

Implementation of electronic word of mouth and service quality toward repurchase intention at K Club Ubud Resort

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Abstract: This study aims to know the implementation and the influence of electronic word of mouth (E-WOM) and service quality towards repurchase intention at K Club Ubud Resort and determine which factors are the most dominant in increasing repurchase intention. The data collection used was observations, documentation, questionnaires, interviews, and literature studies with a total sample of 31 which was determined by the non-probability sampling method, namely saturated sampling. The data analysis technique is a mixing method design that refers to the explanatory sequential design, where quantitative analysis uses multiple linear regression analysis in the first stage and then is analyzed in more depth with qualitative descriptive analysis. The results of this study conclude that K Club Ubud Resort has implemented electronic word of mouth and service quality, where the determination coefficient found is 77,6%. The dominant factor based on the effective contribution value shows that service quality has the highest score (49,5%), followed by electronic word of mouth (28,1%). This phenomenon is caused by the stipulation of service standards which are the source of consumer satisfaction at K Club Ubud Resort. With excellent service, consumers will feel satisfied and will come to visit again (repurchase intention). Besides that, consumers will also promote the products they bought previously at K Club Ubud Resort either by word of mouth or through social networking sites.

Keywords: electronic word of mouth, repurchase intention, service quality

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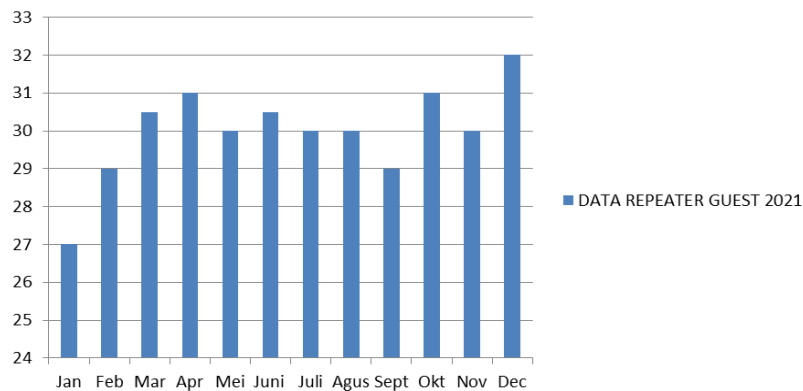
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Introduction

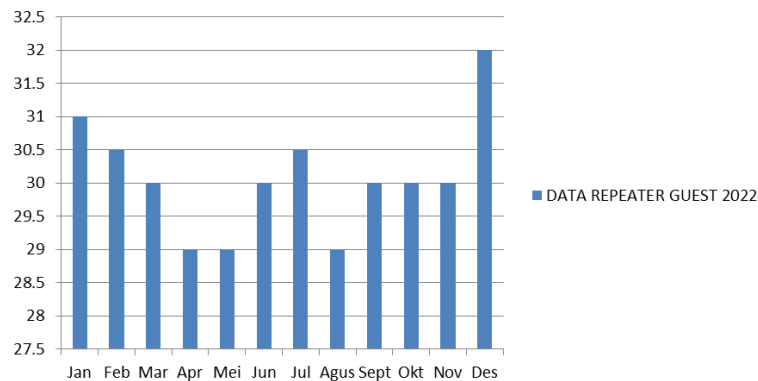
In the era of industrial revolution 4.0, which is marked by the development of digitalization, it has occurred in all industries, including the hotel industry. Currently, tourists use technology extensively in selecting the best places and services according to their specific needs (Kazandzhieva et al., 2017). Technological developments in the hotel industry influence the marketing carried out by hotels. Traditional marketing has now turned into digital marketing by utilizing the internet (Audria et al., 2021).

The hotel industry is a tourism sector that is impacted by intense competition in demand. So, hotel management, especially the Sales and Marketing department, must be alert in choosing the right strategy to attract and attract potential customers and be able to convince potential customers that the hotel is the one that suits customer needs compared to competing hotels.

