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THE INFLUENCE OF TRANSACTION-BASED SATISFACTION AND EXPERIENCE-BASED SATISFACTION TOWARD REPURCHASE INTENTION WITH BRAND IMAGE AS MEDIATION VARIABLE FOR VIRTUAL HOTEL OPERATOR

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Abstract: This research investigates the factors influencing the Virtual Hotel Operator (VHO) customer's repurchase intention. This research implements transaction-based and experience-based satisfaction as the independent variables influencing repurchase intention, with brand image as the mediation variable. This research is classified as explanatory research, and the data were collected using an online survey method. The respondents comprised 200 customers who had purchased using VHO's platform of their own accord within the past year. The research data and hypothesis are analyzed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The analysis shows that transaction-based satisfaction has a positive and significant effect on repurchase intention, while experience-based satisfaction has no positive and significant effect. The brand image also has a positive and significant effect on repurchase intention. The mediation test results indicated that brand image can play an important role in transaction-based satisfaction influence on repurchase intention, and experience-based satisfaction influence on repurchase intention.

Keywords: Transaction-Based Satisfaction, Experience-Based Satisfaction, Brand Image, Repurchase Intention

CITATION

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INTRODUCTION

The number of online hotel users in Indonesia is increasing rapidly every year. Based on Katadata (2019), from 2017 - 2020, online hotel users increased by more than 5% every year. This huge number increase created a new business model called Virtual Hotel Operator (VHO). According to Ide Hotel (2020), VHO is a hotel operator cooperating with various hotels to provide guests with standard facilities and service quality. Based on that definition, we can conclude that VHO has a different business model compared to others like online travel agents (OTA). Based on Jazila (2019) the biggest difference between VHO and OTA is in their marketing strategy VHO tends to re-brand their hotel partner, while OTA does not re-brand their hotel partner. The reason behind the selection of VHO over OTA in this study is based on the fact that VHO is a fresh concept and has been growing rapidly over the past few years. This business model can be implemented well to improve the hospitality business in Indonesia.

In its initial years of operation, VHO had enormous success, but its performance has decreased dramatically lately. Mutia (2020) reported that OYO experienced a decline in its occupation by 50% to 60%, forcing the company to implement pay cuts and layoffs. Based on reports, RedDoorz also experienced the same thing. According to Aminatuz (2020), RedDoorz terminated hundreds of employees due to a lack of revenue. All of these downtrends ultimately had a severe impact on Airy. According to Ryan (2020), Airy decided to stop all of the company's operational activities in Indonesia. This phenomenon proves that consumers who have bought a room do not make repeat purchases because if consumers make repeat purchases, the company can at least maintain sales. VHO is experiencing a lack of repurchase intention.

Repurchase intention is to repurchase a product twice or more for the same or different products (Zeng et al., 2009). Repurchase intention is influenced by many factors that eventually lead consumers to repeat purchases. The satisfaction level is one factor that causes customers to have a stronger desire to make repeat purchases. The purpose of these repeat purchases is the desire to remain satisfied (Kim and Choi, 2013). Consumers want to consume more to get more satisfaction. In terms of satisfaction, it must be distinguished be-

tween satisfaction received from VHO and satisfaction received from the hotel's owner because they have two different concepts, and they are different if overall satisfaction is only being measured.

For this reason, the satisfaction variable is divided into two different variables: transaction-based and experience-based. Transaction-based satisfaction is a variable used to determine the overall consumer outcome for various aspects of purchasing transaction settlement. According to this definition, transaction-based satisfaction is a type of satisfaction variable that is related or directly related to the VHO party (Liang et al., 2018). Experience-based satisfaction is a variable that measures the level of satisfaction of previous consumers with their experience, which includes interactions with property owners (Liang et al., 2018). In research, Liang et al. (2018) stated that transaction-based and experience-based satisfaction influence repurchase intention. However, the findings of this research show that transaction-based satisfaction has a greater influence on repurchase intention than experience-based satisfaction.

