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The Role of Supply Chain Management Consumer Attitude as Intervening between Brand Images, Perceived Value and Revisiting Intention

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Abstract- **The level of revisit intention in hotel resorts in Indonesia has increased from 2017 to 2018. From the data of the Indonesia tourism ministry, the last 10 months hotel occupancy rates in Indonesia have increased significantly compared to the year of 2017, but in the West Java region there is a phenomenon of fluctuation hotel room occupancy, especially in resort types, this is related to the rise and fall of brand image and perceived value. The arrangement of vacationer goal image has been looked into in the course of recent decades and is viewed as a standout amongst the most vital regions or research in image showcasing. It's important builds comprise of the image psychological and full of feeling image alongside its general image which has all the more as of late been incorporated and connected to the intellectual impacts of occasion decision and attitude. This study tests quantitatively whether attitude becomes intervening between brand image and perceived value towards revisiting intention, using a partial least square method to analyze data, a survey with questionnaires on 100 consumers of resort hotels in Bandung City by considering the supply chain management. The result showed that consumer attitude in Bandung City is not significant as an intervening role for brand image perceived value and revisit intention.**

1.   Introduction

In the travel industry, there are different kinds of organizations that help the travel industry, one of which is the accommodation business. Inns are a place to rest for remote and household vacationers. The accommodation of lodging guests in utilizing inn administrations is the primary prerequisite, so inn supervisors must make the most ideal solace with the goal that inn inhabitance administrations can be looked after [1]. West Java as a province with tourist destinations that have quite a lot of ups and downs, especially in the hospitality business, the data below shows the last two years hotel occupancy rates on resorts have increased and decreased every month, although the government argue that there is an increase but the data shows a phenomenon fluctuations in room occupancy rates in the hospitality business in West Java.

Table1. Room Occupancy Rate in West Java Province 2017-2018 (%)

Year	Month (%)									
	1	2	3	4	5	6	7	8	9	10
2018	53.04	57.98	61.21	56.18	48.38	51.04	57.78	55.97	61.53	55.86
2017	55.17	53.59	55.18	55.58	56.92	51.72	55.59	55.88	54.2	54.2

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Table 1 shows that there are fluctuations in the number of rooms at resort hotel in West Java from 2017 to 2018, this phenomenon shows a decrease and increase in interest in visiting consumers which causes several factors, one of them is the image of the hotel, the value of staying at the hotel and consumer attitudes, consumer attitude refers to tend to respond favorably or unfavorably to hotel. According to [2] the main character of attitude is the evaluative nature (pro or contra, like or dislike) of the attitude object. Previous research [3] describes the Cognitive Destination Image and Affective Destination Image variables can explain the Revisiting Interest in this study by 68.6% in the Boyolali Umbul Sewu tourist attraction. Some of the facts above and previous research are the background of this research which will examine the impact of this study which will examine the effect of brand image and perceived value through attitude towards revisiting intention.

2. Theoretical review

2.1 Brand Image

[4] describes that for purchasers or service provider brands are indispensable in light of the fact that they give them data of the item producer or service provider and therefore permit customers to dole out duty to a specific marker or provider. The main dimensions that influence and shape the image of a brand are contained in the following: 1) Brand Identity: Brand identity is a physical identity related to the brand or product. 2) Brand Personality: Brand personality is a distinctive character of a brand that shapes personality. 3) Brand Association: Specific things that are appropriate or always associated with a brand, can emerge from a product's unique offerings, repetitive and consistent activities, for example in terms of sponsorship or social responsibility activities, very strong issues related to the brand, or person. 4) Brand Behavior: Attitude or communication behavior and Brand interaction with consumers in offering benefits and values they have a brand owner. 5) Brand Competence: Typical values and advantages offered by a brand to consumers that make consumers feel the benefits because of their needs, desires, dreams, and obsessions manifested by what is offered.

2.2 Perceived Value

Customer perceived value is a tradeoff between perceived and sacrificed benefits (or positive and negative consequences) [5]. The perceived benefits are a combination of a number of elements, namely: physical attributes, service attributes and technical support obtained in using the product. Perceived value is the overall assessment of consumers on product benefits based on what they receive and what they provide [6]. Perceived value consists of four dimensions namely Emotional Value is a benefit obtained from effective feelings or statements produced by the product. 2) Social Value is a benefit derived from the product's ability to improve social self-concept. 3) Functional Value (price/value for money) is the benefit obtained from the product related to short-term cost reduction. 4) Quality Value (performance/quality) are benefits obtained from perceived quality and expected a performance of the product.

