

MEDIATING ROLE OF BRAND LOVE ON THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT INNOVATION ON TOURIST REVISIT INTENTION

Ni Putu Ayu Trefi Cahaya Wati¹, Wayan Ardani^{2*}, I Gusti Ayu Diah Werdhi Srikandi WS³, Anak Agung Elik Astari⁴

^{1,2,3,4}Magister Management Innovation Study Program, Faculty of Economics and Business, Mahendradatta University, Indonesia

*Corresponding Author:

ardani.shuarsedana@gmail.com

Abstract

While Bali's hospitality industry has rebounded strongly in the post-pandemic era, individual hotels face the critical challenge of declining customer loyalty amidst high occupancy. This study investigates the mechanism through which Customer Relationship Management (CRM) Innovation influences Revisit Intention, with Brand Love posited as a key mediator. A quantitative approach was employed, using a survey of 168 guests of Bintang Bali Resort, selected via purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the measurement and structural models. The results confirm that CRM Innovation has a significant positive effect on both Brand Love ($\beta = 0.787$, $p < 0.001$) and Revisit Intention ($\beta = 0.440$, $p < 0.01$). Brand Love also directly influences Revisit Intention ($\beta = 0.377$, $p < 0.05$). Crucially, Brand Love partially mediates the relationship between CRM Innovation and Revisit Intention ($\beta = 0.297$, $p < 0.05$), indicating that emotional attachment is a vital pathway through which CRM drives loyalty. This research addresses a gap in the literature by empirically testing the mediating role of Brand Love in the CRM-Revisit Intention relationship within the hospitality context. It moves beyond a direct-effects model, demonstrating that innovative CRM practices are most effective when they cultivate emotional connections, thereby offering a more nuanced understanding of customer retention dynamics. Hotel managers should transcend transactional CRM by focusing on strategies that build emotional bonds. This includes fostering a sense of shared commitment, leveraging technology for personalized experiences, and creating positive emotional experiences that encourage guests to return and promote the brand socially.

Keywords: Customer Relationship Management Innovation, Brand Love, Revisit Intention

1. Introduction

The global hospitality industry, serving as a critical engine for economic development, has demonstrated profound resilience in the post-pandemic era. Nowhere is this more evident than in Bali, Indonesia, a world-renowned tourism destination where the sector is a fundamental pillar of regional prosperity. The strategic collaboration between central and local governments has been instrumental in fostering a stable and sustainable economic recovery, enabling Bali to maintain its compelling economic appeal on both national and international stages (Badan Pusat Statistik Provinsi Bali, 2025). This successful revitalization is quantitatively captured in Table 1, which chronicles the

dramatic fluctuation and recovery of international tourist arrivals to Bali from 2018 to 2024.

Table 1. Direct International Tourist Arrivals to Bali, 2018-2024

No	Year	Number of Visits	Increase/Decrease
1	2018	6,070,473	-
2	2019	6,275,210	+204,737
3	2020	1,069,473	-5,205,737
4	2021	51	-1,069,524
5	2022	2,155,746	+2,155,695
6	2023	5,273,528	+3,117,782
7	2024	6,333,360	+1,059,832

Source: Bali Provincial Central Statistics Agency, 2025

The data reveals a catastrophic decline to a mere 51 arrivals in 2021, followed by a vigorous recovery, culminating in 6.33 million arrivals in 2024—surpassing pre-pandemic figures. This resurgence directly catalyzed Bali's economic growth, which reached 5.48% in 2024, with the accommodation and food and beverage sector being the primary contributor at 21.75% (Badan Pusat Statistik Provinsi Bali, 2025). The hotel industry, intrinsically linked to tourism performance, mirrored this recovery. The number of star-rated hotels in Bali rebounded from 380 in 2020 to 541 by the end of 2024, operating at an average occupancy rate of nearly 60% (Badan Pusat Statistik Provinsi Bali, 2025).

However, this macro-level recovery obscures a critical micro-level challenge facing individual hotels: the paradox of high occupancy rates coupled with declining customer loyalty. While destination-wide metrics are positive, sustainable business success for hotels hinges on their ability to transform first-time visitors into loyal, repeat patrons—a key indicator of long-term profitability and brand strength (Kim, Vogt, & Knutson, 2020). An examination of data from the prestigious Bintang Bali Resort, presented in Table 2, uncovers this precise dilemma.

