

THE EFFECT OF BRAND IMAGE, PRICE, AND VALUE ON REPURCHASE INTENTION WITH TRUST AS A MEDIATION ON VIRTUAL HOTEL OPERATOR CUSTOMERS IN BANDA ACEH CITY

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ABSTRACT

This study aims to examine the effect of brand image, price, and value on repurchase intentions with trust as a mediation on virtual hotel operator (VHO) customers in the city of Banda Aceh. The population observed was all Indonesian citizens who in the past year have booked RedDoorz and OYO Rooms hotels through the VHO booking application, Traveloka, Tiket.com, Pegi-Pegi, and Agoda. The sample was determined based on the Non-Probability Sampling method with the sampling technique using purposive sampling. The determination of the sample was through multiplying the number of indicators by 5 to obtain a total sample of 110 people. The variable measurement scale used was the Likert scale. The model was analyzed using Structural Equation Modeling (SEM) using Amos software. The test results on VHO hotels in Banda Aceh show that brand image, price, and value have a significant effect on trust, brand image and value have no effect on purchase intention, while value and trust have a significant effect on purchase intention, and trust mediates the effect of brand image, price, and value on purchase intention. These results reveal that the model of increasing purchase intention at VHO hotels in Banda Aceh consists of the functions of strengthening brand image, price conformity, and increasing trust, where trust can act as a mediator. The limitation of the research results is the scope of the study where the model being tested is limited to the variables that exist in this study so that further researchers can develop it by adding other variables such as ease of use, or others.

Keyword: Brand Image, Price, Value, Trust, Repurchase Intention.

1. INTRODUCTION

The concept of a Virtual Hotel Operator (VHO) in Indonesia has increased in 2015. In Banda Aceh City itself, many hotels collaborate with Virtual Hotel Operators. Until 2021 now, the City of Banda Aceh has 2 (two) brands from the Virtual Hotel Operator that have been operating, namely OYO Rooms and RedDoorz. Compared to other VHO brands, OYO Rooms and RedDoorz are the brands that have collaborated with hotels in Banda Aceh the most. RedDoorz is the largest online budget lodging network in Indonesia. Focusing on the development of lodging and distribution of online sales. OYO Rooms, commonly known as OYO, is a hospitality services and budget hotel chain in India.

In recent years, the trend of Virtual Hotel Operators (VHO) has grown very rapidly to become a phenomenon in itself for the world of Hospitality in the country. In Banda Aceh City

itself, many hotels have started to cooperate with Virtual Hotel Operators. according to (Grefe & Peyrat-Guillard, 2019) Virtual Hotel Operator (VHO) is a platform without hotel ownership, VHO cooperates with hotel/building owners. Then the results of the work were agreed to become the VHO brand name. VHO provides standard requirements that must be followed from services, facilities, and room decorations according to the agreed brand. Until 2021 now, the City of Banda Aceh has 2 (two) brands from the Virtual Hotel Operator that have been operating, namely OYO Rooms and RedDoorz. Compared to other VHO brands, OYO Rooms and RedDoorz are the brands that have collaborated with hotels in Banda Aceh the most. OYO Rooms has six property locations and RedDoorz has four property locations spread throughout Banda Aceh City.

The development of the increasingly large VHO had to stop due to the Covid-19 pandemic that the world was experiencing. Various strategies continue to be developed by business actors to stay afloat. One of them is by providing services that implement strict health protocols and even providing some attractive offers. Generally, VHO applies affordable hotel rates (budget hotel). But still, prioritize good service because every hotel room offered applies quality standards.

In May 2020, hotel chain startups RedDoorz and OYO claimed partner hotel occupancy began to show an increase. RedDoorz recorded an increase of 10%, while OYO was 30%. This can happen because the two companies launched a collaborative strategy for the 'HygienePass' hygienic standardization certification program with the Indonesian Association of Public Health Experts (IAKMI) for Virtual Hotel Operator partners. According to the Vice President of RedDoorz, visits at the occupancy of partners who have been certified 'HygienePass' increased by 7-10%. During 2020, there was a decrease in room reservations for both brands due to the uncertain COVID-19 pandemic.