Another variable that influences repurchase intention is the brand image. Brand image is the consumer's perception of the product and organizational character. A brand image conveys emotional value. In other words, it is not just an image. Overall, the brand image is the impression on consumers' minds (Oy (2015). In research about Airy, Prabowo et al. (2020) stated that brand image has a positive and significant effect on repurchase intention. All of the previous studies about VHO show a relationship between satisfaction and brand image toward repurchase intention and the relationship between satisfaction toward repurchase intention through trust as a mediation variable. However, previous studies did not examine the relationship between satisfaction toward repurchase intention through brand image, so there is still a research gap to be investigated.

The reason behind the selection of Malang City as the research location is that Malang City is the second-largest city in East Java, so there is likely a population that can be drawn in this study. Besides, Malang City is a tourism city where many tourists stop by. Another reason behind this selection is that Malang City has so many VHOs, such as Oyo, RedDorz, and Zen Rooms. The nov-

elty in this research is adding a brand image to the relation of transaction-based satisfaction and experience-based satisfaction toward repurchase intention, which has never been done before, especially in research that studies hospitality. This research can provide information about factors that affect repurchase intention so VHO management can make better marketing decisions in the future. Other than that, the result of this research can close the gap in service between VHO and the hotel partnership to improve their performance quality.

HYPOTHESIS DEVELOPMENT

Transaction-based Satisfaction and Repurchase Intention

Transaction-based satisfaction is a term used to define the overall assessment of satisfaction with Airbnb consumers from various aspects before they make a transaction (Liang et al., 2018). According to Kim and Choi (2013), the level of satisfaction causes customers to have a stronger desire to repeat purchases. Based on this view, it can be seen that someone satisfied with a product or service tends to repeat purchases. This statement is supported by research by Liang et al. (2018), which examines the relationship between transaction-based satisfaction and repurchase intention in Airbnb.

H1: There is a significant influence between transaction-based satisfaction towards repurchase intention.

Experience-based Satisfaction and Repurchase Intention

Experience-based satisfaction is the experience of someone staying in accommodation on Airbnb (the same platform as VHO), which includes the satisfaction obtained when interacting with hosts or property owners (Liang et al., 2018). In a service business such as a hotel, consumers need more than just accommodation; they need certain experiences, such as hospitality experiences, that can't be found anywhere else. According to the research conducted by Liang et al. (2018), Airbnb consumers tend to make repurchases if they are satisfied with their experience when staying at Airbnb.

H2: There is a significant influence between experience-based satisfaction towards repurchase intention.

Transaction-based Satisfaction and Brand Image

Rust and Oliver (1994) view customer satisfaction as "a summary cognitive and affective reaction to a service incident that results from comparing customers' perceptions of service quality with their expectations of service performance." According to that, satisfaction will affect brand image. That statement is supported by research conducted by Hapsari et al. (2017), which finds an influence between satisfaction towards brand image.

H3: There is a significant influence between transaction-based satisfaction towards brand image.

Experience-based Satisfaction and Brand Image

Satisfaction is a response to the fulfillment of consumer expectations. Satisfaction greatly affects the brand image, and every company must provide satisfaction so that the brand image could be positive from the consumer's point of view. Consumers who are satisfied with a product or service tend to have a good perception of the brand (Wang and Beise-Zee, 2013). This statement is supported by research conducted by Loureiro and Cunha (2017) that finds an influence between satisfaction towards brand image in wine tourism.

H4: There is a significant influence between experience-based satisfaction towards brand image.

Brand Image and Repurchase Intention

The brand image represents overall perceptions towards the specific brand formed from information and past experiences. All of those images relate to the brand's attitude and beliefs. Consumers tend to buy from a brand that has a positive brand image. It means that the bigger the brand image, the bigger the consumer intention to make a repurchase. The relation between brand image towards repurchase intention is supported by certain research. Prabowo et al. (2020) find a relationship between brand image and repurchase intention in Airy (one of Indonesia's VHO). Another study by Lien et al. (2015) also finds a relationship between brand image and repurchase intention.

H5: There is a significant influence between brand image towards repurchase intention.