2.3 Attitude

The concept of attitude plays an important role in explaining how humans act & also predicting their behavior. Attitudes are seen as the cause of behavior in social psychological studies. The latest definitions of show attitudes as "evaluation disposition toward objects, based on cognition, affective reactions, behavioral intentions, and past behaviors, that can influence cognition, affective responses, and future intentions and behaviors" or the basis for evaluation towards certain objects, based on cognition, affective reactions, intentions I behavior, and behavior form the past, which can affect cognition, effective response & intention in behavior, as well as future behavior.
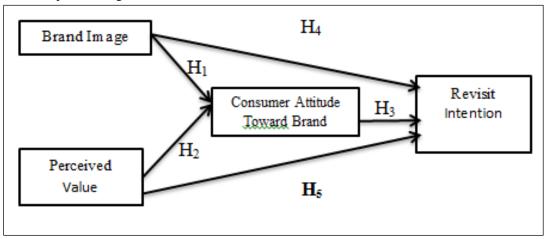
2.4 Revisit Intention

In the hotel environment, the intention to stay back at a hotel is considered a major component of hotel loyalty. And when it is accompanied by other factors such as the duration of the visitor word of mouth, it is undeniable that the intention to revisit is the main determinant in building loyalty [7]. The dimension of Revisit Intention According to, which in this paper relates to resort hotel is 1) Repeat Purchase: includes the wishes of consumers in making a repeat purchase in the future. 2) Repeat Visits: include the wishes of consumers in revisiting hotels. 3) Recommendation: includes the wishes of consumers in recommending hotel facilities. 4) Remarks: includes evaluations given by consumers to hotels.

2.5 Theoretical Framework

The brand's attitude is said to get positive value if they are preferred, the brand is more remembered [8], and the brand is preferred over competing brands [9]. Research conduct [10] found that restaurant image has a significant impact on consumer perceived value (perceived value), customer satisfaction (customer satisfaction), and behavioral intention. [11] Also revealed that corporate image influences consumer perceived value. Thus, consumers believe in a restaurant that has a good image capable of providing value and high customer satisfaction [12, 13]. This high of consumer satisfaction increases the positive attitude of consumers towards brand products or services that ultimately converge on the interest in repurchasing. The theoretical frameworks used in this research as seen as follows:

Figure1. Theoretical Framework [4, 14]

3. Methodology

This study uses a quantitative approach with types of explanatory research. The population in this study was people who had visited one of the hotel resorts in the city of Bandung. The hotel resorts used in this study are hotels that have national and international networks. The total sample of 100 respondents was taken using a purposive sampling method with the condition that the respondent is someone who has visited one of the hotel resorts in the city of Bandung and the respondent has been at least 17 years old. The technique used to collect data in this study is to use a questionnaire [15]. The data measurement technique used in this study was using a Likert scale. The research data analysis used the Structural Equation Modeling (SEM) approach using the Partial Least Square (PLS) analysis method and with the help of the XLSTAT application program because this study used intervening variables. A hypothesis of this study are as follows:

Table2. Proposed Hypotheses

No	Hypothesis
H_1	Resort hotel image has an indirect impact on revisit intention through customer attitude.
H_2	Perceived Value has an indirect impact on revisit intention through customer attitude.
H_3	Consumer Attitude has a direct impact on revisit intention.
H_4	Resort Hotel image has a direct impact on revisit intention
H_5	Perceived Value has a direct impact on revisit intention

4.   Result and Discussion
4.1   Validity and Reliability

Table 3. Cross-loadings (Mono factorial Manifest Variables / 1)

Brand Image	Perceived Value	Attitude	Revisit Intention
0.9536	0.8832	0.9114	0.8947
0.9325	0.927	0.8787	0.9336
0.927	0.9382		0.9275
0.9253	0.945		0.9149
0.8969			

Table 2 above shows the result of data processing form questionnaires using XLSTAT software indicate the indicator in convergent validity value of each variable has a factor loading more than 0.50 means the statement in the questionnaire valid and can represent the variables of brand image, perceived value, consumer attitude and revisit intention in this study, the higher the factor loading the higher the validity [16].

Table 4. Discriminant validity (Squared Correlations < AVE (Dimension 1)

Variable(s)	Brand Image	Perceived Value	Attitude	Revisit Intention	Mean Communalities(AVE)
Brand Image	**1**	0.7011	0.5927	0.6486	**0.8598**
Perceived Value	0.7011	**1**	0.6327	0.7802	**0.8531**
Attitude	0.5927	0.6327	**1**	0.5611	**0.8013**
Revisit Intention	0.6486	0.7802	0.5611	**1**	**0.8424**
Mean Communalities(AVE)	**0.8598**	**0.8531**	**0.8013**	**0.8424**	**0**

Table 4 shows that all variables are resort hotel image (X1), perceived value (X2), Revisit Intention (Y), and Consumer Attitude (Z) have AVE value and Communality greater than 0.5. This shows that the overall variable has met the criteria discriminant validity. So that it can be stated that the question items are valid in measuring the variable.