Seeing such a huge impact, the hospitality industry must learn to function differently than before. When the relationship between any brand and consumer begins with building trust, regaining customer trust will be the first step in overcoming the crisis. Then, communication should take a major role in reaching out to customers in a gentle and non-aggressive manner to reassure them of safety in their decision to start traveling again. Promoting business should be done positively, demonstrating benefits to customers and providing travelers with confidence in safety for the time being. Several factors must be considered in booking a hotel room online that can affect a customer's purchase intention. These factors include the brand image, price, trust, and value.

Today, brand image can be searched from information sourced from the internet. In addition, price is also considered as the main determinant of customer purchasing decisions. Prices can provide information to customers about the quality and value of a product/service. For consumers, the price is a form of sacrifice to be able to fulfill desires. Apart from that Value is an important concept in understanding customers. This value can be interpreted as a consumer's overall assessment of the usefulness of a product/service (exchange between perceived benefits and costs incurred).

2.LITERATURE STUDY

Repurchase Intention

(Chiang, 2016) and (Erkan & Evans, 2016) mentioned the repurchase intention as the customer's intention to repurchase the product or service from the original business, that is, the customer's psychological commitment to the service. (Prabowo, Astuti, & Respati, 2020) and (Wijaya, Farida,

& Andriyansah, 2018) explained that repurchase intention is the tendency of consumers to visit the website and consider buying products or services from the same online store and have a commitment to the online store. (Ghitaswari, Rombe, & Ponirin, 2018) explained that repurchase intention is a desire that arises in consumers to buy products or services they like and have previously bought them. (Peng, Chen, & Hung, 2017) showed the effect of objective price, perceived quality, perceived value, and product attributes on consumers' repurchase intentions that consumers will show repurchase intentions after the generation of perceived value.

Trust

(Söderlund & Colliander, 2015) explains that customer trust can be associated with the performance of the company. And they see the performance based on the level of success of the service that can be provided by a company. Trust refers to a positive belief about the reliability and dependability of a person or an object (Everard & Galletta, 2005). Trust is built when customers have confidence in the service provider's reliability and integrity (Lien et al., 2015). Consumers' trust in service providers can help reduce their cognitive risk and insecurities and thus enable the maintenance of long-term relationships (Kaouther, Kooli, & Utama, 2014). In online hotel bookings, customers may be vulnerable to accommodation and services provided by hoteliers. The customer expects that the hotel will provide the service as promised on the website.

Brand Image

According to (Nova, 2011), (Ghitaswari et al., 2018), and (Lupiyoadi, 2013), A brand is a name, term, sign, symbol, design, or a combination of these which is intended to identify the goods or services of the seller. Brand image is defined as a set of unique associations in the minds of customers about what the brand implies in a company (Neupane, 2015). Brand image is the perception of a brand as reflected by the brand's association with consumer memory. The better the brand image, the more positive the customer's attitude towards the products issued by the brand (Aghekyan-Simonian, Forsythe, Kwon, & Chattaraman, 2012). Brand image can help consumers to recognize their needs and wants regarding the brand and differentiate the brand from other competitors (Anwar, Gulzar, Sohail, & Akram, 2011). According to (Kotler & Keller, 2018) Brand image is important if you want to enter a potential market (new market).

Price

Price is a tool to make comparisons between products or brands. (Tjiptono, 2017), (Bangsawan, 2015). In online shopping, customers tend to compare the objective price (the price offered by the current vendor) with the reference price (the price offered by other vendors) and then form their price perception (Kim, Xu, & Gupta, 2012). Price, as a heuristic cue, is easier to observe than quality (Yoon, Oh, Song, Kim, & Kim, 2014). Under a competitive environment, low prices (or fair prices) help hotels achieve a sustainable advantage in their product market. Not just one type of price, consumers usually have a price range that they can accept for their intended purchase.

