

Effect of Signature Welcome Drink Presentation on Guests' Revisit Intention at Aston Nagoya City Hotel Batam

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Article Info

Keywords:

Signature Welcome Drink Presentation;

Revisit Intention; Hotel;

Simple Linear Regression;

Informasi Artikel

Kata Kunci:

Penyajian Welcome Drink Signature; Niat Kunjungan Ulang; Hotel ; Regresi Linear Sederhana;

Article History

ABSTRACT

This study aimed to examine the effect of the Signature Welcome Drink Presentation on guests' revisit intention at Aston Nagoya City Hotel Batam. A quantitative survey approach was employed involving 100 respondents selected through purposive sampling. Data were collected using a validated and reliable questionnaire and analyzed using descriptive statistics, simple linear regression, the coefficient of determination (R^2), and the t-test with IBM SPSS Version 26. The findings revealed that the Signature Welcome Drink Presentation had a positive and significant effect on guests' revisit intention, as indicated by the regression equation $Y = 9.075 + 0.257X$, a t-value of 5.372, and a significance level of 0.000 ($p < 0.05$). The coefficient of determination (R^2) of 0.227 indicates that the Signature Welcome Drink Presentation explains 22.7% of the variance in revisit intention, while the remaining 77.3% is influenced by other factors. These findings suggest that improving the quality of the signature welcome drink presentation can serve as an effective strategy to enhance guests' experiences and encourage repeat visits.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh penyajian welcome drink signature terhadap niat kunjungan ulang tamu di Aston Nagoya City Hotel Batam. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang dipilih melalui teknik purposive sampling. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan analisis deskriptif, regresi linear sederhana, koefisien determinasi (R^2), dan uji t dengan bantuan SPSS versi 26. Hasil penelitian menunjukkan bahwa penyajian welcome drink signature berpengaruh positif dan signifikan terhadap niat kunjungan ulang tamu, dengan persamaan regresi $Y = 9,075 + 0,257X$, nilai t sebesar 5,372, dan signifikansi 0,000 ($p < 0,05$). Nilai R^2 sebesar 0,227 menunjukkan bahwa penyajian welcome drink signature menjelaskan 22,7% variasi niat kunjungan ulang, sedangkan sisanya dipengaruhi oleh faktor lain. Temuan ini menunjukkan bahwa peningkatan kualitas penyajian welcome drink signature dapat menjadi strategi efektif untuk meningkatkan pengalaman tamu dan mendorong kunjungan ulang.

Received : 12/07/2026

Revised : 18/07/2026

Accepted : 22/07/2026

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1. Introduction

The hospitality industry is one of the fastest-growing service sectors and has increasingly emphasized customer experience as a source of competitive advantage. In today's highly competitive market, guests evaluate hotel quality not only based on facilities and pricing but also on the overall experience they receive from the moment they arrive until they depart. First impressions, which are shaped by the initial service encounter, the hotel environment, staff hospitality, and welcoming activities, play a crucial role in forming guests' perceptions of service quality. Therefore, hotels are required to provide memorable and positive service experiences to enhance customer satisfaction and foster long-term guest loyalty.

One of the most common welcoming practices implemented by hotels is the presentation of a signature welcome drink. Unlike a conventional welcome beverage, a signature welcome drink is designed to reflect the hotel's identity, uniqueness, and brand image. It serves not only as a gesture of hospitality but also as an important component of the guests' arrival experience. A well-presented signature welcome drink can create a positive emotional impression, increase perceived value, strengthen the hotel's image, and positively influence guests' evaluations of overall service quality. Consequently, this favorable initial experience is expected to encourage guests' intention to revisit the hotel in the future.

Batam City has experienced continuous growth as both a tourism and business destination, resulting in increasingly intense competition among hotels. Aston Nagoya City Hotel Batam is one of the leading hotels in the city, recording a high occupancy rate that increased from 85.59% in July to 93.31% in December 2025. However, a high occupancy rate does not necessarily indicate that guests intend to return, as revisit decisions are influenced by various factors, including location, business travel requirements, promotional activities, and service quality. Therefore, it is important to investigate service-related factors that may encourage guests' revisit intention.