K Club Ubud Resort is a four-star resort in Ubud that provides accommodation and is struggling in the tough competition of the hotel industry. Of the many tourists who have stayed at K Club Ubud, the number of return visits (repeater guests) is still very minimal and needs to be increased again, this can be proven by the number of return visits at K Club Ubud which was recorded at 721 repeater guests during 2 years and obtained an average of 31 repeater guests per month based on Figure 1 and Figure 2.



Source: Processed data, K Club Ubud Internal Sales & Marketing Data Resort 2021
Figure 1. 2021 K Club Ubud guest repeater data



Source: Processed data, K Club Ubud Resort Internal Sales and Marketing Data 2022
Figure 2. K Club Ubud guest repeater data 2022

Guest repeaters need to be increased because customer repurchase intention is the most important goal for the company's success so that it can survive amidst intense competition. Therefore, a deeper analysis is needed regarding the strategies that will be implemented in the future for K Club Ubud Resort. The strategy that can be used by the Sales and Marketing department is to implement electronic word of mouth (e-WOM) and service quality to face tough competition and to maintain and increase sales by attracting old customers to buy again. Repurchase intention is a consumer's interest in repurchasing products that have been purchased previously, to be purchased again in the future.

When purchasing goods or services of course consumers will first look for information about the goods or services to be purchased, the limited information consumers have about a product raises doubts about making a purchase, while information about products can be obtained through word of mouth or word of mouth. The development of technology and the digital world can make it easier for consumers to find out about a product through e-commerce, company websites, and social media, where through these media consumers can get reviews from people who have used a product, or what is called electronic word of mouth (Dwivedi et al., 2021).

E-WOM has become a forum or place for consumers to provide their opinions which has a high level of accessibility and can be reached widely (Reza Jalilvand & Samiei, 2012). E-WOM is divided into three indicators, namely intensity, valence of opinion, and content (Goyette et al., 2010). These three dimensions are expected to influence prospective tourists in determining the tourist destinations they will visit.

Service quality is an important factor for companies and also as a means of providing services that meet consumer expectations as well as a form of evaluation of the products or

services offered to consumers (Naini et al., 2022). Service quality is divided into 5 dimensions, namely reliability, tangibles, responsiveness, assurance, and empathy (Tjiptono & Chandra, 2016). These five dimensions will be used to measure the quality of service experienced by customers at K Club Ubud. This means, that if the service obtained shows satisfactory results, the customer will indirectly participate in promoting the products sold by the company and this will later have an impact on interest in repurchasing so that it can increase sales. This is what is said to be e-WOM so e-WOM and service quality are interrelated.

Based on the problems above, this became the basis for the author's interest in conducting research and making the existing problems a research topic by taking the title "Implementation of E-WOM and Service Quality on Repurchase Intention at K Club Ubud Resort".

Methodology

In connection with the research objective, namely to find out how the implementation and influence of electronic word of mouth and service quality have on repurchase intention at K Club Ubud Resort, so the research method in this study is mixed (quantitative and qualitative). The method used is multiple linear regression analysis with the SPSS version 26 analysis tool, followed by qualitative descriptive analysis.

E-WOM is a communication tool for sharing information about a product or service that has been consumed between consumers who do not know each other and have met before (Sindunata & Wahyudi, 2018). In the marketplace, consumers can freely provide negative or positive reviews of a product depending on the impression the consumer gets. E-WOM is considered very important because negative online reviews about certain things related to products or services can influence brand equity for certain products or services as well as consumer purchasing decisions (Reza Jalilvand & Samiei, 2012). Electronic Word of Mouth in three dimensions (Goyette et al., 2010), namely:

1. Intensity
Intensity in electronic word of mouth relates to opinions written by consumers on a social networking site divides indicators of intensity including:
 - a. Frequency of accessing information from social networking sites
 - b. Frequency of interaction with social networking site users
 - c. The large number of reviews written by users of social networking sites.
2. Valence of Opinion
Valence of Opinion is a consumer's opinion, whether positive or negative, regarding a product, service, or brand. The valence of opinion has two characteristics, namely negative and positive. The valence of opinion includes:
 - a. Positive comments from users of social networking sites
 - b. Negative comments from social networking site users
 - c. Recommendations from social networking site users.
3. Content
Content is the information content of social networking sites related to products and services. Indicators of content include:
 - a. Variation information available
 - b. Product quality information
 - c. Information regarding the prices offered.