Value

The value that will be discussed in this study is perceived value. Perceived value is the value that is felt/perceived by consumers before buying. according to (Lien et al., 2015) There are two

types of online shopping value: usability value and experience value. Usability value is an overall assessment of the functional benefits that consumers can get such as cost savings, service excellence, time savings, and dimensions of merchandise selection. The experience value is a representation of the overall benefits of the experience such as from the entertainment experience, visual appeal, and interactivity involved with online shopping (Overby & Lee, 2006). In an empirical study of customer value in the hospitality industry, it was found that hotels of various classes provide significantly different levels of customer value in terms of reputation, quality, and prestige (Nasution & Mavondo, 2008). According to (Shirin & Gustav, 2011), Values have a mediating role between trust and purchase intention. Receiving the expected value of a product with respect certainly adds to the trust of each brand. There is an affirmative relationship between perceived value and trust because a soaring level of perceived value can strengthen trust post-purchase of a product (Pirzad & Karmi, 2015)

Framework

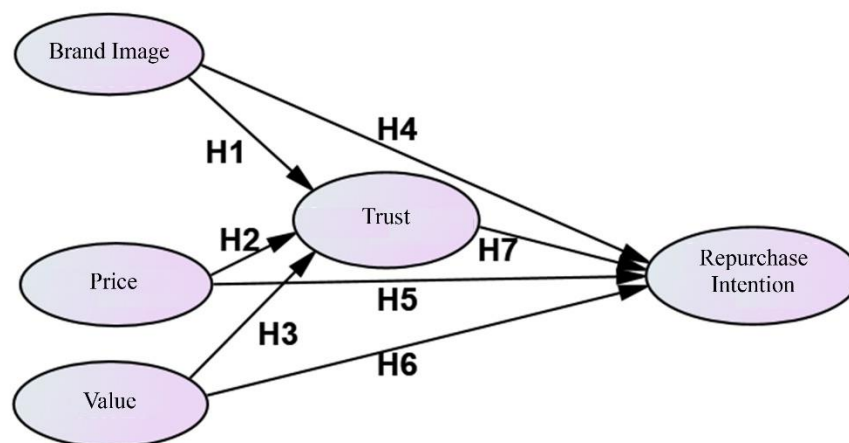


Figure 1. Research Model

Hypothesis

- Ha1 : Brand image affects trust
- Ha2 : Price affects trust
- Ha3 : Value affects trust
- Ha4 : Brand image affects repurchase intention
- Ha5 : Price affects repurchase intention
- Ha6 : Values affect repurchase intention
- Ha7: Trust affects repurchase intention
- Ha8 : Brand image affects repurchase intention through trust as a mediation
- Ha9 : Price affects repurchase intention through trust as a mediation
- Ha10: Value affects repurchase intention through trust as a mediation.

3. METHOD

This study used explanatory research and was carried out at Virtual Hotel Operators spread across Banda Aceh City. The object of this research was brand image, price, value, trust, and repurchase intention. The subjects of this research are customers who have stayed at Virtual Hotel Operators (VHO) such as RedDoorz and OYO Rooms in Banda Aceh City. The population is customers who have stayed at the Virtual Hotel Operator in Banda Aceh City. The population observed is all Indonesian citizens who in the past year have booked RedDoorz and OYO Rooms hotels through the VHO booking application, Traveloka, Tiket.com, Pegi-Pegi, and Agoda.

The sample was determined based on the Non-Probability Sampling method by taking the sample using a purposive sampling technique, namely with the required criteria and with certain considerations. The sample has certain criteria and not everyone they meet can become a respondent. The sample criteria are :

1. Respondents are at least 18 years old because that is the minimum age for someone to create an account.
2. Respondents have used Virtual Hotel Operator services (OYO and Reddoorz from booking and staying at partner hotels in Banda Aceh City at least once.

