The Influence of Online Review, Consumer Experience, and Service Quality on Homestay Customer Revisit Intention in Mandalika

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Article Info	ABSTRACT
Keywords: Consumer Experience, Online Review, Revisit Intention, Service Quality.	This study aims to determine the influence of online reviews, consumer experience, and service quality on the revisit intention of homestay customers in Mandalika. The population used in this study is people who have stayed in homestays in Mandalika, with a sample of 100 respondents. The method used in this study is a quantitative approach of the causal associative type, which involves classical assumption tests and multiple linear regression. The results showed that the online review variable had a positive and significant effect on revisit intention in homestays in Mandalika, with a significance value of 0.000 < 0.05 and t count 4.243 > t table 1.984. Consumer experience also had a positive and significant effect on revisit intention in homestays in Mandalika, with a significance value of 0.000 < 0.05 and t count 3.777 > t table 1.984. In addition, service quality also showed a positive and significant influence on homestay intention revisit in Mandalika, with a significance value of 0.001 < 0.05 and t count 3.584 > 1.984.
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INTRODUCTION

Central Lombok, with a strategic location adjacent to Lombok International Airport, has become one of the leading tourist destinations in West Nusa Tenggara Province. Kuta Mandalika, which is located in this area, has become a tourist spotlight as a favorite destination, supported by the government by making it a Special Economic Zone (SEZ). The existence of the MotoGP circuit built in Mandalika is expected to have a significant impact on the development of tourism in Indonesia. This is in line with the government's goal to promote sports-based tourism to attract international tourists (Ministry of Tourism and Creative Economy, 2021). In addition to international racing attractions, the need for adequate accommodation is an important concern. Given the limited number of hotels in the region, homestays are an attractive alternative and are often chosen by tourists, especially because they offer a more personalized and affordable stay experience (Ghufron, 2017).

In the context of tourist accommodation, online reviews (*online review*) plays an important role in shaping consumer perceptions and decisions. Filieri et al., (2015), confirming that user reviews have a significant influence in increasing consumer trust in the services offered. Vermeulen & Seegers, (2009), also stated that online reviews (*online review*) is able to increase consumer interest in choosing certain accommodation services. In addition, the consumer experience (*consumer experience*) during the stay is also an important factor in building loyalty and intention to return (*Revisit Intention*). Joseph & Gilmore, (1998), indicating that a pleasant experience during a stay encourages tourists to revisit the destination. On the other hand, the quality of service (*service quaity*) also plays a key role. Akbaba, (2006), revealing that the quality of service (*Service quality*) will build a positive perception and consumer loyalty.

Although there have been studies that discuss the influence of *online reviews*, consumer experience, and *service quality* separately, studies that comprehensively examine the relationship between these three factors on revisit *intention*) in the context of homestays, especially in the Mandalika area, is still limited. Most of the previous research focused on star hotels or famous tourist destinations in other areas, so there are still research *gaps* that can be filled by this research. This is important considering the characteristics of homestays that are different from hotels in general, both in terms of service and consumer expectations.

This study has a novelty in analyzing the influence of online reviews, consumer experience, and *service quality* on *revisit intention* in homestays in Mandalika. This research is supported by relevant theories of *consumer experience* and service quality, and highlights the importance of managing tourist perceptions in the digital era. Thus, this research is expected to make a theoretical contribution to tourism literature and assist homestay owners in formulating more effective strategies to increase customer loyalty through online review management, improving consumer *experience*, and maintaining consistent *service quality*.

The purpose of this study is to comprehensively analyze the influence of *online reviews*, consumer *experience*, and service quality on the *revisit intention* of homestay customers in Mandalika. It is hoped that the results of this research will not only be useful for the development of literature in the field of tourism, but also provide practical guidance for homestay management in increasing customer satisfaction and loyalty.

METHOD

This study uses a quantitative approach of causal associative type to test the influence of *online review*, *consumer experience*, and *service quality* on the *revisit intention* of homestay customers in Mandalika. Data was collected through online questionnaires distributed via Google Forms and social media such as *WhatsApp*, with the target of public respondents who had stayed at homestays

in Mandalika at least once. Samples were selected using the purposive sampling technique, and the analysis was carried out using the help of *SPSS* software.