Service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers and employees (Kasmir, 2017). Service quality is a form of attitude, related but not the same as satisfaction resulting from a comparison of expectations and performance. Service quality is recorded as an important requirement and also as a determinant of the competitiveness of a service to build and maintain relationships with customers (Felix, 2017). Service quality contributes significantly to the creation, differentiation, positioning, and competitive strategy of every company or organization, both manufacturers and service providers (Tjiptono & Chandra, 2016).

Based on research that has been carried out, 5 dimensions have been simplified to measure service quality; the following are the 5 dimensions of service quality (Tjiptono & Chandra, 2016):

1. Reliability, relates to the service provider's ability to provide accurate services and deliver services according to the agreed or promised time.
2. Responsiveness, related to the willingness and ability of employees to help existing customers and respond to their requests, as well as informing them when services are provided and providing them quickly and precisely.
3. Assurance, relates to employee behavior that can foster a sense of customer trust in the company so that it can create a sense of security for customers. Guarantees also include politeness from employees and mastery of knowledge about the services provided.
4. Empathy, relates to the company's ability to understand customer problems, and act in the interests of customers, and provide special attention to customers, and have operating hours that are comfortable for customers.
5. Physical Evidence (Tangibility), related to customer attractiveness in terms of physical facilities, equipment, and materials used by the company as well as the appearance of the company's employees.

Repurchase intention is interest in purchasing products or services that have been purchased and is based on the customer satisfaction that has been obtained. Satisfied consumers tend to buy the same product or service (Rosaliana & Kusumawati, 2018). Repurchases occur because consumers feel satisfied with what they get that matches or even exceeds what they expected, which will lead to repeat purchases in the future (Effendi & Besra, 2019). Repurchase Intention is the intention to repurchase by consumers towards certain brands and products, based on experience. Repurchase intention is very important and makes it easier for consumers to evaluate and make it easier to decide to buy. This is because consumers have experience in making previous purchases. Therefore, repurchase intention is an important part of consumer behavior (Rizki et al., 2021). Repurchase intention can be identified through 3 dimensions as follows (Kim & Moon, 2009):

1. Transactional Interest is the customer's desire to always buy back products that have been used.
2. Referential Interest is the desire of consumers to recommend products that have been used so that other people also buy with references and other people's experiences
3. Preferential Interest is the habit of consumers who have the main choice regarding the products they have used. Preferences can only be changed if something happens to their chosen product.

The quantitative data in this research is tabulated questionnaire data and the qualitative data in this research is the history of K Club Ubud Resort, hotel products and facilities, organizational structure, literature studies on e-WOM and service quality, and interview results. Then the data collection obtained from this research was categorized into two classifications, namely primary data and secondary data. Primary data is data directly obtained by researchers from the first data source at the research location or research object. The primary data used in this research are the results of questionnaires and interviews. Secondary data is data obtained or collected by researchers from existing sources. In this research, the secondary data used is a general description hotel, hotel organizational structure, and guest repeater data.

The data collection methods used in this research are observation, documentation, interviews, questionnaires, and literature study. Then the population in this study was repeater guests at K Club Ubud, totaling 31 respondents, and the sample used in this research was the entire population taken, namely repeater guests at K Club Ubud, totaling 31.

Results and Discussions

Implementation of E-WOM and Service Quality at K Club Ubud Resort

Table 1 shows the implementation of E-WOM and Service Quality at K Club Ubud Resort. Each independent variable indicator is analyzed separately using the average score method which is then included in the decision position scale range (Durianto & Sugiarto, 2001). The results of the analysis of each indicator can be seen in Table 2.