Guest reviews on Google Reviews also reveal varying perceptions regarding the hotel's signature welcome drink presentation. While many guests expressed positive opinions about its taste, appearance, and presentation, others reported dissatisfaction with its flavor, limited variety, and

inconsistent service quality. These differing perceptions indicate that guests' initial service experiences have not been consistently positive. Furthermore, previous studies on revisit intention in the hospitality industry have primarily focused on service quality, customer satisfaction, brand image, and overall customer experience, whereas studies specifically examining the influence of signature welcome drink presentation on revisit intention remain relatively limited.

Based on these conditions, investigating the effect of the Signature Welcome Drink Presentation on Guests' Revisit Intention is both relevant and necessary. This study is expected to contribute to the development of knowledge regarding service encounters in the hospitality industry while providing practical recommendations for the management of Aston Nagoya City Hotel Batam to improve service quality. Accordingly, this research is entitled "The Effect of Signature Welcome Drink Presentation on Guests' Revisit Intention at Aston Nagoya City Hotel Batam."

2. Method

This study employed a quantitative approach using an associative causal research design to examine the effect of the presentation of a signature welcome drink on guests' revisit intention at Aston Nagoya City Hotel Batam. Data were collected through a structured questionnaire using a five-point Likert scale administered to 100 respondents, selected through purposive sampling from a population of 21,429 hotel guests who stayed between July and December 2025. Supporting data were obtained through observation, documentation, and literature review. Prior to data collection, the research instrument was tested for validity and reliability. The collected data were then analyzed using IBM SPSS to determine the relationship and influence between the research variables.

Research Procedure

1. Determining the research object, variables, population, and sample using the purposive sampling technique.
2. Developing the research instrument based on the indicators of the Signature Welcome Drink Presentation (X) and

- Revisit Intention (Y) variables using a Likert scale.
3. Conducting instrument testing through validity and reliability tests to ensure the quality of the questionnaire.
 4. Collecting primary data through questionnaire distribution, supported by observation, documentation, and literature review.
 5. Processing and analyzing the data using IBM SPSS through data tabulation, coding, and statistical analysis.
 6. Drawing conclusions based on the results of the statistical analysis regarding the effect of the signature welcome drink presentation on guests' revisit intention.

Data Analysis Techniques

1. Descriptive statistical analysis.
2. Respondent Achievement Level (TCR) analysis.
3. Validity test.
4. Reliability test.
5. Normality test (Normal P–P Plot).
6. Linearity test.
7. Simple linear regression analysis.
8. Hypothesis testing (t-test).
9. Coefficient of determination (R^2).

3. Results and Discussion

Respondent Perception of the Research Variables

Descriptive statistical analysis was conducted to examine respondents' perceptions of the research variables using the mean score, standard deviation, and Respondent Achievement Level (TCR). The mean values were interpreted according to the predetermined category intervals, while the TCR values were used to determine the level of respondents' achievement for each variable.

The Signature Welcome Drink Presentation variable consisted of eighteen indicators (VAR01–VAR18). The descriptive analysis revealed that the mean scores ranged from 3.77 to 3.90, indicating that all indicators were categorized as **Good**.

The highest mean score was obtained by VAR06 and VAR10 (3.90), while the lowest was recorded by VAR05 and VAR13 (3.77). Similarly, the TCR values ranged from 75.4% to 78.0%, with all indicators consistently falling within the **Good** category. Overall, the variable achieved an average mean score of 3.85 and a TCR value of 77.11%. These findings indicate that respondents had positive perceptions of the signature welcome drink presentation at Aston Nagoya City Hotel Batam. The results suggest that the hotel's welcome drink presentation, including its quality, appearance, and service delivery, has successfully created a favorable first impression among guests. However, several indicators with relatively lower scores indicate that there is still room for improvement to further enhance the guest experience.

The Revisit Intention variable consisted of seven indicators (VAR19–VAR25). The results showed that the mean scores ranged from 3.78 to 3.94, indicating that all indicators were also classified as **Good**. The highest mean score was obtained by VAR25 (3.94), whereas the lowest was recorded by VAR24 (3.78). In addition, the TCR values ranged from 75.6% to 78.8%, with all indicators remaining within the Good category. Overall, the variable obtained an average mean score of 3.84 and a TCR value of 76.83%, reflecting respondents' positive intention to revisit

Aston Nagoya City Hotel Batam.

The descriptive findings demonstrate that both the Signature Welcome Drink Presentation and Revisit Intention variables received favorable evaluations from respondents. Guests generally perceived the hotel's signature welcome drink as an attractive and valuable component of the service experience, while also expressing a strong intention to revisit the hotel in the future. These findings provide preliminary evidence that a positive first impression created through the presentation of a signature welcome drink may contribute to strengthening guests' behavioral intentions,

particularly their willingness to return and recommend the hotel to others.