Table 2. Tourist Visits and Repeater Rate at Bintang Bali Resort, 2018-2024

No	Year	Number of Tourists	Number of Repeaters	Repeater Rate (%)
1	2018	206,089	3,375	1.6%
2	2019	183,570	3,458	1.9%
3	2020	0	0	0.0%
4	2021	28,462	697	2.4%
5	2022	70,475	534	0.8%
6	2023	254,456	2,738	1.1%
7	2024	279,482	2,458	0.9%

Source: Sales & Marketing Department, Bintang Bali Resort

As illustrated in Table 2, despite achieving an enviable 90% occupancy rate in 2024, the hotel's repeater rate has experienced a concerning decline, dropping from 2.4% in 2021 to a mere 0.9% in 2024. This indicates that while the hotel is highly effective at attracting new guests—likely benefiting from the overall tourism boom—it is simultaneously failing to retain them. This decline in loyalty amidst growth forms the core problematique of this study.

In response to such challenges, the adoption of Customer Relationship Management (CRM) has become ubiquitous in the hospitality sector. CRM is a strategic philosophy and process that leverages technology and data to build long-term guest relationships by understanding preferences, personalizing services, and enhancing overall satisfaction

(Palazzo, Vollero, & Siano, 2021). When implemented effectively, CRM can significantly improve service responsiveness, operational efficiency, and guest retention. However, the case of Bintang Bali Resort suggests that traditional CRM implementation may be insufficient. We posit that it is innovation in CRM—such as leveraging data analytics for hyper-personalization, integrating AI-driven guest interactions, and creating unique, experiential touchpoints—that is required to foster deeper emotional connections in today's competitive market.

This emotional connection is conceptually captured by the construct of brand love, which represents a passionate, affective, and committed relationship between a consumer and a brand (Batra, Ahuvia, & Bagozzi, 2012). In the hospitality context, brand love transcends satisfaction and loyalty; it transforms a guest into a devoted advocate who is highly likely to return and actively promote the brand through positive word-of-mouth (WOM). Previous research has established brand love as a potent predictor of revisit intentions (Amaro et al., 2020; Junaid et al., 2020).

Yet, a clear gap exists in the empirical literature. While studies have examined the direct links between CRM and loyalty (Adnin, Lubis, & Widayanto, 2013; Aulia, Kholid, & Abdullah, 2017), findings are notably inconsistent, with other research reporting no significant direct effect (Oktariana, Fauzi, & Kumadji, 2017; Semuel, 2012). This inconsistency suggests the presence of critical mediating variables that can better explain this complex relationship. Specifically, the mechanism through which innovative CRM practices foster the deep emotional attachment of brand love, which in turn drives the intention to revisit, remains underexplored.

2. Theoretical Background

2.1. Theory of Planned Behaviour (TPB)

The foundational theory for understanding tourist behavioural intention in this study is the Theory of Planned Behaviour (TPB), an extension of the Theory of Reasoned Action (TRA) (Ajzen, 1991). The central premise of TPB is that an individual's behaviour is guided by their intention (behavioural intention) to perform that behaviour. This intention is, in turn, influenced by three core components: (1) Attitude toward the behaviour, reflecting the individual's positive or negative evaluation of performing the behaviour; (2) Subjective Norm, pertaining to the perceived social pressure from significant others (e.g., family, friends) to engage or not engage in the behaviour; and (3) Perceived Behavioural Control, which refers to the perceived ease or difficulty of performing the behaviour, based on past experiences and anticipated obstacles (Ajzen, 1991; Sommer, 2011). In the context of this research, revisit intention is the key behavioural intention, and the study's variables (CRM Innovation, Brand Love) are positioned as antecedents that shape the attitudes and perceptions underlying this intention.

2.2. Innovation Theory

Innovation is defined as the process of creating and implementing new ideas or changes in products, services, business processes, or models to enhance value and deliver superior benefits to customers and the market (Fillayata & Mukaram, 2020). It transcends mere product development to encompass all aspects of business operations, including marketing strategies, customer service, and technology adoption (Ayuna & Seiawati, 2022). For this study, innovation is conceptualized within the domain of CRM Innovation, which involves the strategic application of novel approaches, technologies

(e.g., AI, data analytics), and processes to manage customer relationships more effectively and create unique, personalized guest experiences that traditional CRM systems may not achieve.