The number of samples was determined following the theory (Hair, Black, Babin, & Anderson, 2014), which states that “the minimum sample size is 5-10 times the number of indicators used. The indicators in this study consist of 22 indicators so that the sample size is:

$$\begin{aligned} \text{Number of Samples} &= \text{Number of Indicators} \times 5-10 \\ &= 22 \times 5 = 110 \text{ respondents} \end{aligned}$$

The distribution of the questionnaires was done online. The online media used are instant messaging (Whatsapp, Line) and social media (Instagram). Questionnaires were distributed in the form of links one by one (personal chat) and in bulk (groups). Questionnaires were distributed to customers who are known to have stayed at VHO Banda Aceh in the past year. This study used the Likert scale. In this study, the researcher builds a construct for each of the variables based on previous theories, and the provisions that bind the measurement of repurchase intention, namely:

1. The repurchase intention can be measured using indicators as disclosed by (Wijaya et al., 2018) namely returning to online transactions in the future, recommending it to friends, intending to continue transacting rather than stopping online shopping, intending to continue transacting online instead of traditional events, and intending to transact online at the same vendor.
2. Trust can be measured using indicators as expressed by (Lien et al., 2015), namely product/service offerings, product/service claims, expectations, reliability.
3. Brand Image can be measured using indicators as disclosed by (Lien et al., 2015) namely reliability, attractiveness, fun, social status symbol, reputation.
4. Prices can be measured using indicators as disclosed by (Tjiptono, 2017) namely, price affordability, price conformity with quality, price competitiveness, price suitability with benefits.
5. Value can be measured using indicators as disclosed by (Lien et al., 2015) i.e. price value, value satisfaction, feasibility, expected value.

The data were analyzed using the Structural Equation Model (SEM)-Amos technique

(Ferdinand, 2014). Furthermore, indirect hypothesis testing (mediation) was carried out using the model (Baron & Kenny, 1986).

4. RESULTS AND DISCUSSION

Direct Influence

The results of the SEM-AMOS test for direct hypothesis testing are presented in the following diagram.

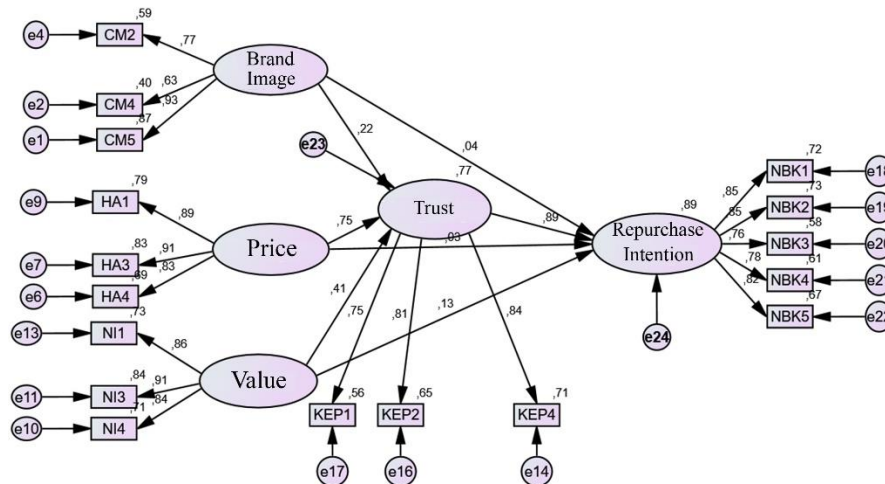


Figure 2. SEM Test Result

The results of hypothesis testing which are also tested through a full model after fulfilling the SEM assumptions are more clearly contained in the table below:

Table 1. Hypothesis Test Result

			Estimate	Stand. Estimate	S.E.	C.R.	P
Trust (Z)	<---	Brand Image (X1)	.175	.224	.049	3.615	***
Trust (Z)	<---	Price (X2)	.655	.746	.068	9.617	***
Trust (Z)	<---	Value (X3)	.368	.408	.058	6.308	***
Repurchase Intention (Y)	<---	Brand Image (X1)	.027	.036	.049	.553	.580
Repurchase Intention (Y)	<---	Price (X2)	-.028	-.033	.053	-6.973	***
Repurchase Intention (Y)	<---	Value (X3)	.116	.133	.077	1.510	.131
Repurchase Intention (Y)	<---	Trust (Z)	.861	.894	.173	4.986	***

Source: Primary Data, 2021 (processed)