Table 5. Composite Reliability

Latent Variable	Items	Cronbach's Alpha	D.G. rho (PCA)	Condition Number	Critical Value
Brand Image	5	**0.9592**	**0.9685**	6.1841	1.0000
Perceived Value	4	**0.9424**	**0.9587**	6.2432	1.0000
Attitude	2	**0.7534**	**0.8902**	2.0136	1.0000
Revisit Intention	4	**0.9375**	**0.9553**	4.9317	1.0000

Table 5 above shows the results of data processing from questionnaires using XLSTAT software indicate that construct of each variable has a Cronbach Alpha more than 0.70 means the statement in the questionnaire reliable and can represent the variables of brand image, perceived value, consumer attitude and revisit intention in this study.

4.2   Inner Model Evaluation

Table 6. Goodness of Fit Model

	GoF	GoF (Bootstrap)	Standard Error	Critical Ratio (CR)
Absolute	0.7871	0.7896	0.0757	10.4028
Relative	0.9690	0.9521	0.0629	15.3982
Router Model	0.9949	0.9907	0.0597	16.6763
Inner Model	0.9740	0.9607	0.0128	75.9709

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The GoF value of 0.9607 means that the diversity of data can be explained by the model this is 86.1% or in other words, the information contained in the data is 96.07% can be explained by the model. While the

remaining 3.93% is explained by other variables outside the model used in this study.

4.3   Hypothesis Testing

Table7. Results of Testing Direct Influence

Hypothesis	Impact	Path Coefficients	t-test	Results
H3	Consumer Attitude → Revisit Intention	0.0712	**0.8949**	**Not Significant**
H4	Brand Image → Revisit Intention	0.1953	2.2124	Significant
H5	Perceived Value→ Revisit Intention	0.6631	7.1357	significant

The results of testing the direct influence hypothesis in this study can be seen in Table 7 the results from Table show that: (H3) consumer attitude impact on revisit intention is not significant, this can be seen from the t-count value of 0.8949 which is less than t-table value of 1.98; (H4) resort hotel image has a significant

impact on revisit intention, this can be seen from the t-count value of 2.2124 which is greater than the value t-table which is equal to 1.98; (H5) perceived value has a significant impact on the revisit intention, this can be seen from the t-count value of 7.1357 which is greater than the t-table value which is 1.98.

Table8. Results of Testing Indirect Effect

Hypothesis	Variable Exogenous	Variable Endogenous	Intervening Variable	Impact	
				Direct	Indirect
H1	Brand Image	Revisit Intention	Consumer Attitude	0.1953	0.1953 X 0.0712 = **0.013904**
H2	Perceived Value	Revisit Intention	Consumer Attitude	0.6631	0.6631 X 0.0712 = **0.004722**

Resort hotel image has an indirect influence on revisit intention through customer attitude at the resort hotel in the city of Bandung. Based on Table 8 can explain that the indirect influence of the resort hotel image n revisits intention through Customer attitude has a coefficient of 0.013904, while the value of the coefficient the direct influence of the resort hotel image on the intention return was 0.1953. This result shows that the magnitude of the coefficient value of indirect influence is smaller than influence directly so that it can be interpreted that the customer attitude variable cannot mediate the influence of the resort hotel image on revisit intention. Perceived value has

an indirect effect on revisit intention through customer attitude at a hotel resort in Bandung city. Based on Table 8 can explain that the indirect effect of perceived value on revisit intention though Customer attitude has a coefficient of 0.004722, while the value of the coefficient the direct effect of perceived value on revisit intention was 0.6631. This result indicates that the magnitude of the coefficient value of direct influence is greater than influence indirect so that it can be interpreted that the customer attitude variable cannot mediate the effect of perceived value on revisit intention.
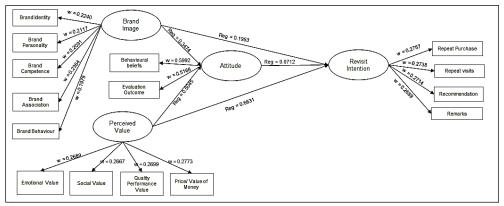
Figure2. Hypothesis Testing Using PLS Method

5.   Conclusion and Recommendation

This study was only conducted on customers at 3 hotel resorts in the city of Bandung. In future research can conduct research on customers at hotel resort other cities. To ensure external validity, broader samples are needed throughout the diverse geographies needed in future research. The variables used in this study are limited to brand image variables, customer attitudes, perceived value, and revisit intention. For future research can be added to other variables not examined in this study which also have an impact towards revisit intention.

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