1. Instrument Testing and Regression Assumption

Before performing the regression analysis, the research instrument and the regression assumptions were evaluated to ensure the validity and reliability of the collected data. The instrument testing included validity and reliability tests, while the regression assumptions consisted of normality and linearity tests.

Table 1 Validity Test Results

Parameter	Value
Number of questionnaire items	25
r-table	0.165
Range of r-count	0.223–0.533
Decision	All questionnaire items are valid

The validity test results indicate that all questionnaire items have correlation coefficients higher than the critical value of 0.165. The obtained r-values ranged from 0.223 to 0.533, confirming that all 25 items are valid and suitable for measuring the research variables.

Table 2 Reliability Test Results

Parameter	Value
Cronbach's Alpha	0.789
Number of Items	25
Interpretation	Reliable

The reliability test produced a Cronbach's Alpha coefficient of 0.789, which exceeds the recommended threshold of 0.70. Therefore, the research instrument demonstrates good internal consistency and is considered reliable for data collection.

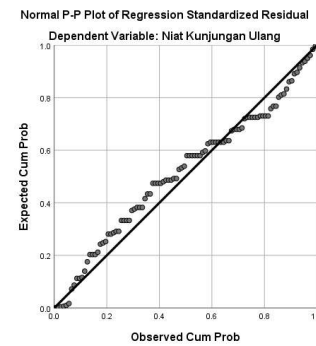


Figure 1 normality P-P Plot

The normality test was assessed using the Normal P–P Plot. The residual points were distributed close to the diagonal line and generally followed its direction, indicating that the residuals were normally distributed. Thus, the normality assumption required for regression analysis was satisfied.

Table 3 Results of the Linearity Test

Test Component	F Value	Sig.	Interpretation
Linearity	28.364	0.000	Significant linear relationship
Deviation from Linearity	0.907	0.573	No significant deviation from linearity

The linearity test showed a significance value of 0.000 for the Linearity test, which is lower than 0.05, while the significance value for Deviation from Linearity was 0.573, which is higher than 0.05. These results confirm that the relationship between the Signature Welcome Drink Presentation and Revisit Intention variables is linear and that no significant deviation from linearity exists.

Overall, the instrument testing and regression assumption tests demonstrate that all questionnaire items are valid and reliable, the residuals are normally distributed, and the relationship between the independent and dependent variables satisfies the linearity assumption. Therefore, the data are

- appropriate for subsequent simple linear regression analysis.
2. Effect of Signature Welcome Drink Presentation on Guests' Revisit Intention

To examine the effect of the Signature Welcome Drink Presentation on guests' Revisit Intention, inferential statistical analyses were performed using simple linear regression, the coefficient of determination (R^2), and hypothesis testing (t-test). These analyses were conducted to determine the direction, magnitude, and significance of the relationship between the independent and dependent variables.

Table 4 Simple Linear Regression Results

Predictor	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	Sig.
Constant	9.075	3.322	–	2.732	0.007
Signature Welcome Drink Presentation	0.257	0.048	0.477	5.372	0.000

Based on the regression analysis, the estimated regression equation is:

$$Y = 9.075 + 0.257X$$

The regression coefficient of 0.257 indicates that every one-unit increase in the quality of the Signature Welcome Drink Presentation leads to an increase of 0.257 units in guests' Revisit Intention. Since the regression coefficient is positive, the relationship between the two variables is also positive, suggesting that improvements in the presentation of the signature welcome drink are associated with a higher intention among guests to revisit Aston Nagoya City Hotel Batam.

Table 5 Model Summary

Model Statistic	Value
Correlation Coefficient (R)	0.477
Coefficient of Determination (R^2)	0.227
Adjusted R^2	0.220
Standard Error of the Estimate	1.941

The coefficient of determination (R^2) is 0.227, indicating that the Signature Welcome Drink Presentation explains 22.7% of the variance in guests' Revisit Intention. The remaining 77.3% is influenced by other factors not included in this study, such as overall service quality, hotel facilities, pricing, hotel image, location, customer satisfaction, and other external factors. Furthermore, the correlation coefficient ($R = 0.477$) indicates a moderate positive relationship between the two variables.