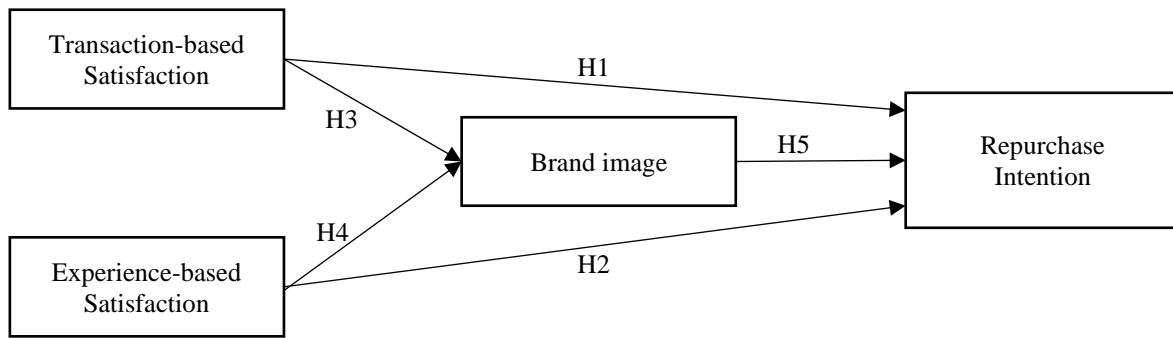


Figure 1 Theoretical Framework

Table 1. Respondent Characteristic

Type	Total	(%)	Type	Total	(%)
Age			Occupation		
17 - 30	68	34,00%	Student	54	27,00%
31 - 40	67	33,50%	Civil servant	14	7,00%
41 - 50	56	28,00%	Private servant	39	19,50%
>50	9	4,50%	Entrepreneur	66	33,00%
			Others	27	13,50%
Gender			Income (000)		
Male	142	71,00%	<Rp1.000	24	12,00%
Female	58	29,00%	Rp1.000 - Rp2.000	11	5,50%
			Rp2.000 - Rp3.000	15	7,50%
			Rp3.000 - Rp4.000	54	27,00%
			>Rp4.000	96	48,00%
Education			VHO		
Junior high school	1	0,50%	OYO	91	45,50%
High school	57	28,50%	REDDORZ	21	10,50%
Diploma	12	6,00%	ZEN ROOMS		
Bachelor	124	62,00%			
Others	6	3,00%			

Mediation Role of Brand Image

Brand image is not the only factor that affects repurchase intention; but satisfaction also has a direct effect towards repurchase intention. According to Kim and Choi (2013), satisfaction level causes consumers to repurchase. Consumers want to feel satisfied again and repurchase the same product or service twice.

Based on the various explanations above, it can be seen that there is a direct relationship between satisfaction with brand image and brand image on repurchase intention. The reason behind the

selection of brand image as a mediation variable is research conducted by Prabowo et al. (2020) on Airy (one of Indonesia's biggest VHO) that shows the influence between brand image and repurchase intention. From that research, we can conclude that brand image influences repurchase intention directly or indirectly in VHO consumers.

H6: There is an indirect influence between transaction-based satisfaction towards repurchase intention through brand image.

H7: There is an indirect influence between experience-based satisfaction towards repurchase

intention through brand image.

METHOD

This study uses a quantitative method with an explanatory study approach. The population of this study is consumers of VHO in Malang City. So, it means that the population can't be known or called the infinite population. The sampling technique used in this study is non-probability sampling using purposive sampling. Based on Kahle and Malhotra (1994), the ideal sample number for marketing research is 200, so the number of samples used in this study was 200. The questionnaire of this research was distributed online using Google Forms. Respondents in this study are those over 17 years old who bought a room in VHO more than once, made purchases based on personal accord, and stayed within the last year. The data analysis method used in this study used the Structural Equation Modelling-Partial Least Square (SEM-PLS) with the SmartPLS program.

RESULTS

Respondent Characteristic

The number of respondents used in this research is 200 respondents. All those respondents have different characteristics according to age, gender, education, occupation, income, and VHO preferences. All those characteristics are described in the following table 1. From Table 1, we can see

that the majority of the respondents in this research are between the age of 17-30, with a total of 34%. Of the participants, male respondents dominated in terms of gender (71,00%). Education background was distributed quite evenly, with the majority of respondents coming from bachelor background (62,00%). The majority of respondents are entrepreneurs (33,00%) with an income per month of more than four million rupiah (48,00%). RedDoorz is the most purchased VHO by consumers, with a total of 45,50%.

