

ABSTRACT

This study aims to explain the factors that influence the repurchase intention at a hotel. Necessary data in this study includes primary data derived from answers to questionnaire questions are distributed to the 100 guests of the hotel, sample retrieval techniques performed by non – probability sampling. In this study using Multiple Linear Regression analysis tools and to ensure the regression model is feasible to use the classic assumption test, test hypotheses through a t-test and f test, as well as the coefficient of determination (R^2).

The results of regression analysis showed that the variables tangible (physical evidence) significantly influence repurchase intention of 0.201, the next variable reliability of 0.197, for the variable responsiveness of 0.190, then the variable assurance (guarantee) of 0.189, while the variable empathy (attention) of 0.204. The value of determination coefficient of 0.624 which means that 62,4% repurchase intention of variable influenced by tangible (physical evidence), reliability, responsiveness, assurance (guarantee) and empathy (attention), while the remaining 37,6% repurchase intention is influenced by other variables outside of the study.

Keywords : tangible (physical evidence), reliability, responsiveness, assurance (guarantee), empathy (attention) and repurchase intention.