



The Factors Affecting Customer Repurchase Intention of Economic Hotels in Kunming

Jinrui Hu¹, Pharatt Run*²

^{1,2} Institute of Science Innovation and Culture, Rajamangala University of Technology Krungthep, Thailand

*Corresponding Author: Pharatt Run | Email: pharatt.r@mail.rmutk.ac.th

ABSTRACT

This research studies the influence of demographics, marketing mix (7Ps), and sustainability on customer repurchase intentions at an economic hotel in Kunming. The researcher used the questionnaire as the research tool and collected data from sample customers who had stayed at the Economic Hotel in Kunming. The data was analyzed using statistical techniques, including T-tests, one-way ANOVAs, and multiple linear regression analyses to test the influence of demographics, marketing mix (7Ps), and sustainability on customer repurchase intentions. The first hypothesis was tested, and the results found that the differences in education, occupation, and income significantly affected different repurchase intentions of economic hotels. For the second hypothesis tested, the results found that physical evidence, process, price, and people (staff) significantly influence customer repurchase intention. For the last hypothesis tested, the results also found that efficiency, planet, and people (sustainability) significantly influence customer repurchase intention. The results show that demographics, marketing mix (7Ps), and sustainability have influenced customer repurchase intentions in the economic hotel industry. This research provides valuable insights into the economic hotels, other stakeholders, and especially top managers who can use these results to apply their marketing strategies to increase customer repurchase intentions in Kunming or other provinces in China.

Keywords: Repurchase Intention, Economic Hotel, Marketing Mix 7Ps, Sustainability

1. INTRODUCTION

With the rapid development of tourism and the increase of people's demand for comfortable accommodation, economic hotels have become the first choice of many tourists and business people. In Kunming, the number of economic hotels has been increasing, and the service quality has also been improved. As the economic hotel market continues to expand, the challenge of the fierce market competition (Sánchez-Pérez et al., 2020). The repurchase intention of hotel customers is an important research field in hotel marketing. It cannot only reflect the competitiveness and market position of the hotel but also predict the hotel's future revenue and market share. Therefore, it will play an essential role in promoting the operation and development of the hotel by studying the repurchase intention of hotel customers, exploring its influencing factors, and formulating corresponding strategies (Majeed et al., 2022). Traditionally, the marketing mix includes "4Ps": product, price, place, and promotion. However, in the economic hotel industry, where the nature of service is unique, and consumer expectations for experiences and service quality are constantly rising, these traditional marketing theories are no longer fully applicable to the current market environment. As a result, researchers have started exploring broader marketing theories such as the "7Ps" model, which includes product, price, place, promotion, people (staff), process, and physical evidence (Chana et al., 2021).

Furthermore, with increasing societal attention towards sustainability issues, economic hotels face challenges driving sustainable development. Customers are placing greater importance on environmental friendliness and corporate social responsibility. They tend to choose companies that demonstrate good sustainable practices. Therefore, the hotel industry should focus more on sustainability to enhance customer satisfaction, repurchase rates, and overall market competitiveness (Putri et al., 2023). Exploring the relationship between such

behavior and sustainable development is crucial in studying customer repurchase behavior in economic hotels. In order to maintain competitiveness and obtain more repurchase intentions, economic hotels need to improve their strengths and continuously respond flexibly to market changes. Understanding the influencing factors of customers' repurchase intentions in economic hotels can better meet market demand and provide services that meet customer expectations. There is a lack of in-depth research on demographics, marketing mix 7Ps, and sustainability on customer repurchase intentions. So, the researcher decided to research the factors affecting customer repurchase intention of economic hotels in Kunming.

1.2 Research Objectives

The research aims: (1) to study the difference in repurchase intention of economic hotels based on demographics. (2) To study the influence of marketing mix (7Ps) on customer repurchase intention in economic hotels in Kunming, China. (3) To study sustainability's influence on customer repurchase intention in economic hotels in Kunming, China.