Table 6 Results of the Hypothesis Test (t-test)

Variable	t-value	p-value (Sig.)	Decision
Signature Welcome Drink Presentation	5.372	0.000	Hypothesis Accepted

The hypothesis testing results show a t-value of 5.372 with a significance level of 0.000, which is lower than the 0.05 significance threshold. Therefore, the research hypothesis is accepted, indicating that the Signature Welcome Drink Presentation has a positive and statistically significant effect on guests' Revisit Intention at Aston Nagoya City Hotel Batam.

These findings demonstrate that the presentation of a signature welcome drink plays an important role in creating a positive first impression of the hotel. A welcome drink that is visually appealing, distinctive in taste, hygienically prepared, and served professionally contributes to a memorable guest experience. This positive initial interaction enhances guests' perceptions of service quality and increases their willingness to revisit the hotel and

recommend it to others. The findings are consistent with the customer experience and service encounter theories, which suggest that favorable first interactions positively influence customers' future behavioral intentions, particularly revisit intention.

Discussion

The findings of this study demonstrate that the presentation of a signature welcome drink has a positive and significant effect on guests' revisit intention at Aston Nagoya City Hotel Batam. The simple linear regression analysis revealed a significance value of 0.000 (< 0.05), a t -value of 5.372, and a positive regression coefficient of 0.257, indicating that improvements in the presentation of the signature welcome drink increase guests' intention to revisit the hotel. As the first service encounter experienced by guests, the signature welcome drink contributes to shaping their initial perception of the hotel's service quality. This finding supports the argument of Kim and Baker (2022), who emphasize that the quality of a welcome drink is determined not only by its taste but also by its appearance, aroma, serving temperature, cleanliness, uniqueness, and the professionalism of the service provided. The descriptive analysis further revealed that respondents evaluated both the Signature Welcome Drink Presentation and Revisit Intention variables positively, with all indicators classified in the "Good" category. These results indicate that guests were generally satisfied with the quality of the hotel's signature welcome drink and expressed a favorable intention to revisit the hotel in the future. According to Marinković and Senić (2021), revisit intention reflects customers' willingness to reuse the same service after experiencing satisfactory service quality. Therefore, a memorable and well-delivered welcome drink can create a positive first impression that strengthens guests' perceptions of the overall hotel experience and encourages repeat visits.

The positive relationship identified in this study can also be explained through

the customer experience and service encounter perspectives. The signature welcome drink represents one of the earliest interactions between guests and the hotel, making it an important component of the overall customer experience. A pleasant first encounter can enhance guests' satisfaction, strengthen their trust in the hotel, and increase their willingness to recommend the hotel to others. These findings are consistent with Rather and Hollebeek (2021), who reported that positive service experiences significantly influence customer satisfaction and subsequently increase revisit intention. Therefore, maintaining the quality and uniqueness of the signature welcome drink can serve as an effective strategy for enhancing customer loyalty in the hospitality industry.

The coefficient of determination (R^2) of 0.227 indicates that the Signature Welcome Drink Presentation explains 22.7% of the variance in guests' revisit intention, while the remaining 77.3% is influenced by other factors not examined in this study, such as overall service quality, hotel facilities, customer satisfaction, perceived value, hotel image, pricing, and trust. These findings are consistent with previous studies by Pratama and Suprpti (2022) and Mulyawan and Suardana (2023), which suggest that revisit intention is influenced by multiple dimensions of the hospitality experience. Consequently, Aston Nagoya City Hotel Batam should continue to maintain and improve the quality, consistency, and uniqueness of its signature welcome drink while simultaneously enhancing other aspects of service quality to strengthen guests' overall experience and encourage repeat visits.

3. Conclusion

This study concludes that the presentation of a signature welcome drink has a positive and significant effect on guests' revisit intention at Aston Nagoya City Hotel Batam. The findings indicate that a well-presented signature welcome drink, characterized by attractive appearance, distinctive

taste, cleanliness, appropriate serving temperature, and professional service, contributes to creating a positive first impression and enhancing guests' overall service experience. The regression analysis confirms a significant positive relationship between the two variables, with the Signature Welcome Drink Presentation explaining 22.7% of the variance in revisit intention, while the remaining 77.3% is influenced by other factors beyond the scope of this study. These results highlight the importance of maintaining the quality and consistency of the signature welcome drink as part of the hotel's service strategy to strengthen customer satisfaction, encourage repeat visits, and enhance long-term guest loyalty.

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