Outer Model

According to Liang et al. (2018), transaction-based satisfaction has three indicators: (X1.1) the transaction process (consumers satisfaction with the services provided); (X1.2) the information process (information provided by VHO); and (X1.3) the mechanism process (related to the ease with which the VHO process is carried out). Meanwhile, experience-based satisfaction, according to Liang et al. (2018), also has three indicators: (X2.1) the consumer experience with the accommodation process (related to whether the consumer's stay at the VHO runs smoothly); (X2.2) the consumer hospitality experience with the hotel (related to the consumer-friendly experience when staying); and (X2.3) the consumer evaluation about the certain experience (related to evaluations made by consumers).

Table 2. Test Results for Convergent Validity

Variable	Indicator	Loading Factor	t-statistic	Information
Transaction-based satisfaction (X1)	X1.1	0.769	16.916	Valid
	X1.2	0.774	17.280	Valid
	X1.3	0.750	18.001	Valid
Experience-based satisfaction (X2)	X2.1	0.787	20.647	Valid
	X2.2	0.814	22.533	Valid
	X2.3	0.813	29.144	Valid
Brand image (Z1)	Z1.1	0.718	14.556	Valid
	Z1.2	0.770	16.926	Valid
	Z1.3	0.733	16.786	Valid
	Z1.4	0.760	21.872	Valid
	Z1.5	0.702	17.281	Valid
Repurchase Intention (Y1)	Y1.1	0.915	84.697	Valid
	Y2.1	0.893	47.381	Valid
	Y3.1	0.904	57.264	Valid

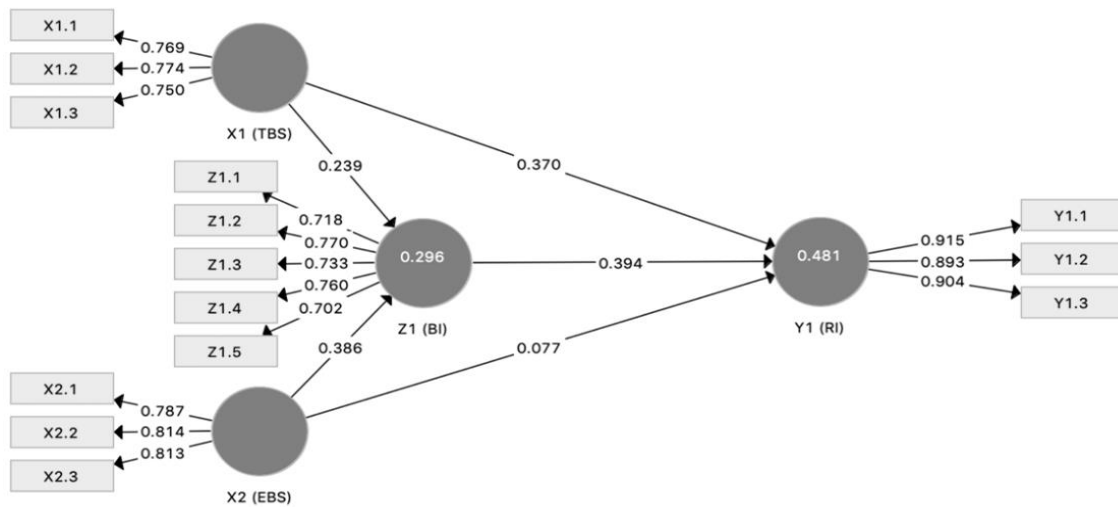


Figure 2. Test Results for Convergent Validity

Based on Lahap et al. (2016), brand image has five indicators: (Z1.1) the brand reliability (related to how much the consumers can rely on the VHO services); (Z1.2) the brand attraction (related to brand associations that give brands the ability to attract consumers); (Z1.3) brand behavior (defined as how brand interact and react with consumers); (Z1.4) brand status (related to consumer perceptions of the VHO); and (Z1.5) brand reputation (related to how consumers see the VHO brand). According to Giffar (2016), repurchase intention has three indicators: (Y1.1) the consumer desire to repurchase (the desire of consumers to repurchase the product); (Y1.2) the consumer's intention to recommend to others (consumers' tendency to promote a product); (Y1.3) and the product to be purchased is the first choice compared to other products (consumers prefer to use the product over competitors' products). The results of the

convergent validity test can be seen in Table 2. Ghozali (2015) explains that an indicator is declared valid if that indicator has a loading factor between 0.60 - 0.70 and has an alpha level of 0.05 or t-statistic > 1.96. Table 2 shows that every indicator in this research is valid and significant because all indicators match the criteria.