2. LITERATURE REVIEW

2.1 Demographic

Pai et al. (2022) found that demographic factors such as age, gender, income level, education, and occupation affect hotel consumers' selection of hotels and related products/services. Demographic factors include age, gender, income level, education, and occupation. Rasaily et al. (2023) studied the relationship between service quality and customer repurchase intention in Kathmandu Valley, Nepal cafe. Demographic factors such as age, marital status, employment status, annual income, and the number of years visited in cafes create differences in customer repurchase intention. Zhu (2019) studied the impact of demographics on the repurchase intention of the hotel industry. The influence of demographic characteristics, including education, occupation, and income, impact the consumption repurchase intention of the hotel industry in China.

H₁: There are significant differences in customer repurchase intention of economic hotels based on demographics.

2.2 Marketing Mix 7Ps

The marketing mix refers to the set of marketing tools and strategies that a company uses to influence customer perceptions and achieve its marketing goals (Constatinides, 2006). Jerome McCarthy introduced the 4Ps marketing mix concept (later called 7Ps marketing) in his book "Basic Marketing: A Management Approach". It has Product, Price, Place, Promotion, People (staff), Process, and Physical Evidence. Kusumawati et al. (2021) studied the influence of the 7Ps on consumers' purchase intention and purchase decisions. They found that product characteristics, price, and service quality are essential factors affecting consumers' repurchase behavior.

Zeithaml (1988) argues that consumers do not necessarily remember the actual prices of products. Instead, they assign meaning to the price based on their perceptions. Mucai et al. (2013) found that employee service quality significantly impacts overall customer repurchase intentions within hotels, emphasizing the importance for owners to enhance staff quality to address this issue effectively. The importance of a tangible display is that customers can get palpable clues from it to appreciate your service quality. Loo & Leung (2018) presented that place and location are the same things. A good location refers to a place that is easily accessible and convenient for customers to visit, which plays a crucial role in enhancing customer repurchase intention. It covers the customer journey, from initial contact to after-sales service. Efficient and customer-centric processes help create a seamless experience, minimize customer workload, and increase satisfaction (Matura et al., 2021). Indiani et al. (2020) studied the influence of hotel marketing mix on tourists' revisit intention case study at Kumala Pantai Hotel, Seminyak, Bali. The results showed that the marketing mix strongly influences visitors' intentions to return to Kumala Pantai Hotel.

H₂: Marketing mix 7Ps influence customer repurchase intention

2.3 Sustainability

As per the World Travel & Tourism Council, hotel sustainability basics are divided into three components: 1. Efficiency, 2. Planet, and 3. People. In order to achieve the goal of sustainable development, all industries worldwide have joined the ranks of sustainable development. As an essential part of the tourism industry, the hotel industry also plays a vital role in sustainable development (WTTC, 2023). Berezan et al. (2013) studied sustainable hotel practices and nationality: The impact on guest satisfaction and intention to return. The findings of this study corroborated the research hypotheses that suggest that on the whole, green practices do have a favorable association with customers' satisfaction levels and return intention for Mexicans, Americans, and other countries. Also, Kim et al. (2022) studied threat-induced sustainability: How COVID-19 has affected sustainable behavioral intention and sustainable hotel brand choice. Found consumers with sustainability has a positive influence on repeat customer purchases.

H_3 : Sustainability influences customer repurchase intention

2.4 Repurchase Intention

Repurchase intention is the likelihood that a customer (i.e., an experienced customer) will continue to buy a product from the same online seller (Wu et al., 2020). It can be defined as to purchase the product or service from the same company again, Trivedi et al. (2020) suggested. Previous research has investigated possible drivers of customers' willingness to repurchase mainly from a buyer relationship perspective and recognized trust and satisfaction as two significant predictors (Zhang et al., 2018). A positive buying experience may lead to positive influence, encouraging consumers to post positive reviews (Wu et al., 2020) Due to the high cost of acquiring new customers and the economic value of trusted, loyal customers, repurchase is necessary and desirable. Acquiring and transacting with new customers costs 5 times more than keeping existing customers. Sustaining positive customer relationships requires high levels of e-satisfaction; this promotes customer trust and repurchase intent (as well as lower switching costs) (Wu et al., 2020).

2.5 Research Framework

Figure 1 shows this article includes four main variables: demographic factor, marketing mix 7Ps factor, sustainability factor, and repurchase intention. Demographics, marketing mix 7Ps, and sustainability factors are independent variables, while repurchase intention is dependent. The demographic factors include Gender, Age, Educational, Occupation, and Income. The marketing mix 7Ps image has 7 dimensions: Product, Price, Place, Promotion, People (staff), Process, and Physical Evidence. The sustainability factors image have Efficiency, Planet, and People (sustainability).

