6	19	9.9	3.29
Average first choice score											3.27
Strong interest)											
Airy Rooms is where I stay when I travel	27	14.1	23	12.0	58	30.4	40	20.9	43	22.5	3.26
Airy Rooms guarantees a low-budget stay	19	9.9	26	13.6	49	25.7	55	28.8	42	22.0	3.39
Average score of strong interest											3.33
Planning to return											
I will stay again at this hotel	16	8.4	23	12.0	72	37.7	50	26.2	30	15.7	3.29
I will stay at another Airy Rooms hotel	9	4.7	30	15.7	60	31.4	60	31.4	32	16.8	3.40
Average score planning again											3.35
Average Repurchase Intention score											3.31

Description of Respondents' Answers About Repurchase Intention

Based on table 4 it is known that the distribution of answers to the first choice statement in the statement becomes the first choice to stay overnight, the majority of respondents' answers are neutral as many as 64 respondents (33.5%), followed by agreeing 59 respondents (30.9%), disagreeing 30 respondents (15.7%), very agree d23 respondents (12.0%) and strongly disagree 15 respondents (7.9%). The average score is 3.24, this shows the respondents stated agree that being the first choice to stay overnight. In the statement where the first destination to stay is Airy Rooms, the distribution of respondents stated agree as much as 70 respondents (36.6%), followed neutral 57 respondents (29.8%), disagree 37 respondents (19.4%), strongly agree 19 respondents (9.9%) and strongly disagree 8 responsiveness (4.2%). The average score is 3.29, this shows the respondent stated agreed in stating the first destination to stay is Airy Rooms. The average of the first choice indicator is 3.27, this shows the respondent states agree that the repurchase intention variable is formed by the first choice.

Distribution of answers to indicators of strong interest with the statement of Airy Rooms purpose of staying where I travel, staying overnight at Airy Rooms hotels, the majority of respondents' answers are neutral as many as 58 respondents (30.4%), followed strongly agree 43 respondents (22.5%), agree 40 respondents (20.9%), strongly disagree 27 respondents (14.1%) and disagree 23 respondents (12.0%). The average score is 3.26, this shows that respondents agreed that Airy Rooms was the destination for staying where I was traveling. In the statement of Airy Rooms guarantee to stay with saving funds, the distribution of respondents stated agree as much as 55 respondents (28.8%), followed by net 49 respondents (25.7%), strongly agree 42 respondents (22.0%), disagree 26 respondents (13.6%) and strongly disagree 19 respondents (9.9%). The average score is 3.39, this shows the respondents stated agree in stating Airy Rooms guarantee a stay with a saving fund. The average indicator of strong interest is 3.33, this indicates that respondents agreed that the repurchase intention variable was formed by strong interest.

Distribution of indicators answer plans to return with a statement I will stay back at this hotel, the majority of respondents' answers are neutral as many as 72 respondents (37.7%), followed by agreeing to 50 respondents (26.2%), strongly agreeing 30 respondents (15.7%), disagreeing 23 respondents (12.0%) and strongly disagree 16 respondents (8.4%). The average score is 3.29, this shows that respondents agreed that I would stay again at this hotel. In my statement I would stay at another Airy Rooms hotel, the distribution of respondents stated neutral and agreed the same that is 63 respondents (33.0%), strongly agreed 32 respondents (16.8%), disagreed 30 respondents (15.7%) and strongly disagreed 9 respondents (4.7%). Average score of 3.40, this shows that the neutral respondent stated that I would stay at another Airy Rooms hotel. The average indicator of re-planning is 3.35, this shows the respondents stated agree that the repurchase intention variable can be seen from the indicator of re-planning. The average score of repurchase intention is 3.31, this shows that respondents agreed that repurchase intention was formed by the first choice, strong interest and planning again. Planning to return the biggest contribution to repurchase intention, especially on the statement I will stay at another Airy Rooms hotel.

Conclusion

Service quality is formed from tangibles, reliability, responsiveness, assurance and empathy. Reliability is the main thing felt by guests staying in the form of uniforms Airy employees give the impression of cheerful and rooms to order. Brand image is formed from comfort, exterior design, price, physical facilities, interior design, trustworthiness and location. Guests staying in response to physical facilities as the main thing in describing the brand image that is formed from the hotel has the appropriate facilities needed by guests and hotel facilities can be used. Word of mouth is described from recommending, suggesting and telling something positive. Guests staying at hotels that are members of Airy Rooms respond to recommend as the main thing in creating word of mouth by giving recommendations to save money and if traveling in a group then choose Airy Rooms. Repurchase intention is illustrated by the first choice, strong interest and planning to return. Guests staying at hotels that are members of Airy rooms respond to plan to return as the main thing of repurchase intention. Planned to be shown again by staying again both at the same hotel and at a hotel joined by other Airy Rooms and I will stay again at this hotel.

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