Reliability Test

Ghozali (2015) explains that a variable is said to be reliable if that variable has Cronbach's alpha of more than 0,6. In this research, we can conclude that every variable used is reliable based on Table 3. From Table 3 below, we can conclude that every variable in this research is reliable.

Path Analysis and Hypothesis Testing

The path analysis and hypothesis testing results in this research can be seen in the table 4.

Table 3. Variable Reliability Test Results

Hypothesis	Path	T-value	β	p	Result
H1	Nt → Pip	2.633	0.215	0.008	Supported
H2	Th → Pip	7.547	0.752	0.001	Supported
H3	An → Pip	2.211	0.164	0.027	Supported
H4	Nt → Dt	3.786	0.364	0.001	Supported
H5	Th → Dt	-1.115	-0.095	0.265	Not Supported
H6	An → Dt	2.749	0.249	0.006	Supported
H7	Dt → Pip	4.682	0.423	0.001	Supported

Table 4. Path Analysis and Hypothesis Testing

Influence	Coefficient	t-count	Information
Transaction-based satisfaction → Repurchase Intention	0.370	5.497	Significant
Experience-based satisfaction → Repurchase Intention	0.077	1.080	Not Significant
Transaction-based satisfaction → Brand Image	0.239	2.633	Significant
Experience-based satisfaction → Brand Image	0.386	4.701	Significant
Brand Image → Repurchase Intention	0.394	5.311	Significant
Transaction-based satisfaction → Brand Image → Repurchase Intention	0.094	2.355	Significant (Partial Mediation)
Experience-based satisfaction → Brand Image → Repurchase Intention	0.152	3.526	Significant (Complete Mediation)

Table 4 point 1 results indicate that t-count value > t-table (5.497>1.96). It means that transaction-based satisfaction has a significant effect on repurchase intention. Point 2 indicates that t value < t-table (1.080<1.96) means that experience-based satisfaction has no significant effect toward repurchase intention. Point 3 indicates that t-count value > t-table (2.633>1.96). It means that transaction-based satisfaction has a significant effect on brand image in VHO consumers. Point 4 indicates that t-count value is greater than t-table (4.701>1.96). This number of statistics means that experience-based satisfaction significantly affects the brand image of VHO consumers. Next, the results in point 5 indicate that t-count value is greater than t-table (5.311>1.96). It means that brand image has a significant effect on repurchase intention in VHO consumers. In point 6, we can conclude that the t-count value is greater than the t-table (2.355>1.96), and this model has a partial mediation effect. It means that brand image can partially mediate some of the effects of transaction-based satisfaction toward repurchase intention in VHO consumers. In point 7, we can conclude that the t-count value is greater than the t-table (3.526>1.96), and this model has a complete mediation effect. It means that brand image can provide a complete mediating role in some of the effects of transaction-based satisfaction toward repurchase intention in VHO consumers.

DISCUSSION

Influence of Transaction-based Satisfaction Towards Repurchase Intention

Understanding consumers' tendency to re

purchase is essential for the company because satisfied customers are more likely to continue their repurchase with a particular firm than dissatisfied ones (Ibzan et al., 2016). Based on that explanation, the company must retain satisfaction in order to attract consumers to repurchase intention. The results of this study indicate that transaction-based satisfaction has a significant influence on repurchase intention. It means that customer satisfaction with the transaction process from VHO affects consumers' intention to repurchase. Consumers tend to want an easy and fast transaction process, which is essential in digital business. VHO needs to invest in providing high-data services to satisfy consumers.