2.3. Customer Relationship Management (CRM) Theory

2.3.1. Definition of CRM

CRM is a comprehensive strategic approach focused on identifying, acquiring, retaining, and nurturing relationships with customers to maximize profitability and achieve mutual goals for all stakeholders involved (Rizal, 2020). It represents a shift from product-centric to customer-centric marketing, emphasizing long-term profitability through deep customer understanding (Kotler & Keller, 2016). CRM integrates marketing efforts, business processes, and technology to differentiate customers and manage all consumer interactions across departments like marketing, sales, and service throughout the customer lifecycle (Nikou et al., 2016; Kumar & Reinartz, 2020). Ultimately, CRM is about creating partnerships that deliver value to both the business and the client, fostering satisfaction and competitive advantage (Suryani, 2021; Alma, 2010).

2.3.2. E-CRM

E-CRM extends CRM activities to web-based and internet-enabled touchpoints, such as e-commerce platforms and email. It consists of two main categories: analytical E-CRM (focusing on data analysis) and operational E-CRM (focusing on automated customer-facing processes). E-CRM success hinges on the interplay of technology, processes, and people (Nikou et al., 2016).

2.3.3. Key Dimensions of CRM

Based on the synthesis of literature (Marcallina et al., 2016; Kumar & Reinartz, 2012), four key dimensions of CRM strategy are relevant for this study:

- 1) Technology: The integration of advanced applications and systems across all communication channels to provide a unified view of the customer.
- 2) People: The skills, abilities, and customer-centric attitudes of human resources required to implement CRM strategies effectively.
- 3) Process: The design and operation of customer-oriented business processes that create value efficiently and effectively.
- 4) Knowledge & Insight: The deep understanding of customers derived from data analysis, which is crucial for building strong relationships.

2.3.4. Benefits of CRM

Effective CRM implementation yields significant benefits, including enhanced customer loyalty, reduced operational costs, improved efficiency, faster time-to-market for new offerings, and increased revenue (Achmad, 2010).

2.4. Brand Love Theory

Brand Love is conceptualized as a passionate, affective, and emotional attachment a consumer has towards a brand, encompassing positive feelings and behaviours towards a specific product that delivers satisfaction (Shirikhodaie & Rastgoo-deylami, 2016; Lee et al., 2022). It is a strong emotional bond that goes beyond mere satisfaction or loyalty, driving consumers' desires to engage with the brand (Kucuk, 2016; Langner et al., 2015). In the hospitality context, Brand Love is a critical psychological outcome that transforms

satisfied guests into passionate advocates who are likely to exhibit high loyalty and positive word-of-mouth.

2.5. Revisit Intention Theory

Revisit Intention refers to a tourist's likelihood or willingness to return to a specific destination or hospitality service in the future (Weaver & Lawton, 2011; Yeboah et al., 2020). It is a key measure of customer loyalty and satisfaction in the hotel industry, serving as the most accurate predictor of future repurchase decisions (Han & Kim, 2010). Factors influencing revisit intention are multifaceted, including psychological factors (past experiences, attitudes), personal factors (self-concept), and social factors (influence of reference groups) (Kotler & Keller, 2016). It is a crucial metric for profitability, as returning guests tend to spend more and act as brand ambassadors (Diop & Thiam, 2019; Jallow et al., 2020).

2.6. Conceptual Framework and Hypothesis Development

The conceptual framework of this study posits that Innovation in CRM influences Revisit Intention both directly and indirectly through the mediating variable of Brand Love. The framework is depicted below:

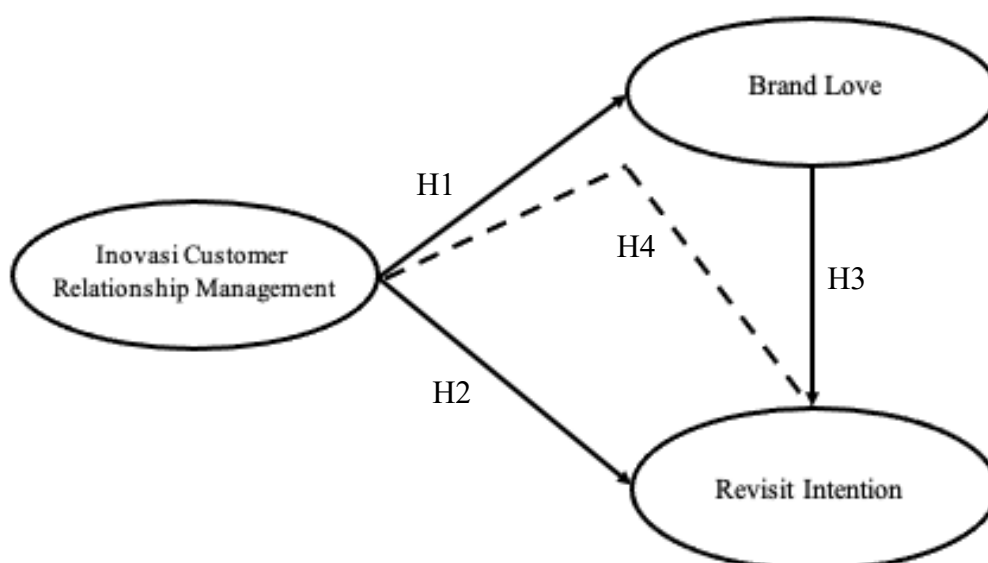


Figure 1. Conceptual Research Framework

2.5 Hypothesis Development

2.5.1 The Effect of Customer Relationship Management Innovation on Brand Love

Customer Relationship Management (CRM) innovation is expected to enhance tourists' emotional attachment to a brand. Cheng and Kuo (2015) emphasize that effective CRM strategies strengthen tourists' brand attachment, thereby contributing to brand love. Similarly, Sashi (2012) highlights that innovative CRM fosters customer satisfaction, which in turn nurtures brand love. Grounded in these empirical findings, the following hypothesis is proposed: *H1: Customer Relationship Management innovation has a positive and significant effect on brand love at Bintang Bali Resort.*

2.5.2 The Effect of Customer Relationship Management Innovation on Revisit Intention

Several studies have confirmed that CRM innovation plays an essential role in shaping tourists' loyalty and revisit intention. Adnin, Lubis, and Widayanto (2013) found that

CRM significantly influences tourists' loyalty intention. Likewise, Aulia, Kholid, and Abdullah (2017) demonstrated that consistent and well-evaluated CRM practices improve tourist satisfaction, which leads to sustainable loyalty. Moreover, Reno, Mimpin, and Gayatria (2018) argue that CRM dimensions—people, process, and technology—positively affect customer loyalty in the hospitality industry. Accordingly, the following hypothesis is formulated: *H2: Customer Relationship Management innovation has a positive and significant effect on revisit intention at Bintang Bali Resort.*

2.5.3 The Effect of Brand Love on Revisit Intention

Brand love has been identified as a critical determinant of tourists' behavioral intentions. Prior studies (Amaro et al., 2020; Aro et al., 2018; Junaid et al., 2020; Kang, 2018; Swanson, 2017) demonstrate that brand love positively influences word of mouth, recommendations, and revisit intentions. Tourists who develop strong emotional bonds with a brand are more likely to revisit and recommend the destination to others. Based on this evidence, the following hypothesis is proposed: *H3: Brand love has a positive and significant effect on revisit intention at Bintang Bali Resort.*

2.5.4 The Mediating Role of Brand Love in the Relationship between Customer Relationship Management Innovation and Revisit Intention

Previous research suggests that the effect of CRM innovation on behavioral intention may be strengthened through mediating variables such as brand image and brand love. Purwanti and Pasaribu (2024) reveal that post-purchase services and CRM not only have direct effects on repurchase intention but also exert stronger influences when mediated by brand image. Similarly, Wijaya (2024) confirms that trust, attitudes, and brand love significantly mediate the effect of CRM on revisit intention. Hence, it is reasonable to assume that brand love mediates the relationship between CRM innovation and revisit intention in the hospitality context. Therefore, the following hypothesis is formulated: *H4: Customer Relationship Management innovation has a positive and significant effect on revisit intention through the mediation of brand love at Bintang Bali Resort.*

3. Methods

This study employs a quantitative research approach to examine the relationship between Customer Relationship Management (CRM) innovation, Brand Love, and Revisit Intention. A survey was conducted to collect data, which was then analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique.