RESULTS AND DISCUSSION

Test Research Instruments

1. **Validity Test**

Table 1 Results of the Variable Validity Test Online Review

It	Statement	Person Corelation (R Calculate)	R table	Information
1	Online Reviews influenced my decision to choose a homestay	0,810	0,361	VALID
2	I tend to trust other customers' reviews when choosing a homestay in Mandalika	0,796	0,361	VALID
3	Positive reviews increase my interest in staying at a homestay in Mandalika	0,846	0,361	VALID
4	Negative reviews reduce my interest in staying at a homestay in Mandalika	0,550	0,361	VALID

Source: Primary Data Processed, 2025

Table 2 Results of the Consumer Experience Variable Validity Test

It	Statement	Person Corelation (R Calculate)	R table	Information
1	I felt comfortable during my stay at Homestay in Mandalika	0,768	0,361	VALID
2	I had a positive experience during my stay at Homestay in Manndalika	0,875	0,361	VALID
3	The facilities provided are in line with my expectations	0,860	0,361	VALID
4	The service at the Homestay is according to my needs	0,835	0,361	VALID

Source: Primary Data Processed, 2025

Table 3 Results of Validity Test of Service Quality Variables

It	Statement	Person Corelation (R Calculate)	R table	Information
1	Homestays in Mandalika provide fast and responsive service	0,703	0,361	VALID
2	The staff at Homestay in Mandalika are friendly and professional	0,808	0,361	VALID
3	Homestays in Mandalika always maintain cleanliness and comfort	0,799	0,361	VALID
4	The price offered is in accordance with the quality of service I receive	0,790	0,361	VALID

Source: Primary Data Processed, 2025

Table 4 Results of the Validity Test of Revisit Intention Variables

It	Statement	Person Corelation (R Calculate)	R table	Information
1	I plan to stay again at a homestay in Mandalika	0,820	0,361	VALID
2	I would recommend this homestay to friends or family	0,846	0,361	VALID
3	I am satisfied with my experience at Homestay in Mandalika	0,833	0,361	VALID
4	If there is a chance, I will choose Homestay in Mandalika again compared to homestays in other regions	0,864	0,361	VALID

Source: Primary Data Processed, 2025

Based on the data in the table which includes 16 statement items for each variable, namely online review (X1), consumer experience (X2), service quality (X3), and revisit intention (Y), the result is that all r values are calculated > r table (0.361). Thus, all statement items are declared valid and can be used for further research.

2. Reliability Test

Table 5 Reliability Test

Variable	Cronbach's Alpha	Standard	Information
Online Review	0,725	0,60	Reliable
Consumer Experience	0,850	0,60	Reliable
Service Quality	0,776	0,60	Reliable
Revisit Intention	0,859	0,60	Reliable

Source: Primary Data Processed, 2025

Based on the table above, all instruments tested showed reliable results. This is evidenced by the value of Cronbach's Alpha for each variable that exceeds the required minimum limit, which is 0.60.

Classical Assumption Test

1. Normality Test

Table 6 Results of the Normality Test using the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.75822462
Most Extreme	Absolute	.105
Differences	Positive	.105
	Negative	-.073
Test Statistic		.105
Asymp. Sig. (2-tailed)		.009c
Exact Sig. (2-tailed)		.205
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Data Processed, 2025

Based on the results of the normality test in table 6, it is known that the significance value of Exact Sig. (2-tailed) is 0.205. This value is greater than 0.05 which indicates that all three variables tested

have a normal distribution.

2. Multicollinearity Test

Table 7 Multicollinearity Test Results

Coefficientsa

Type	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1	.688	1.454
X2	.356	2.808
X3	.334	2.994
a. Dependent Variable: Y		

Source: Primary Data Processed, 2025

Based on table 7, it is known that the VIF value for the Online Review variable (X1) is 1.454, Consumer Experience (X2) is 2.808, and Service Quality (X3) is 2.994. The three VIF values are less than 10. In addition, the tolerance value for the Online Review variable was 0.688, Consumer Experience 0.356, and Service Quality 0.334, all of which were greater than 0.1. Thus, it can be concluded that the data is free from the symptoms of multicollinearity, which means that there is no correlation between independent variables.

3. Multiple Linear Regression Analysis

Table 8 Multiple Linear Regression Test Results

Coefficientsa

Type	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	-1.124	1.045	
X1	.277	.065	.281
X2	.384	.102	.348
X3	.372	.104	.341

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

Based on the data in table 8, the multiple linear regression equation is obtained as follows:

Y = -1,124 + 0.277X1 + 0.384X2 + 0,372X3

Where Y is the revisit intention, X1 is the online review, X2 is the consumer experience, and X3 is the service quality. Based on these equations, several analyses can be carried out, including:

a. The constant value of -1.124 indicates that if the three independent variables (X1,X2,X3) are worth 0, then the revisit intention rate of homestay customers in Mandalika is predicted to be -1.124. However, because this value is negative, it indicates that under this condition, revisit intention is not realistic to occur without the influence of these three variables.