From the SEM analysis in Table 2 above, the explanation of the results of direct hypothesis testing is presented below:

The Role of Brand Image on Trust

The results of the first hypothesis testing show that brand image on trust has a role of 0.224 with a critical ratio (C.R) value of $3.615 > 1.967$ and p worth $0.000 < 0.05$. This explains that if the brand image increases by 1 point, then trust will increase by 0.224 and the effect is significant. Thus, it can be stated that the Ha1 hypothesis is accepted, namely that brand image has a significant effect on trust in VHO hotels in Banda Aceh. This indicates that VHO hotels that already have a good image will have a beneficial impact on the company, where these VHO hotels have consumer confidence. The brand image that is built becomes an identity and a reflection of the vision, excellence, quality standards, service, and commitment of the service provider (Arista & Astuti, 2011). When a brand already has a good image in the minds of customers, customers are more likely to create positive thoughts on the products made by the company (Mudiantono & Andhike, 2019).

The Role of Price on Trust

The results of the second hypothesis testing show that price on trust has a role of 0.746 with a critical ratio (C.R) value of $9.617 > 1.967$ and p worth $0.000 < 0.05$. This explains that if the price increases by 1 point, the repurchase intention will increase by 0.746 and the effect is significant. Thus, it can be stated that the Ha2 hypothesis is accepted, namely that price has a significant effect on trust in VHO hotels in Banda Aceh. This indicates that in the hospitality industry, reasonable and reasonable room rates will increase the value received by customers and increase their purchasing confidence.

The Role of Value on Trust

The results of the third hypothesis testing show that the value of the trust has a role of 0.408 with a critical ratio (C.R) value of $6.308 > 1.967$ and p of $0.000 < 0.05$. This explains that if the value increases by 1 point, then the confidence will increase by 0.408 and the effect is significant. Thus, it can be stated that the Ha3 hypothesis is accepted, namely, the value has a significant effect on trust in VHO hotels in Banda Aceh. This indicates a value that can satisfy consumers will give confidence to consumers. Customers of VHO hotels in Banda Aceh will be happier and more confident in using the services of hotels that have a higher value.

The Role of Brand Image on Repurchase Intention

The results of the fourth hypothesis testing show that brand image on repurchase intention has a role of 0.032 with a critical ratio (C.R) value of $0.553 < 1.967$ and p of $0.580 > 0.05$. This explains that if the brand image increases by 1 point, the repurchase intention will increase by 0.036 and the effect is not significant. Thus, it can be stated that the Ha4 hypothesis is accepted, namely that brand image has no significant effect on repurchase intentions at VHO hotels in Banda Aceh. This indicates that brand image is not a reason for customers of VHO hotels to repurchase. This can be because customers do not understand the image that VHO hotels want to form themselves so that customers are less concerned as long as they can provide adequate service. In

addition, the strong Sharia culture in Aceh can also make it difficult to create a strong brand image, because people's mindsets vary according to their perspectives, emotions, and reactions to the surrounding environment. This can be formed due to a lack of communication or promotion of the brand image by VHO hotels before the benefits that consumers get. according to (Kotler & Keller, 2018), the brand image must be conveyed through various existing means of communication and disseminated sustainably.

The Role of Price on Repurchase Intention

The results of the fifth hypothesis testing show that price on repurchase intention has a role of -0.033 with a critical ratio value (C.R) of $-6.973 < -1.967$ and p of $0.000 < 0.05$. This explains that if the price increases by 1 point, the repurchase intention will decrease by 0.033 and the effect is significant. Thus it can be stated that the Ha5 hypothesis is accepted, namely that price has a significant effect on repurchase intentions at VHO hotels in Banda Aceh. This is because virtual hotel operators, which are a form of e-commerce, make it easier for customers to compare the prices of various vendors and find the most suitable and affordable one. If the price of a lodging room at VHO hotels is accepted by the customer as a reasonable price, the customer is easy to switch. Customers generally look for more affordable prices and still provide adequate facilities at an inn. Customers feel that lodging is only a place to rest after a day of traveling to various tourist destinations in Banda Aceh City. In addition, when the price policy set by the company is not following what customers want, this can lead to failure of strategy implementation in maintaining relationships with customers. One of the reasons why customers do not want to reuse the services of a company is because they receive poor service quality that does not match the price paid.