Previous research by Liang et al. (2018) on Airbnb consumers shows a similar result. According to this research, there is a significant relationship between transaction-based satisfaction and repurchase intention. It means that with the faster and easier transaction process by Airbnb, consumers tend to make repurchase intentions. This result from Liang et al. (2018) is in line with the result of this study. This study shows that the bigger the transaction-based satisfaction, the bigger their intention to repurchase.

Influence of Experience-based Satisfaction Towards Repurchase Intention

In the market, consumers face a variety of choices. In this case, satisfaction is one element that helps consumers make those difficult choices. The satisfaction can enhance repurchase intention when consumers are characterized as having higher risk preferences (Wu and Chang, 2007). Mean-

while, this study's results indicate no significant influence of experience-based satisfaction toward repurchase intention. It means customer satisfaction with the experience while using VHO does not affect consumers' intention to repurchase. This finding does not follow the research by Liang et al. (2018), which found a positive and significant effect of experience-based satisfaction toward repurchase intention. Based on research by Liang et al. (2018), experience-based satisfaction can directly influence repurchase intention in Airbnb consumers. Airbnb consumers consider a satisfactory experience while staying at their hotel partners.

The difference between the results of this research and the study conducted by Liang et al. (2018) is different market segmentation from the object. VHO users do not expect experience while staying using VHO, while consumers of Airbnb consider experience while staying as their main factor using Airbnb. The majority of VHO prices in Indonesia are relatively cheap (around \$20/night). The cheapness and the speed of transactions are the biggest reasons consumers use VHO in Indonesia. Meanwhile, Airbnb rents not only cheap rooms but also expensive rooms. Based on the Irving (2018), the most expensive Airbnb room is about \$50.000/night). That explains why Airbnb consumers expect a good experience and VHO consumers did not expect a good experience while staying at their hotel partners.

Influence of Transaction-based Satisfaction Towards Brand Image

Brand image is the representation of the public image of the company that is visible through consumers' evaluation and awareness of the company or the brand in the market (Wu and Wang, 2014). It means that brand image is an important factor, and companies must improve various factors supporting brand image. Many researchers have revealed results that satisfaction is a factor that influences brand image, especially in the hotel industry (Faullant et al., 2008). It means that companies must improve satisfaction to improve their brand image. That statement is supported by the result of this study. The result of this study found that there is a significant influence of transaction-based satisfaction towards the brand image. It means that customer satisfaction with the transaction process from VHO affects VHO's brand image.

When customers are satisfied with the transaction process, their perception of the brand image increases, so if VHO wants to increase its brand image, it is important to prioritize its service.

This result is in line with the research conducted by Hapsari et al. (2017), which finds a significant influence between satisfaction and repurchase intention. The only difference between these two is that Hapsari et al. (2017) studied the airline industry. Meanwhile, this research studied the hotel industry. Even though two different objects were selected, both are still categorized as the service industry, so the result is relevant. Based on all of those explanations, it can be concluded that transaction-based satisfaction has a significant effect towards the brand image.

Influence of Experience-based Satisfaction Towards Brand Image

Several factors build brand image. Brand image is built by the brand message receiver from promises of safety and satisfaction in purchasing. The brand plays a role in contributing "peace of mind" concerning risk and generates confidence to forward the decision (Campbell et al., 2010). From that statement, we can see that satisfaction has an influence on improving brand image. Satisfaction is one of the factors that influence brand image. The result of this study supports that statement. The results of this study indicate that experience-based satisfaction has a significant influence on brand image. This study's results align with the research conducted by Loureiro and Cunha (2017), which found a significant influence between satisfaction and brand image in wine tourism. The research by Loureiro and Cunha (2017) has similarities to this research in that both of them study a service business that requires experience satisfaction to maintain their business. It shows that if consumers are satisfied with the hospitality process, the accommodation process, and the overall service from the VHO, the company's brand image will increase. Likewise, if the experience they get is bad, the company's brand image will also be bad. Experience-based satisfaction is crucial in maintaining and improving brand image.

Influence of Brand Image Towards Repurchase Intention

Companies must match their brand image to

consumers because that will likely attain a competitive advantage over those that do not (Hofstede et al., 1999). Brand image affects the first and overall impression of the organization in the customer's memory, which affects the customer's interest in making further inquiries concerning the company's offerings (Hedman and Orrensalo, 2018). Many factors influence repurchase intention directly. According to Ranjbarian et al. (2012), brand image not only influences satisfaction but also influences brand image directly.