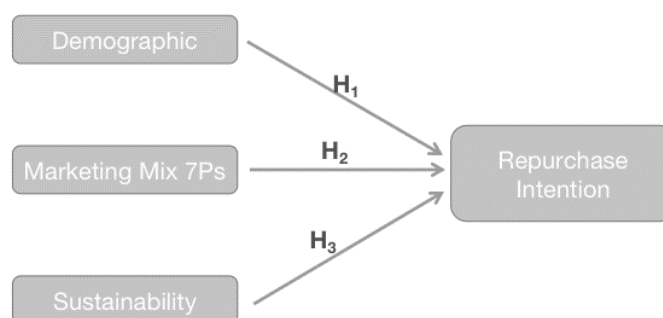


Figure 1. Research Framework

3. METHODOLOGY

The research on the factor affecting customer repurchase intention of economic hotel in Kunming used statistical analysis to analyze 420 samples from three economic hotels. Multi-stage Sampling Method:

Stage 1: Quota sampling will be used to select three economic hotels. Stage 2: Apply a fixed sample size of each hotel's 140 customers, and Stage 3: Convenience sampling method. The researcher used the questionnaire to collect data and divided it into 4 parts. (1) Part 1: Demographic Factors. It is collecting data related to the demographic information of the respondents (checklist type). (2) Part 2: Marketing Mix 7Ps. Including product, price, place, promotion, people, process and physical evidence (Likert Scale). (3) Part 3: Sustainability. Including Efficiency, Planet, and People (sustainability) - (Likert Scale). (4) Part 4: Customer repurchase intention. It evaluates the respondents' customer repurchase intention with the economic hotel (Likert Scale).

Content validity with Item Objective Congruence Index (IOC). Three experts with expertise in research tool creation evaluated the content and measurement of the questions to address and resolve the research concerns. The IOC index of all questions is over 0.67. The Cronbach's Alpha was used to test the reliability of the questionnaire. The results show that the values for marketing mix 7Ps, sustainability, and repurchase intention are 0.847, 0.865, and 0.828.

4. RESULT AND DISCUSSIONS

4.1. Descriptive Statistics

From Table 1, the description of economic hotel customers is as follows: 420 respondents consist of 206 males (49%) and 214 females (51%). About age most of the respondents were between 25 and 44 years old, accounting for 39.3%. Fewer respondents are >44 years old, with accounting for 30.2%. The highest educational level of the respondents is bachelors, as high as 68.1%, and the least of the respondents is less than bachelor's, accounting for 11.7%. About occupation, most of the respondents were company workers, accounting for 56.4%. Fewer respondents are business owners, with accounting for 1.9%. The highest monthly income level of the respondents is 4,000 - 7,000 yuan, as high as 48.6%, and the least of the respondents is more than 10,000, accounting for 8.1%.

Table 1: The Descriptive Statistics of Demographic

		Frequency	Percent
Gender	Male	206	49
	Female	214	51
Age	18-24 years old	128	30.5
	25-44 years old	165	39.3
	>44 years old	127	30.2
Educational	Less than Bachelor	49	11.7
	Bachelor	286	68.1
	Higher than Bachelor	85	20.2
Occupation	No work/housewife	13	3.1
	Student	123	29.3
	Company worker	237	56.4
	Government Officer	36	8.6
	Business Owner	8	1.9
Monthly Income	Other	3	0.7
	Less than 4,000	35	8.3
	4,000 - 7,000	204	48.6
	7,001 - 10,000	147	35
	More than 10,000	34	8.1
Total		420	100

From Table 2, for marketing mix 7Ps factors, people (staff) are the most critical variable with a mean value of 3.93, and the last one is the product with a mean value of 3.55. The most crucial sustainability factor is efficiency, with a mean value of 3.66, followed by planet and people (sustainability), respectively, with mean values of 3.61 and 3.54. All variables are in the Agree level.