The Role of Value on Repurchase Intention

The results of the sixth hypothesis testing show that the value of repurchase intention has a role of 0.133 with a critical ratio (C.R) value of $1.510 < 1.967$ and p of $0.131 > 0.05$. This explains that if the value increases by 1 point, the repurchase intention will increase by 0.133 and the effect is not significant. Thus, it can be stated that the H06 hypothesis is accepted, namely, the value has no significant effect on repurchase intentions at VHO hotels in Banda Aceh. This indicates that consumers do not perceive value as something that must be considered in reusing VHO hotels. Perceived value is not enough to increase customer intention to reuse VHO hotels. Customers of VHO hotels in Banda Aceh expect something better from the services offered even though when customers are half satisfied, it is only because consumers perceive the value provided by VHO hotels as different from other star hotels in Banda Aceh City. The facilities provided and the services provided by VHO hotels are following the service standards determined by the vendor. In contrast to star hotels that provide high-class services and facilities that form a perception in the minds of consumers of having a high or classy value.

The Role of Trust on Repurchase Intention

The results of the seventh hypothesis testing show that trust in repurchase intentions has a role of 0.894 with a critical ratio (C.R) value of $4.986 > 1.967$ and p of $0.000 < 0.05$. This explains that if the confidence increases by 1 point, the repurchase intention will increase by 0.894 and the effect is significant. Thus, it can be stated that the Ha7 hypothesis is accepted, namely, trust has a significant effect on repurchase intentions at VHO hotels in Banda Aceh. In building consumer purchase intentions, it is important to maintain customer trust where this is one way to get and

retain customers. The higher the level of customer trust in VHO hotels, the more profitable it will be for the VHO hotels in the future, thereby increasing customer repurchase intentions (Wijayajaya & Astuti, 2018);(Norhermaya & Soesanto, 2016).

Indirect Hypothesis Testing

The Role of Brand Image on Repurchase Intentions Through Trust

The following is a test of the mediating effect of the trust variable which can be explained as follows:

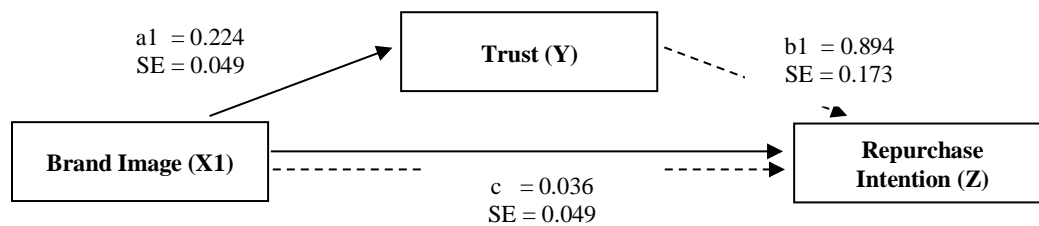
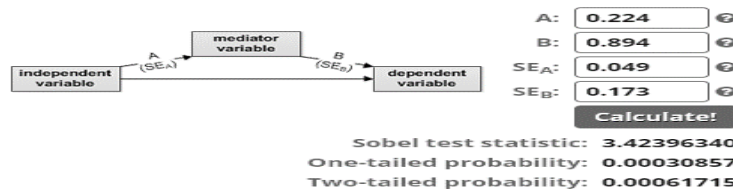


Figure 3. The Model of Mediation Effect on the Eighth Hypothesis

Figure 3 above is the result of the model test, and the calculation of the Z value is presented as follows:



Source: Danielsoper Statistics Calculator

Figure 4. Results of the Eighth Hypothesis Mediation Effect Test

From the results of the Sobel test which is illustrated, it produces a z value of 3.423 > 1.976 with a significance level of 0.000 < 0.05. These results indicate that there is an indirect role of brand image on repurchase intention which is mediated by trust. Thus, it can be stated that the Ha8 hypothesis is accepted, namely full mediation of the influence of brand image on repurchase intentions at VHO hotels in Banda Aceh. These results indicate that VHO hotels that have a good image will be profitable for the company in the future. The advantages of VHO hotels, such as the services provided and the facilities available, can increase consumer confidence in reusing them in the future (Jalilvand & Samiei, 2012). Having a good brand image will make consumers think the brand is different from competitors and will be more confident when using it for the first time and have an impact on bringing up thoughts of making repeat purchases. (Benhardy, Hardiyansyah, Putranto, & Ronadi, 2020), (Rahmi & Nizam, 2017) and (Atmaja & Menuh, 2019) also found that brand image indirectly has a significant effect on repurchase intention through trust.

The Role of Price on Repurchase Intentions Through Trust

The following is a test of the mediating effect of trust variable which can be explained as

follows:

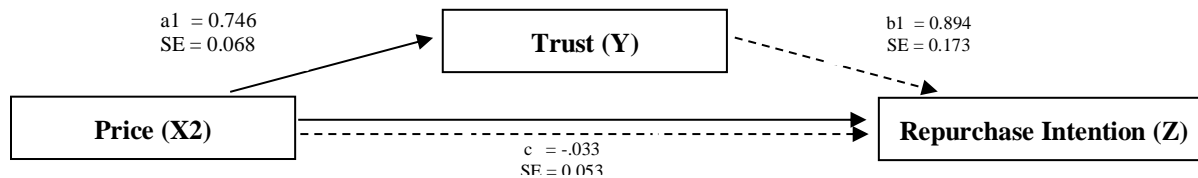
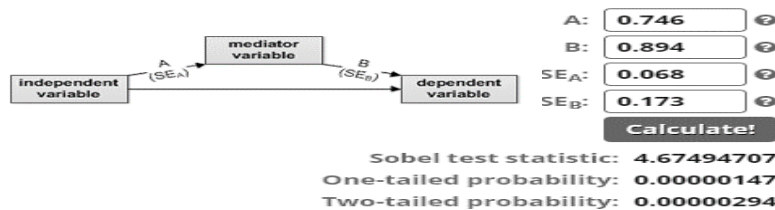


Figure 5. The Model of Mediation Effect on the Ninth Hypothesis

Based on Figure 5 is the result of the model test, and the calculation of the Z value is presented as follows:



Source: Danielsoper Statistics Calculator

Figure 6. Results of the Ninth Hypothesis Mediation Effect Test

From the results of the Sobel test which is illustrated, it produces a z value of $4.674 > 1.976$ with a significance level of $0.000 < 0.05$. These results indicate that there is an indirect role of price on repurchase intentions mediated by trust. Thus, it can be stated that the Ha9 hypothesis is accepted, namely, trust mediates the role of price on repurchase intentions at VHO hotels in Banda Aceh. In the hospitality industry, reasonable VHO hotel room prices will create value received by customers and increase purchase confidence where the price given is following the facilities and services that will be obtained. The price given is neither too high nor too low, so consumers will use it again in the future. An affordable price range, lower prices for similar quality will lead to higher trust, and automatically the intention to repurchase will also increase. Research result (Lien et al., 2015) and (Benhardy et al., 2020) found that price indirectly has a positive and significant effect on repurchase intention through trust, the results of the study conclude that the more affordable the price perceived by customers for the product will increase trust in the product which indirectly can also increase repurchase intention. to the product.

