



**GUESTS' REVISIT INTENTION TO THE MANDARIN
ORIENTAL JAKARTA: THE ROLE OF KEY
FACTORS WITH ATTITUDE AND TRUST AS
MEDIATORS**

By

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ABSTRACT

Purposes - The purpose of this study is to identify the elements of a guest's stay at The Mandarin Oriental, Jakarta Hotel that might influence hotel occupancy rates and encourage guests desire to return in the future.

Methodology - The study employed a quantitative approach. A set of questionnaires used in an online survey were used to gather the data. 468 respondents who had previously stayed at The Mandarin Oriental in Jakarta took part in the survey, which was conducted using a convenience sampling technique and the ten times rule. Following data collection, a statistical method known as Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to analyse the data.

Findings - The findings indicate that perceived usefulness and eWOM has a significant effect on attitude, whereas perceived ease of use and website quality have a significant effect on trust. In addition, attitude and trust have a significant effect on the intention to return.

Originality/Value - This study is the first to examine revisit intention using the following variables: perceived utility, eWOM, website quality, perceived ease of use, trust, attitude, and revisit intention. Furthermore, this is the first study looking at factors that may influence hotel occupancy rates for tourists who have previously stayed at The Mandarin Oriental, Jakarta Hotel and the desire to return in the future.

Keywords: Revisit Intention, Trust, Attitude, Perceived Usefulness, eWOM, Occupancy Rate, Mandarin Oriental Jakarta

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