Table 2: The Descriptive Statistics of Marketing Mix 7Ps, Sustainability, and Repurchase Intention

	Level of Opinion (Percent)					Mean	SD	Meaning	Ranking
	Very disagree	Disagree	Neutral	Agree	Very Agree				
Product	1.7	14	27.4	40.7	16.2	3.55	0.977	Agree	7
Price	1	14.5	28.1	40.5	16	3.56	0.957	Agree	6
Place	0	6.9	25.5	51.4	16.2	3.77	0.87	Agree	3
Promotion	0.7	6.4	23.3	51.2	18.3	3.8	0.837	Agree	2
People(staff)	0.7	5.7	16	54.8	22.9	3.93	0.823	Agree	1
Process	1	6.4	33.1	46	13.6	3.65	0.829	Agree	4
Physical Evidence	1	11.4	24.8	50.7	12.1	3.62	0.876	Agree	5
Marketing mix 7Ps	0.5	0.7	33.6	61.7	3.6	3.67	0.579	Agree	
Efficiency	1	5.5	35.2	42.9	15.5	3.66	0.837	Agree	1
Planet	0.7	10	30.5	45.2	13.6	3.61	0.868	Agree	2
People (sustainability)	0.7	17.4	27.4	36.2	18.3	3.54	1.004	Agree	3
Sustainability	0	7.6	33.1	50	9.3	3.61	0.76	Agree	
Repurchase Intention	1	7.1	21.2	52.6	18.1	3.8	0.852	Agree	1

3.4 Inferential Statistics

Inferential statistics was used to test the hypotheses at a statistical significance level of 0.05. The analysis evaluated the influence of the dependent variable on independent variables under the following hypotheses. This study uses the Independent Sample T-test and the One-way ANOVA to test hypothesis 1. Hypothesis 1: There are significant differences in the repurchase intention of economic hotels based on demographic factors, while the multiple linear regression analysis is applied for hypothesis 2 and hypothesis 3. Hypothesis 2, marketing mix 7Ps factor influences customer repurchase intention. Hypothesis 3, the sustainability factor influences customer repurchase intention.

Table 3: Summary result for Demographic Factor Influence on Repurchase Intention

Demographic	Repurchase Intention
Gender	-
Age	-
Educational	√
Occupation	√
Income	√

- = The mean difference has a significant value of more than 0.05.

√ = The mean difference has a significant value less than the level of 0.05.

From Table 3, this study found that education ($F=25.101$, $p=0.000$), occupation ($F=9.863$, $p=0.000$), and income ($F=75.051$, $p=0.000$) significantly influence the Repurchase Intention. However, gender ($t(418) = -1.067$, $p=0.837$) and age ($F=0.801$, $p=0.0450$) were found to have no significant difference effect on Repurchase Intention.

Table 4: Difference in Educational Multiple Comparisons

Educational	Mean Difference (I-J)			
	Group J			
	Less than Bachelor	Bachelor	Higher than Bachelor	
Group I		3.653	3.976	3.282
Less than Bachelor	3.653	-	-0.32246 (0.01*)	.37071 (0.011*)
Bachelor	3.976		-	.69317 (0.000*)
Higher than Bachelor	3.282			-

The mean difference is significant at the 0.05 level.
Dependent Variable: Repurchase Intention

From Table 4, the result shows that respondents with an educational level of a bachelor's have a higher mean than those with an educational level of less than a bachelor's and higher than a bachelor's, with significant values at 0.01 and 0.011. The respondents with an educational level of less than a bachelor's have a higher mean than those with an educational level of higher than a bachelor's.

Table 5: Difference in Occupation Multiple Comparisons

Occupation	Mean Difference (I-J)					
	Group J					
	No work/ housewife	Student	Company worker	Government Officer	Business Owner	Other
Group I	3.385	3.919	3.9	3.111	2.875	3
No work/ housewife	3.385	-	-	-	-	-
Student	3.919	-	-	-	-	-
Company worker	3.9	-	-	-	-	-
Government Officer	3.111	-	-	-	-	-
Business Owner	2.875	-	-	-	-	-
Other	3	-	-	-	-	-

The mean difference is significant at the 0.05 level.
Dependent Variable: Repurchase Intention

From Table 5, the result shows that no-work/housewife respondents have a lower mean than students and company workers, with significance at 0.024 and 0.025. The students have a higher mean than government officer and business owners, with significance at 0.000 and 0.000. Company workers have a higher mean than government officers and business owners, significant at 0.000 and 0.000.