The Role of Value on Repurchase Intentions Through Trust

The following is a test of the mediating effect of trust variables which can be explained as follows::

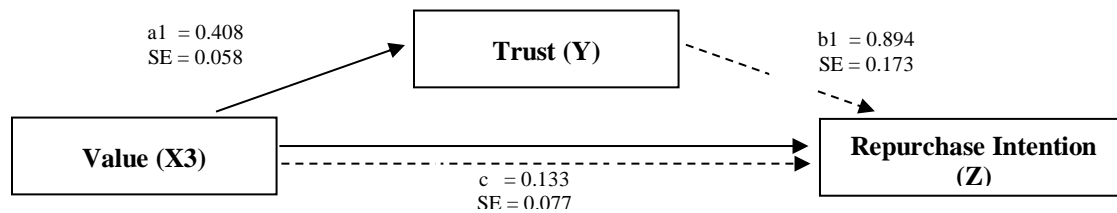
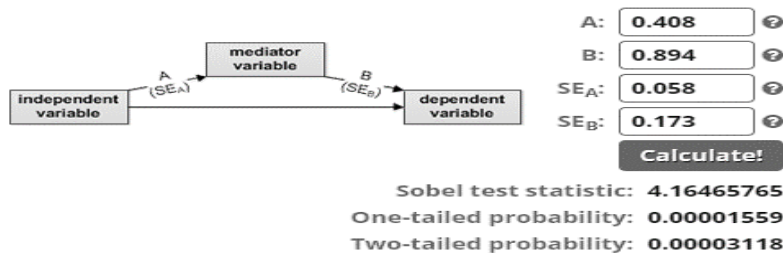


Figure 7. The Model of Mediation Effect on Tenth Hypothesis

Based on Figure 7 above is the result of the model test, and the calculation of the Z value is presented as follows:



Source: Danielsoper Statistics Calculator

Figure 8. Results of the Tenth Hypothesis Mediation Effect Test

The results of the Sobel test described above produce a z value of $4.164 > 1.976$ with a significance level of $0.000 < 0.05$. These results indicate that there is an indirect role between the value of repurchase intentions mediated by trust. Thus it can be stated that the H_{a10} hypothesis is accepted, namely, trust mediates the role of value on repurchase intentions at VHO hotels in Banda Aceh. VHO hotels have always tried to attract customers' attention by providing special offers that can increase their value in the minds of consumers. This offer is the most effective way to gain customer trust in VHO hotels which will have an impact on future repurchases. By gaining confidence in the value that consumers have felt, it is more likely that customers will choose to return in the future. Research result (Lien et al., 2015), found that the value indirectly had a positive and significant effect on repurchase intention through trust, and also concluded that the higher the customer perceived value for the product, the higher the trust in the product, which indirectly could also increase repurchase intention. against the product. A study by (Khalis & Halimatussakdiah, 2020) also found that trust mediates the effect of value on purchase intention on online hotel reservations in Banda Aceh.

5. CONCLUSION

The test results on VHO hotels in Banda Aceh show that brand image, price, and value have a significant effect on trust, brand image and value have no effect on purchase intention, while value and trust have a significant effect on purchase intention, and trust mediates the effect. brand image, price, and value on purchase intention. These results reveal that the model of increasing purchase intention at VHO hotels in Banda Aceh consists of the functions of strengthening brand image, price conformity, and increasing trust, where trust can act as a mediator. These findings

can be used as the basis for further research development models for other researchers, and as a basis for developing strategies for VHO hotels in Banda Aceh. The limitation of the research results is the scope of the study where the model being tested is limited to the variables that exist in this study so that further researchers can develop it by adding other variables such as ease of use, or others.

Some recommendations for practitioners, especially research subjects, are mapped from the research results. To increase better social values to customers, owners of VHO hotels can make efforts to improve service quality and provide better/luxurious facilities for customers so that an image is formed that services at VHO hotels are the same as other hotels. other star hotels. The owners of VHO hotels in Banda Aceh must also review the services and facilities provided to increase the perceived benefits. The greater the benefits perceived by the customer, the owner can increase the rental price and earn greater income. In addition, VHO vendors can also provide discounted promos or top-up balances for new consumers to be interested in downloading the VHO application. The owners of VHO hotels in Banda Aceh are expected to continue to carry out promotions and provide attractive offers so that customers can feel more value which will have an impact on consumers' assessment of the prices offered are reasonable. This value has been proven to affect customer trust. The owners of VHO hotels in Banda Aceh are expected to be able to conduct customer satisfaction surveys so that they can find out what customers expect from VHO hotels so that improvements can be made in all aspects.

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