Table 1. Rating scale

Scale	Value Range
Very Unimplemented	1.00 - 1.80
Not Implemented	1.80 - 2.60
Simply Implemented	2.60 - 3.40
Implemented	3.40 - 4.20
Very Implemented	4.20 - 5.00

Table 2. Implementation of total rating of independent variables

Independent Variable	Value	Results
Electronic Word of Mouth	4.43	Very Implemented
Service Quality	4.49	Very Implemented
Average	4.46	Very Implemented

(Source: Processed data, 2023)

Based on Table 2, it can be seen that each variable, namely e-WOM with a score of 4.43 and service quality with a score of 4.49, can be concluded that e-WOM and service quality at K Club Ubud Resort have been very well implemented which refers to a decision scale based on a range of values namely 4.20-5.00. Table 1 show that e-WOM and service quality have been implemented very well at K Club Ubud Resort.

Research Instrument

Validity test

The validity test result is shown in Table 3. Based on Table 3, shows that all statement items are smaller or below the significant value of 0.05 by looking at the Sig value (2-tailed) score. Based on this comparison, it can be concluded that this research instrument meets the validity test requirements or is declared valid.

Table 3. Validity test results

Statement	Corrected Item-Total Correlation (r-hitung)	r-table	Decision
X1.1	0.725	0.367	Valid
X1.2	0.798	0.367	Valid
X1.3	0.669	0.367	Valid
X1.4	0.591	0.367	Valid
X1.5	0.859	0.367	Valid
X1.6	0.715	0.367	Valid
X1.7	0.806	0.367	Valid
X1.8	0.792	0.367	Valid
X1.9	0.578	0.367	Valid
X2.1	0.846	0.367	Valid
X2.2	0.819	0.367	Valid
X2.3	0.713	0.367	Valid
X2.4	0.848	0.367	Valid

Statement	Corrected Item-Total Correlation (r-hitung)	r-table	Decision
X2.5	0.632	0.367	Valid
X2.6	0.723	0.367	Valid
X2.7	0.757	0.367	Valid
X2.8	0.847	0.367	Valid
X2.9	0.836	0.367	Valid
X2.10	0.799	0.367	Valid
X2.11	0.611	0.367	Valid
X2.12	0.713	0.367	Valid
X2.13	0.697	0.367	Valid
X2.14	0.794	0.367	Valid
Y1	0.644	0.367	Valid
Y2	0.846	0.367	Valid
Y3	0.784	0.367	Valid
Y4	0.818	0.367	Valid
Y5	0.803	0.367	Valid

(Source: Processed data, 2023)

Reliability Test

Based on Table 4, the Cronbach's Alpha value for each variable is greater or more than 0.70, which means that all statements in each variable meet the requirements of the reliability test or can be said to be reliable instruments.

Table 4. Reliability test results

Variable	Cronbach's Alpha	N of Items
E-WOM	0.881	9
Service Quality	0.941	14
Repurchase Intention	0.837	5

(Source: Processed data, 2023)

Respondent Characteristics

Based on Table 5, based on gender, the data shows that there were 10 (32.3%) male respondents and 21 (67.7%) female respondents. This explains that the majority of respondents are female. Based on age, the data shows that there were 20 respondents aged 20-23 years (64.5%), respondents aged 24 -27 years were 9 people (29.0%), there were no respondents aged 28-31 (0.0%) and respondents aged 32- 35 years as many as 2 people (6.5%). This explains that the majority of respondents are aged 20-23 years and based on employment data shows that 2 respondents work as civil servants, respondents work in the field 14 people in hotels, 3 respondents work as entrepreneurs, and 12 respondents do not work or are still students. Table 4, the Cronbach's Alpha value for each variable is greater or more than 0.70, which means that all statements in each variable meet the requirements of the reliability test or can be said to be reliable instruments.