Table 6. Difference in income Multiple Comparisons

Monthly Income	Mean Difference (I-J)			
	Group J			
	Less than 4,000	4,000 - 7,000	7,000 - 10,000	More than 10,000
Group I	2.771	3.995	4.054	2.559
Less than 4,000	2.771	-	-	-
4,000 - 7,000	3.995	-	-	-
7,001 - 10,000	4.054	-	-	-
More than 10,000	2.559	-	-	-

* The mean difference is significant at the 0.05 level.
Dependent Variable: Repurchase Intention

From Table 6, the result shows that respondents with income less than 4,000 have a lower mean than respondents with income of 4,001 - 7,000 and 7,001 - 10,000, with significance at 0.000 and 0.000. Respondents with more than 10,000 have a lower mean than those with incomes of 4,000 - 7,000 and 7,001 - 10,000, with significance at 0.000 and 0.000.

Table 7: Multiple Linear Regression on Marketing Mix 7Ps factor

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.634	0.227		2.793	0.005
Price(X2)	0.198	0.039	0.222	5.029	0
Place(X3)	0.172	0.048	0.161	3.604	0
People(staff) (X5)	0.153	0.045	0.148	3.443	0.001
Process (X6)	0.238	0.051	0.232	4.658	0
Physical Evidence (X7)	0.094	0.048	0.097	1.973	0.049

Dependent Variable: Repurchase Intention

Equation 1:

$$Y = 0.634 + 0.198X_2 + 0.172X_3 + 0.153X_5 + 0.238X_6 + 0.094X_7$$

(0.000) (0.000) (0.001) (0.000) (0.049)

Where: Y= repurchase intention; X₁=Product; X₂=Price; X₃=Place; X₄=Promotion; X₅=People (staff); X₆=Process; X₇=Physical evidence

It can be found in Equation 1. The process is the most essential variable that influences the repurchase intention by the regression coefficient of about 0.232, followed by Price, Place, People (staff), and Physical Evidence, respectively, with coefficients of 0.222, 0.161, 0.148, and 0.097.

Table 8: Multiple Linear Regression on Sustainability Factor

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.962	0.194		10.138	0
Efficiency (X ₁)	0.214	0.052	0.21	4.127	0
Planet (X ₂)	0.191	0.06	0.195	3.187	0.002
People (sustainability) (X ₃)	0.102	0.049	0.121	2.109	0.036

Dependent Variable: Repurchase Intention

Equation 2:

$$Y = 1.962 + 0.214X_1 + 0.191X_2 + 0.102X_3$$

(0.000) (0.002) (0.036)

Where: Y=repurchase intention; X₁=People (sustainability), X₂=Efficiency, X₃=Planet

It can be found in Equation 2. Efficiency is the most essential variable influencing the repurchase intention, with a regression coefficient of about 0.21, followed by Planet People (sustainability), respectively, with coefficients of 0.195 and 0.121.

4.2. Discussion

4.2.1. Demographic

The results show that the difference in education, occupation, and income demographics significantly affect economic hotels' repurchase intentions. This result is consistent with Rasaily et al. (2023), who found that Demographic factors such as age, marital status, employment status, annual income, and the number of years visited in cafes create differences in customer repurchase intention. It also agrees with Zhu (2019), who found that the influence of demographic characteristics, including education, occupation, and income, impacts the consumption repurchase intention of the hotel industry in China.

The education level of a bachelors has a higher mean than those with an educational level less than a bachelor's and higher than a bachelor. This may be because customers with a bachelor's degree pay more attention to cost-effectiveness and comfort and have higher expectations for economic hotels' service quality and cost-effectiveness. In addition, this group may include more employees who must travel frequently for business or have a tendency towards brand loyalty, which further motivates them to choose the same hotel for repeated stays. This

finding allows hoteliers to dig deeper and meet the needs of bachelor-educated customers, increasing their satisfaction and repurchase intentions.

At the occupation level, Company workers have business trips and travel more frequently. Because in China, company workers have travel allowance for only economic hotels. Students may have more flexible schedules and more opportunities for economic hotels. Company workers and students often prioritize convenience, affordability, and accessibility when choosing accommodation.