3.1. Research Design

This study utilized a quantitative, explanatory research design. The design is causal, aiming to test the hypotheses regarding the influence of CRM Innovation on Revisit Intention, both directly and indirectly through the mediation of Brand Love.

3.2. Population and Sample

The population of this study was tourists aged 18 years and above who had previously stayed at the Bintang Bali Resort, Kuta, Bali. As the exact population size was unknown, a purposive sampling technique was employed to select respondents who met the specific criteria.

The minimum sample size was determined using the rule of thumb proposed by Hair et al. (2010), which recommends 5-10 observations per indicator. This research has 24 indicators; therefore, a minimum sample size of 168 respondents was targeted (24

indicators x 7). Data collection was carried out over five months, from May to September 2025.

3.3. Data Collection and Instrument

Data were collected primarily through a structured questionnaire. The questionnaire was distributed to tourists who had visited Bintang Bali Resort between January and August 2025.

The instrument consisted of four sections:

- 1) Screening Questions: To ensure respondents met the criteria (age 18+, had stayed at the resort).
- 2) CRM Innovation: Measured using 15 items adapted from Valmohammadi (2017), covering five dimensions: Information Sharing, Customer Involvement, Long-term Partnership, Joint Problem Solving, and Technology-based CRM.
- 3) Brand Love: Measured using 5 items adapted from the scale by Jöreskog and Sörbom (1996).
- 4) Revisit Intention: Measured using 4 items adapted from Olorunniwo et al. (2006), Canny (2013), and other relevant studies.

All items were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). In addition to the questionnaire, preliminary interviews and observations were conducted to support the initial study and provide deeper context.

3.4. Variable Measurement and Operational Definitions

All constructs in this study were modeled as reflective variables. The operational definitions are as follows:

- 1) CRM Innovation (Independent Variable): Defined as the application of new technologies and strategies to manage relationships with tourists. It is measured by five dimensions with 15 total indicators.
- 2) Brand Love (Mediating Variable): Defined as the strong emotional attachment a tourist feels towards the brand, creating loyalty and affection. It is measured by 5 indicators reflecting fantasy/thoughts, attachment, self-expression, pleasure, and idealization.
- 3) Revisit Intention (Dependent Variable): Defined as the tourist's intention to revisit the hotel after a previous experience. It is measured by 4 indicators, including the intention to return to Bali and to the specific resort.

3.5. Data Analysis Technique

Data analysis was performed using SmartPLS 3.0 or 4.0 software, following the two-stage analytical procedure for PLS-SEM: the measurement model (outer model) assessment and the structural model (inner model) assessment.

3.5.1. Measurement Model (Outer Model) Evaluation

The measurement model was evaluated to ensure the reliability and validity of the constructs.

- 1) Convergent Validity: Assessed using outer loadings. Items with loadings above 0.7 were retained, while those between 0.5 and 0.7 were considered acceptable for exploratory research (Hair et al., 2017). The Average Variance Extracted (AVE) for each construct must exceed 0.50.
- 2) Discriminant Validity: Assessed using the Fornell-Larcker criterion, where the square root of the AVE of each construct should be greater than its correlation with any other construct.

- 3) Reliability: Assessed using Composite Reliability and Cronbach's Alpha. Values above 0.7 for both metrics were considered to indicate good internal consistency reliability.

3.5.2. Structural Model (Inner Model) Evaluation

After establishing a valid and reliable measurement model, the structural model was evaluated.

- 1) Coefficient of Determination (R^2): The R^2 values for the endogenous constructs (Brand Love and Revisit Intention) were examined to evaluate the model's explanatory power. Values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively.
- 2) Path Coefficients and Significance: The hypothesized relationships were tested by examining the path coefficients (β) and their significance levels. This was determined using a bootstrapping procedure with 5,000 subsamples. A p-value of less than 0.05 indicates a significant relationship.
- 3) Predictive Relevance (Q^2): The Stone-Geisser's Q^2 value was calculated using the blindfolding procedure. A Q^2 value greater than zero for an endogenous construct indicates that the model has predictive relevance.
- 4) Mediation Analysis: The indirect effect of CRM Innovation on Revisit Intention through Brand Love was tested using the bootstrapping method to determine the significance of the mediation.