Table 5. Respondent characteristics

Description	Frequency	Percentage
Gender		
Female	22	32.3%
Male	9	67.7%
Age		
20-23 years	20	64.5%
24-27 years	9	29.0%
28-31 years	0	0.0%
32-35 years	2	6.5%
Job		
PNS	2	6.5%
Hotelier	14	45.2%
Self-employed	3	9.7%
Students	12	38.7%

(Source: Processed data, 2023)

Simple Correlation Test

Based on Tables 6 and 7 can be seen that the output data from simple correlation analysis shows that the correlation value of X1 and Y is 0.810 and X2 and Y is 0.856. This means that the correlation value of variables X1 (E-WOM) is perfect because the correlation value is in the range of 0.81-1.00.

Table 6. Simple correlation test X1, Y

Correlations			
		E-WOM	Repurchase Intention
Electronic Word Of Mouth	Pearson Correlation	1	.810**
	Sig. (2-tailed)		0.000
	N	31	31
Repurchase Intention	Pearson Correlation	.810**	1
	Sig. (2-tailed)	0.000	
	N	31	31

** . Correlation is significant at the 0.01 level (2-tailed).

Table 7. Simple correlation X2,Y

Correlations			
		Service Quality	Repurchase Intention
Service Quality	Pearson Correlation	1	.856**
	Sig. (2-tailed)		0.000
	N	31	31
Repurchase Intention	Pearson Correlation	.856**	1
	Sig. (2-tailed)	0.000	
	N	31	31

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: Processed data, 2023)

Multiple Correlation Test

Based on Table 8, you can see information on the change value of Sig F with a score of 0.000 which is smaller than 0.05, and the R-value which is a correlation coefficient value of 0.881, so it can be concluded that the independent variables eWOM (X1) and Service Quality (X2) are simultaneously correlated and has a perfect correlation with the dependent variable Repurchase Intention (Y).

Table 8. Multiple correlation test result

Model	R	R square	Adj R Square	Std. err. of est.	Change statistic				
					R square change	F change	df1	df2	Sig. F change
1	.881 ^a	0.776	0.761	1.363	0.776	48.640	2	28	0.000

a. Predictors: (Constant), Service Quality, Electronic Word of Mouth

(Source: Processed data, 2023)

Classic Assumption Test

Normality Test

Based on Table 9, it can be seen that the Monte Carlo value (2-tailed) is 0.103 and greater than 0.05. Based on Table 11, it can be seen that the two independent variables have a significance value greater than 0.05, namely 0.810 and 0.375. This means the data is free from heteroscedasticity. From these results it can be concluded that the data has met the normality test requirements and the data can be said to be normally distributed.

Table 9. One-sample Kolmogorov-Smirnov test

		Unstandardized Residual
N		31
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.31688140
Most Extreme Differences	Absolute	.214
	Positive	.214
	Negative	-.074
Test Statistic		.214
Asymp. Sig. (2-tailed)		.001 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.103 ^d
	95% Confidence Interval	
	Lower Bound	.097
	Upper Bound	.109

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

(Source: Processed Data, 2023)

Multicollinearity Test

Based on Table 10, the data shows that the tolerance value is more than 0.1, namely 0.361, and the VIF value is below 10, namely 2.767, which means that there is no multicollinearity problem.

Table 10. Multicollinearity test result

Model		Coefficients ^a						
		Standardized Coefficients		t	Sig.	Collinearity Statistics		
		Beta				Tolerance	VIF	
1	(Constant)	0.533	2.223		0.240	0.812		
	Electronic Word Of Mouth	0.200	0.085	0.348	2.340	0.027	0.361	2.767
	Service Quality	0.220	0.056	0.578	3.890	0.001	0.361	2.767

^a. Dependent Variable: Repurchase Intention

(Source: Processed Data, 2023)

Heteroscedasticity Test

Based on Table 11, it can be seen that the two independent variables have a significance value greater than 0.05, namely 0.810 and 0.375. This means the data is free from heteroscedasticity.