b. The value of the online review coefficient (X1) of 0.277 shows that every time there is an increase of one unit in the online review variable (X1), the revisit intention in homestays in Mandalika will increase by 0.277 (27.7%).

c. The value of the consumer experience coefficient (X2) of 0.384 shows that every time there is an increase in one unit in the consumer experience variable (X2), the revisit intention at homestays in Mandalika will increase by 0.384 (38.4%).

d. The value of service quality (X3) of 0.372 shows that every time there is an increase in one unit in the service quality variable (X3), the revisit intention at homestays in Mandalika will increase by 0.372 (37.2%)

Hypothesis Testing

1. **Significance Test (t-Test)**

Table 9 t-Test Results

Coefficientsa

Type	t	Sig.
1 (Constant)	-1.075	.285
X1	4.243	.000
X2	3.777	.000
X3	3.584	.001

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

From table 9, the results of the t-test are obtained as follows:

a. Online reviews have a positive and significant influence on the revisit intention of homestay customers in Mandalika. Based on the table, the calculated t value is 4.243, which is greater than the table t of 1.984. In addition, a significance value of 0.000, which is less than 0.05, indicates that H0 is rejected H1 is accepted. This indicates that the online

review variable positively and significantly affects revisit intention. In other words, the more effective the online review conducted by the homestay in Mandalika, the higher the rate of revisit intention in the homestay.

b. Consumer experience has a positive and significant influence on the revisit intention of homestay customers in Mandalika. Based on the table, the calculated t-value of 3.777 is greater than the t-table of 1.984. In addition, a significance value of 0.000 that is less than 0.05 indicates that H0 is rejected and H2 is accepted. This concludes that the consumer experience variable positively and significantly affects revisit intention. In other words, the more effective the consumer experience carried out by the homestay, the higher the rate of customer revisit intention at the homestay.

c. Service quality has a positive and significant influence on the revisit intention of homestay customers in Mandalika. Based on the table, the calculated t value of 3.584 is greater than the table t of 1.984. In addition, a significance value of 0.001 which is smaller than 0.05 indicates that H0 was rejected and H3 was accepted. This shows that the service quality variable positively and significantly affects revisit intention. In other words, the more effective the service quality carried out by the homestay, the higher the customer revisit intention rate on the hommestay.

2. **Correlation Test (F-Test)**

Table 10 F-Test Results

ANOVAa

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	748.466	3	249.489	78.260	.000 b
	Residual	306.044	96	3.188		
	Total	1054.510	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Primary Data Processed, 2025

Based on table 10, the results of the F test show that the F value of 78.260 is greater than the F value of the table of 2.70, with a significant level of 0.000 which is less than 0.05. This shows that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Thus, the study that aims to test the influence of online reviews, consumer experience, and service quality on the revisit intention of homestay customers in Mandalika is declared feasible. The regression model used has met

the feasibility assumption as a research model, where the independent variables, namely online review, consumer experience, and service quality, simultaneously have a significant influence on the dependent variables of revisit intention of homestay customers in Mandalika.

3. **Determination Coefficient Test ($R^{2)}$)**

Table 11 Determination Coefficient Test Results (R^2)

Model Summary[b]

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842a	.710	.701	1.78549

a. Predictors: (Constant), Service Quality, Online Review, Consumer Experience

b. Dependent Variable: Revisit Intention

Source: Primary Data Processed, 2025

Based on the data in table 11, the value of the determination coefficient from the regression analysis of the research data was obtained. Since this study involved more than one independent variable, the number of attention was Adjusted R Square. The table shows that the Adjust R Square value is 0.701. If converted to the coefficient of determination (R^2), then 0.701 multiplied by 100% yields 70.1%. This means that 70.1% of the variability of revisit intention was influenced by the variables of online review, consumer experience, and service quality, while 29.9% was influenced by other factors that were not included in this research model.

Effect of Online Review (X1) on Revisit Intention (Y)

Based on this study, it was found that the hypothesis that the online review variable had a positive and significant influence on homestay revisit intention in Mandalika was accepted. In other words, the more effective the online review received by the homestay, the higher the rate of revisit intention in the homestay in Mandalika.

This result is also supported by the t-test. It is said to have a positive and significant influence because the calculated t value is greater than the t table, namely, 4.243 > 1.984, with a significance value smaller than 0.05, which is 0.000 < 0.05. This finding is in line with the results of multiple linear regression analysis which shows that the online review variable is able to increase revisit intention by 27.7%. This shows that this result is statistically significant. Therefore, this study has enough evidence to reject the null hypothesis (H0) and accept the alternative hypothesis (H1) which states that online reviews have an effect on revisit intention.