That statement is supported by the result of this research. This research found a significant influence of brand image towards repurchase intention. It means that the bigger the brand image of VHO, the bigger the consumer's intention to repurchase. Brand image is a valuable subtle asset in today's modern business world. Companies are competing to find various ways to improve their brand image. Brand image is a valuable intangible capital that is relatively hard for others to imitate, and it can help the company achieve sustainable and superior financial performance (Roberts and Dowling, 2002). This result is similar to that of Prabowo et al. (2020), who found the influence between brand image and repurchase intention in Airy. From that research, we can conclude that brand image is the key factor in consumer repurchase. The result from Prabowo et al. (2020) is very reliable with the result of this research because of the similar findings and research object. So, it can be concluded that brand image has a significant effect towards repurchase intention.

Influence of Transaction-based Satisfaction Towards Repurchase Intention Through Brand Image

Consumers view a resort or hotel as an entity that provides all the services, including transactional services, and their satisfaction relating to each service transaction may affect their overall satisfaction (Wendy-Gao and Lai, 2015). From that statement, we can conclude that transaction-based satisfaction greatly impacts overall satisfaction, so companies must retain and improve their transaction quality to retain consumers.

The results of this study show that transaction-based satisfaction was able to increase repurchase intention directly and indirectly through the brand image as a mediation variable. This result

proves that brand image is an important aspect of the VHO industry, as Prabowo et al. (2020) explained in their research about Airy. Brand image is a significant element of consumer satisfaction, and the company needs to invest in brand image to improve the product's quality to attract consumers (Nawi et al., 2019). The impact of brand image is known to be partial mediation. It means that brand image mediates the influence between transaction-based satisfaction towards repurchase intention, but without brand image, there is still a direct influence.

Influence of Experience-based Satisfaction Towards Repurchase Intention Through Brand Image

Satisfaction can be measured based on specific experience, such as experience-based norms, to compare previous experience with the current one to determine satisfaction (Woodruff et al., 1987). Wang and Beise-Zee (2013) reveal that both hotel employees' service quality and the stimulation of service experience could significantly improve consumers' satisfaction with the hotel and emotional bonding with the hotel. From that statement, we can see how much experience can determine consumer satisfaction. Although the results of this research show that experience-based satisfaction cannot directly influence repurchase intention, experience-based satisfaction can influence repurchase intention indirectly with the help of brand image as a mediation variable. The type of mediation in this relationship is complete mediation. It means that without the help of brand image as a mediation variable, there will be no indirect effect in the relation of experience-based satisfaction toward repurchase intention.

Discussion Summary

The results of this study indicate that companies can develop transaction-based satisfaction to obtain repurchase intention. Transaction-based satisfaction is known to increase the repurchase intention of VHO consumers both directly and indirectly through brand image mediation. Empirically, the results of this study are supported by findings from Liang et al. (2018), which also examines Airbnb and finds that there is an influence between the transaction-based satisfaction towards repurchase intention. These results indicate that

VHOs still have to maintain their transaction process performance because it directly relates to increasing repurchase intention. Various improvements related to digital platforms, information exchange with the hotel, payment mechanisms, and various features must be ensured to run well and satisfy consumers.

Experience-based satisfaction does not directly affect consumer interest in making repeat purchases. In this case, consumers do not want a luxurious or pleasant experience when staying at VHO. So, this means that whether the experience they get from VHO is good or bad, it does not directly affect consumers' intention to repurchase rooms via VHO again. These results contradict those obtained by (Liang et al., 2018), who found that experience-based satisfaction can directly affect repurchase intention. This difference in results is due to differences in the segmentation of Airbnb (low to high prices) compared to VHO (majority low prices).

In this study, brand image has been confirmed to have a significant effect on repurchase intention. So, if the brand image increases, it can be seen that repurchase intention will also increase. This finding is in line with research conducted by Prabowo et al. (2020), who also found that brand image has a significant effect on consumer interest in making repeat purchases at Airy. The brand image does not only directly affect repurchase intention but also has a mediating effect towards transaction-based satisfaction and experience-based satisfaction. It shows that brand image is something that must be considered by the company to maintain its business. In this case, brand image is the biggest factor that the VHO needs to improve.