Table 11. Heteroscedasticity test result

Model		Coefficients ^a				
		Standardized Coefficients		t	Sig.	
		Beta				
1	(Constant)	3.548	1.435		2.472	0.020
	Electronic Word Of Mouth	-	0.055	-0.072	-0.243	0.810
	Service Quality	-	0.036	-0.268	-0.902	0.375

^a. Dependent Variable: Repurchase Intention

(Source: Processed Data, 2023)

Linearity Test

Based on Tables 12 and 13, it can be seen that the e-WOM variable (X1) has a linear relationship with repurchase intention (Y) because the Sig. Deviation from Linearity is more than 0.05, namely 0.053, and the F value is smaller or below the F table (3.340), namely 2.417. Meanwhile, the other independent variable, service quality (X2) has a linear relationship with repurchase intention (Y) because the Sig. Deviation from Linearity is more than 0.05, namely 0.444, and the F value is smaller or below the F table (3.340), namely 1.062.

Table 12. E-WOM linearity test result

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Repurchase Intention * Electronic Word Of Mouth	Between Groups	(Combined)	194.385	10	19.439	10.127	.000
		Linearity	152.634	1	152.634	79.520	.000
		Deviation from Linearity	41.751	9	4.639	2.417	.053
	Within Groups		38.389	20	1.919		
	Total		232.774	30			

(Source: Processed Data, 2023)

Table 13. Service quality linearity test result

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Repurchase Intention * Service Quality	Between Groups	(Combined)	197.219	13	15.171	7.253	0
		Linearity	170.576	1	170.576	81.557	0
		Deviation from Linearity	26.643	12	2.22	1.062	.444
	Within Groups		35.556	17	2.092		
	Total		232.774	30			

(Source: Processed Data, 2023)

Hypothesis Testing - Partial Test (t-test)

Based on Table 14, shows that there is a partially significant influence of service quality on repurchase intention at K Club Ubud Resort.

Table 14. T-test result

Coefficients ^a						
Model		Standardized Coefficients		t	Sig.	
		Beta				
1	(Constant)	3.752	2.517	1.491	0.147	
	Electronic Word Of Mouth	0.465	0.063	0.810	7.432 0.000	

a. Dependent Variable: Repurchase Intention

(Source: Processed Data, 2023)

Hypothesis Testing - Simultaneous Test (F-Test)

Based on Table 15, it can be seen that the F-value score, namely 48.640, is higher than the F-table, namely 3.340 and the significance level is lower than 0.05, namely 0.000, so the decision to reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha), which means there is The significant simultaneous influence of e-WOM and service quality on repurchase intention at K Club Ubud Resort.

Table 15. F-test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.749	2	90.374	48.640	.000 ^b
	Residual	52.025	28	1.858		
	Total	232.774	30			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Service Quality, Electronic Word Of Mouth

(Source: Processed Data, 2023)

Regression Modeling

Based on Table 16, the equation can be prepared as follows:

$$y = 0.533 + 0.200 X1 + 0.220 X2$$

However, this equation needs to be processed through a model fit test to ensure accuracy and the most correct explanation.

Table 16. Linier regression test results multiple

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.533	2.223		.240	.812
	Electronic Word of Mouth	.200	.085	.348	2.340	.027
	Service Quality	.220	.056	.578	3.890	.001

a. Dependent Variable: Repurchase Intention

(Source: Processed Data, 2023)

Model Fit Test

Referring to the results of regression modeling in Table 16, it can be seen that the significance value of e-WOM is 0.027 and service quality is 0.001, which means that all significance values are less than 0.05 so that each independent variable can be included in the equation. On the other hand, the significance value of the constant is 0.812 which is greater than 0.05, meaning that this modeling does not contain constants in this equation. So the equation of multiple linear regressions can be arranged as follows:

Based on the results of this equation, it can be explained that the pattern of influence of electronic word of mouth (X1) and quality (X2) (Y) is on service repurchase intention as follows:
 1. $\dot{y}_1 = 0.200$, meaning that if service quality (X2) is considered consistent, then an increase in electronic word of mouth (X1) by one unit will be followed by an increase in repurchase intention (Y) with an average of 0.200.