The findings of this study are consistent with the results obtained from previous studies by Mahendra & Hapsari, (2024), with the title "The Influence of Destination Image, Online Customer Review and Price on Visitor Revisit Intention", the study revealed that the findings obtained were that the online customer review variable had a positive and significant influence on revisit intention with a tcal>ttable value of 1,994 > 1,675 and a significance value of <0.05 which was 0.000. So the test results show that the online customer review variable has a positive and significant influence on the revisit intention (Y) variable of 0.282 or 28.2%.

The Effect of Consumer Experience (X2) on Revisit Intention (Y)

Based on this study, it was found that the hypothesis that the consumer experience variable has a positive and significant influence on revisit intention in homestays in Mandalika is accepted. In other words, the better the consumer experience provided by the homestay, the higher the level of revisit intention carried out by customers at homestays in Mandalika.

The results of this test are also supported by the t. The variable was declared to have a positive and significant influence because the calculated t-value was greater than the t-value of the table, which was 3.777 > 1.984, with a significance value smaller than 0.05, which was 0.000 < 0.05. This finding is in line with the results of multiple linear regression analysis which shows that the consumer experience variable can increase revisit intention by 38.4%. This shows that the results are statistically significant. Therefore, this study has enough evidence to reject the null hypothesis (H0) and accept the alternative hypothesis (H2) which states that consumer experience has an influence on revisit intention.

The results of this study are in line with the findings of previous research by Raymundus Samosir & Dwi Pratiwi Wulandari, (2024), with the title "The Influence of Customer Satisfaction and Customer Experience on Guest Revisit Intention at Fave Hotel Olo Padang", the study revealed that the findings showed that the customer experience variable was overall in the good category through a percentage of 77.4%. The influence of customer experience on revisit intention is at 44.3%.

The Effect of Service Quality (X3) on Revisit Intention (Y)

Based on this study, it was found that the hypothesis that service quality has a positive and significant influence on revisit intention in homestays in Mandalika is accepted. In other words, the more optimal the implementation of service quality carried out by homestays, the higher the level of revisit intention carried out by homestay customers in Mandalika.

The results of this test are also supported by the t. The variable was declared to have a positive and significant influence because the calculated t value was greater than the table t value, which was 3.584 > 1.984, with a significance value smaller than 0.05, which was 0.001 <0.05. This finding is

consistent with the results of multiple linear regression analysis which shows that the service quality variable can increase revisit intention by 37.2%. This shows that the results are statistically significant. Therefore, this study has enough evidence to reject the null hypothesis (H0) and accept the alternative hypothesis (H3) which states that service quality has an influence on revisit intention.

The findings of this study are in line with the results of research that has been conducted by Nikmah, (2024), entitled "The Influence of Destination Image, Customer Experience and Service Quality on Revisit Intention (Case Study: Visitors at Owabong Waterpark Purbalingga Tourism)", the study showed that the results based on the F test were known that the service quality variable (X3) simultaneously had a positive and significant effect on revisit intention (Y) with an F-count value of 2.698 and a significance value of 0.000. In addition, based on the results of the T Test, it was shown that the service quality variable (X3) Thitung was 3,980, which means that it partially had a positive and significant effect on revisit intention (Y).

CONCLUSION

Based on the results of the research and discussions that have been carried out, it can be concluded that online reviews have a positive and significant influence on revisit intention in homestays in Mandalika. In other words, the better the online review given, the greater the impact on customer revisit intention at homestays in Mandalika. In addition, consumer experience has a positive and significant influence on revisit intention at homestays in Mandalika. In other words, the better the consumer experience of customers in homestays, the greater the impact on increasing customer revisit intention in homestays in Mandalika. Finally, service quality has a positive and significant influence on revisit intention in homestays in Mandalika. In other words, the better the service quality provided by the homestay, the greater the influence on customer revisit intention at the homestay in Mandalika.

Homestay managers in Mandalika are advised to continue to improve the quality of online reviews by optimizing the guest experience and encouraging guests to provide positive online reviews, which can help increase revisit intention in the future. Homestay managers in Mandalika also need to pay attention to the consumer experience during their stay by providing comfortable facilities, friendly service, and ensuring that guest needs are met. A good consumer experience can encourage them to return to stay at homestays in Mandalika.

Furthermore, service quality is an important factor in increasing revisit intention. Therefore, homestay managers should focus on staff training and the development of a more efficient and friendly service system. Managers also need to conduct regular evaluations of the services provided to ensure that quality standards are maintained. Finally, effective promotions that highlight service quality, unique experiences offered, and positive online reviews received will go a long way in attracting more

guests and increasing customer loyalty. By implementing these recommendations, it is hoped that homestays in Mandalika can maintain and increase the level of revisit intention from customers.

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