IMPLICATIONS

The results of this study indicate that transaction-based satisfaction is a key factor in influencing consumer intentions toward repurchase. In this case, the transaction process is the most important thing to pay attention to. Consumers want an easy and fast transaction process. Both of these things will make consumers comfortable transacting using VHO. Meanwhile, experience-based satisfaction is not a determining factor that ultimately leads consumers to repurchase; this research shows that transaction-based satisfaction is the biggest factor influencing consumers.

Brand image is an important aspect in increasing repurchase intention. In this study, it was found that a strong brand image will increase repurchase intention. Companies must pay attention to the brand image that can be improved through transaction- and experience-based satisfaction. Brand image is an element that can affect repurchase intention directly and indirectly. Brand image can mediate transaction-based and experience-based satisfaction influence toward repurchase intention. It proves the large role of brand image in VHOs repurchase intention. VHO management can consider the brand image the most important factor in maintaining their business operation.

RECOMMENDATIONS

For VHO management. VHO's transaction process is good, but there is room for improvement. VHO management can add various payment features involving third parties with physical counters, such as Indomaret and Alfamart. Besides, VHO can involve well-known e-money services such as OVO and GoPay. If VHO can improve its transaction service, consumers will be more satisfied and repurchase rooms via VHO again. VHO management must improve the process of the consumer's stay experience. Management should encourage employees to be friendly and adopt a "smile and greet" protocol whenever they meet consumers. VHO management must apply strict "standard operating procedures" (SOP) such as room cleaning procedures, changing bed linen, room service, etc. Brand image is a factor that plays an important role in the results of this study because it has a direct and indirect effect towards repurchase intention. In order to maintain and enhance the company's brand image, VHO management can carry out various promotional activities to enhance the company's reputation.

For the next author. The next researcher can increase the scope of the research object so that the research object can be wider. The next researcher can use national scope to enrich the research findings. This study only uses a few indicators. The next researcher can add indicators to perfect the model.

This research can't be separated from various limitations. There are still many things that can be improved to complete this research. One of the limitations of this study is the number of sam-

ples, which only includes VHO users in Malang City. Based on this limitation, the results of this study can't be generalized to all VHO branches in Indonesia. The data interpretation of this research would be better if more areas were studied.

CONCLUSIONS

The finding shows that transaction-based satisfaction toward repurchase intention is positive and significant. This result indicates how great of a potential impact transaction-based satisfaction can have on the consumer's intention to repurchase. In this research, transaction-based satisfaction successfully influences how consumers tend to repurchase. The transaction process is the main factor because every consumer wants an easy and fast transaction process. VHO must retain and improve the transaction process to retain consumers' intention to repurchase.

Experience-based satisfaction has no significant influence on repurchase intention. Experience-based satisfaction cannot work for consumers who tend to repurchase in VHO. This result occurs because consumers do not expect specific experiences while purchasing VHO. Transaction-based satisfaction is capable of increasing brand image. It means that the transaction process from VHO can directly increase brand image. Based on this result, VHO management must consider improving their transaction process capability because transaction-based satisfaction directly affects the brand image. The ease and speed of ordering a room are the reasons many consumers use VHO's service.

The result from this research finds that experience-based satisfaction can increase brand image. Even though experience-based satisfaction does not directly affect the brand image, experience-based satisfaction can directly influence the brand image. Brand image has a direct effect towards repurchase intention. In this case, the stronger the brand image, the bigger the consumers' intention to repurchase. One of the ways to increase repurchase intention is by increasing brand image. Brand image has a partial mediation effect on the transaction-based satisfaction and repurchase intention relation. It means that brand image can mediate the effects of transaction-based satisfaction towards repurchase intention. However, without brand image, transaction-based satisfaction can in-

crease consumer's intention to repurchase.

Brand image has a complete mediation effect on experience-based satisfaction and repurchase intention relation. It means that brand image is needed in order to increase consumers' intention to repurchase. Brand image can mediate the relation between experience-based satisfaction towards repurchase intention in VHO consumers. Brand image is needed in this relation.

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