2. $\beta_2 = 0.220$, meaning that if electronic word of mouth (X1) is considered consistent, then an increase in service quality (X2) by one unit will be followed by an increase in repurchase intention (Y) with an average of 0.220.

Coefficient of Determination Test (R^2)

Based on Table 17, the coefficient of determination R Square is 0.776, this shows that repurchase intention is influenced by e-WOM and service quality by 77.6%, while the remaining 22.4% is influenced by other factors or variables not included in the research.

Table 17. Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.776	.761	1.363

a. Predictors: (Constant), Service Quality, Electronic Word of Mouth
(Source: Processed Data, 2023)

Effective Contribution Analysis

Based on Equation below, to determine the effective contribution score of each independent variable, the following formula must be used:

$$\text{Effective contribution (100\%)} = \text{Beta} \times \text{Correlation Coefficient} \times 100\%$$

- Effective contribution of electronic word of mouth (X1) to repurchase intention (Y)
 Effective contribution (%) = Beta (X1) x Correlation Coefficient x 100%
 Effective contribution (%) = $0.348 \times 0.810 \times 100\%$
 Effective contribution (%) = 28%
- Effective contribution to service quality (X2) on repurchase intention (Y)
 Effective contribution (%) = Beta (X2) x Correlation Coefficient x 100%
 Effective contribution (%) = $0.578 \times 0.856 \times 100\%$
 Effective contribution (%) = 49%

Based on Equation above, it can be concluded that service quality has the most impactful percentage in increasing repurchase intention at K Club Ubud Resort at 49%, followed by e-WOM at 28%.

Limitations and Future Research

This research is only limited to two variables X and variable Y, namely Electronic Word of Mouth (X1), Service Quality (X2), and Repurchase Intention (Y). Therefore, the author suggests that further research can add new variables and indicators to the service quality variable so that the presentation can be broader and it is also recommended to add and look for other reference sources so that you can get a picture and results that are close to the actual conditions. In future research, it is also hoped that other companies will be chosen as research objects so that future research differences can be found such as differences in samples, analysis techniques, and other theories.

Conclusions

Based on the results and discussion, K Club Ubud Resort has implemented Electronic Word of Mouth and Service Quality. This is proven by the two variables obtaining a total average score of 4.46, which means it is highly implemented. The implementation of e-WOM at K Club Ubud Resort means that customers can obtain complete information on social networking sites such as

Booking.Com, Agoda, Tiket.Com, Traveloka, Hotel Websites, as well as Trip Advisor and social media (Instagram, Facebook), apart from that. Customers can also recommend K Club Ubud Resort by sharing their reviews on social networking sites where these reviews can attract potential customers to come and stay at K Club Ubud Resort with confidence that the service they will get is by the existing reviews and implementation of service quality at K Club Ubud Resort, such as employees who look neat by the company's SOP, there are luxurious and complete facilities, employees who are friendly and welcoming and alert in serve and handle guest complaints and be able to provide services by customer expectations.

The influence of E-WOM and Service Quality on Repurchase Intention at K Club Ubud Resort is 77.6%, while the remaining 22.4% is influenced by other factors or variables not included in this research with the service quality variable as the dominant factor of 49.5%, then followed by the e-WOM variable at 28.1%.

Based on the results of observations and interviews, K Club Ubud Resort needs to improve the implementation of electronic word of mouth in terms of content indicators, because in promoting a product will not be enough just with words and writing, so it must be balanced with good promotional photos and videos on the website hotels, and social media. It is necessary to add a QR code that leads to a link for filling out reviews on Trip Advisor to be provided at each villa so that during the check-out process the butler staff does not get confused in serving guests and the check-out process runs smoothly and quickly be written in very clear words. It should explain how the objectives of the study are accomplished.

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