The monthly income level of customers with moderate incomes in the range of 4000-10000 yuan may prioritize affordability when selecting accommodation options. With the 4000-10000 yuan range, they are more likely to engage in tourism and accommodation activities. They may be more able to pay for multiple hotel stays, increasing repeat purchases. However, customers with incomes of more than 10,000 yuan will choose more luxurious hotels and choose less economic hotels.

4.2.2 Marketing Mix 7Ps

The research results show that the marketing mix, including Price, Place, People (staff), Process, and Physical evidence, significantly influences customer repurchase intention. The process is the most critical variable that influences the intention to repurchase. This result is consistent with Indiani et al. (2020), who found that the marketing mix strongly influences visitors' intentions to return to Kumala Pantai Hotel. The process refers to the procedures and operating systems a hotel implements to ensure a smooth guest experience, such as the booking process, check-in or check-out process, and complaint resolution process. This means that the smoothness, efficiency, and user-friendliness of the economic hotel in providing services and the ability to create a good customer experience all impact its repeat purchase decision. The results also show that economic hotels must focus on competitive pricing, training warm and attentive staff, improving service processes, and maintaining a good physical environment to attract repeat customers.

4.2.3. Sustainability

The research results show that sustainability, including Efficiency, Planet, and People, significantly influences customer repurchase intention. Efficiency is the essential variable that influences the repurchase intention. This result is consistent with Berezan et al. (2013), who found that green practices have flavor. It is also consistent with Kim et al. (2022), who found that consumers with sustainability have a positive influence on repeat customer purchases. By utilizing Efficiency, hotels reduce their environmental impact and align themselves with the values of environmentally conscious customers. This can lead to increased customer loyalty and repurchase intention. There are specific considerations for using energy and environmental protection in the process of hotel operation. Efficient implementation of sustainability, including efficient use of energy, waste reduction, and renewable energy, significantly attracts repeat stays and improves customer satisfaction. However, hotel waste management and active community involvement are also considered necessary in addition to energy issues. The hotel implements effective waste disposal measures to reduce environmental burdens while actively participating in community activities. These comprehensive measures help attract repeat customer purchases, enhance the hotel's reputation, and contribute to sustainable development.

4.2.4 Recommendation for Economic Hotel

The hotel owner should set up the marketing strategy by focusing on the marketing focus of all students' segmentation by discounting the price to attract them to repurchase. The hotel owner should set up a marketing strategy by focusing on a bachelor's degree in service quality and cost-effectiveness to attract them to repurchase. The hotel owner should set up a marketing strategy focusing on 4,000-10,000 through promotion and accommodation activities to attract them to repurchase. Economic hotels should focus on providing a more transparent pricing strategy to build trust and attract repeat customers. Economic hotels should focus on offering shuttle services to and from transportation hubs or key attractions. This convenience can be a significant selling point for guests who want hassle-free travel. The economic hotel owner should

invest in staff training, fostering friendly and knowledgeable employees to provide excellent customer service and create positive guest experiences. The economic hotels should provide a streamlined reservation process, efficient check-in/check-out, and responsive customer service to help create a seamless guest experience. A streamlined program can make a lasting impression. Economic hotel managers should focus on the rooms by managing the rooms to be quiet, clean, and have a good smell, as well as the appearance and atmosphere of the hotel, more in order to meet customer expectations. The hotel owner should set up policies for more energy saving and low carbon emissions, using renewable energy and more water saving to attract consumers to repurchase. The hotel owner should use green cleaning products, No plastic straws or stirrers and degradable materials to attract consumers to repurchase again. The hotel owner should use local products more, employ local staff, and reduce inequalities policy to attract consumers to repurchase.

5. CONCLUSION

The study may have a limited sample size, which could affect the generalizability of the findings to the entire population of economic hotel customers in Kunming. The samples may also not be representative of different demographics or customer segments. The study focuses specifically on economic hotels in Kunming, which may limit its applicability to other cities or regions with different market characteristics and customer preferences. The research may focus on a specific timeframe, which limits its ability to capture long-term trends and changes in customer repurchase intention over time. A longitudinal analysis could provide more insights into how these factors evolve and impact customer behavior. Future studies could collect data from other provinces and more sample sizes. We should test the factors that influence repurchase intention by adding Product and Promotion in the research model to test the hypotheses in the same model again.

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