4. Results and Discussion

4.1. Descriptive Analysis of Respondents

The survey collected data from 168 respondents who met the criteria of being aged 18 years or older and having previously stayed at the resort. The profile of the respondents is summarized in Table 4.1.

Table 3. Respondent Demographics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	108	64.3
	Female	60	35.7
Age	25-32 Years	2	1.2
	>32-39 Years	125	74.4
	>39-45 Years	14	8.3
	>45-52 Years	26	15.5
	>52 Years	1	0.6
Origin	Indonesia	104	61.9
	Australia	32	19.0
	America	14	8.3
	Europe	14	8.3
	Asia	4	2.4
Frequency of Visit to Bali	4 Times	126	75.0
	3 Times	42	25.0
Frequency of Stay at Bintang Bali Resort	3 Times	103	61.3
	2 Times	52	31.0
	1 Time	13	7.7

Source: Data processed

The demographic profile reveals a predominantly male (64.3%) and domestically Indonesian (61.9%) clientele, with a strong representation from Australia (19.0%). A significant majority (74.4%) are in the 32-39 age bracket, a group known for seeking high-quality accommodation experiences that offer added value (Singgalen, 2023). Crucially, the data indicates strong customer loyalty, with 75% of respondents having visited Bali four times and 61.3% having stayed at the Bintang Bali Resort on three separate occasions. This high rate of repeat business underscores the resort's success in fostering guest retention and provides a compelling context for investigating the drivers of loyalty, namely CRM Innovation and Brand Love.

4.2. Evaluation of Measurement Model (Outer Model)

Before testing the hypotheses, the reliability and validity of the measurement model were assessed.

4.2.1. Convergent Validity

As shown in Table 4.2, all indicator loadings exceeded the recommended threshold of 0.50 (Hair et al., 2017), ranging from 0.504 to 0.958. Furthermore, all T-statistics were significant (above 1.96, $p < 0.05$), confirming that all indicators are valid measures of their respective constructs.

Table 4. Selected Outer Loadings (Simplified for Clarity)

Construct	Indicator	Loading	T-Statistic	P-Value
CRM Innovation	X1.8 (Shared Commitment)	0.928	73.175	0.000
	X1.14 (System Integration)	0.958	111.242	0.000
	X1.9 (Investing in Relationships)	0.614	7.841	0.000
Brand Love	M3 (Say something meaningful)	0.925	62.377	0.000
	M1 (Often think about this brand)	0.851	33.490	0.000
Revisit Intention	Y3 (Intention to visit with family)	0.943	71.650	0.000
	Y1 (Intention to visit back to Bali)	0.504	7.618	0.000

Source: Data processed

4.2.2. Discriminant Validity and Reliability

Discriminant validity was established using the Fornell-Larcker criterion. As presented in Table 4.3, the square root of the Average Variance Extracted ($\sqrt{AVE}$) for each construct (diagonal values) is greater than its correlations with other constructs (off-diagonal values).

Table 5. Discriminant Validity (Fornell-Larcker Criterion)

Construct	Brand Love	CRM Innovation	Revisit Intention
Brand Love	0.894		
CRM Innovation	0.787	0.777	
Revisit Intention	0.724	0.737	0.853

Source: Data processed

Furthermore, as shown in Table 4.4, the Composite Reliability (ρ_c) for all constructs exceeded 0.70, indicating excellent internal consistency reliability.

Table 6. Construct Reliability and Validity

Construct	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CRM Innovation	0.957	0.604
Brand Love	0.943	0.799
Revisit Intention	0.910	0.728

Source: Data processed

4.3. Evaluation of Structural Model (Inner Model) and Hypothesis Testing

The structural model was evaluated for its predictive power and the significance of the hypothesized paths.

4.3.1. Predictive Power and Relevance

The model demonstrates strong explanatory power, with an R^2 value of 0.620 for Brand Love and 0.597 for Revisit Intention. This indicates that CRM Innovation explains 62.0% of the variance in Brand Love, and together, CRM Innovation and Brand Love explain 59.7% of the variance in Revisit Intention. The model's predictive relevance (Q^2) was calculated to be 0.846, which is significantly greater than zero, confirming that the model has substantial predictive relevance.

4.3.2. Direct Effects and Hypothesis Testing

The results of the direct effect hypotheses (H1, H2, H3) are presented in Figure 2 and Table 7.

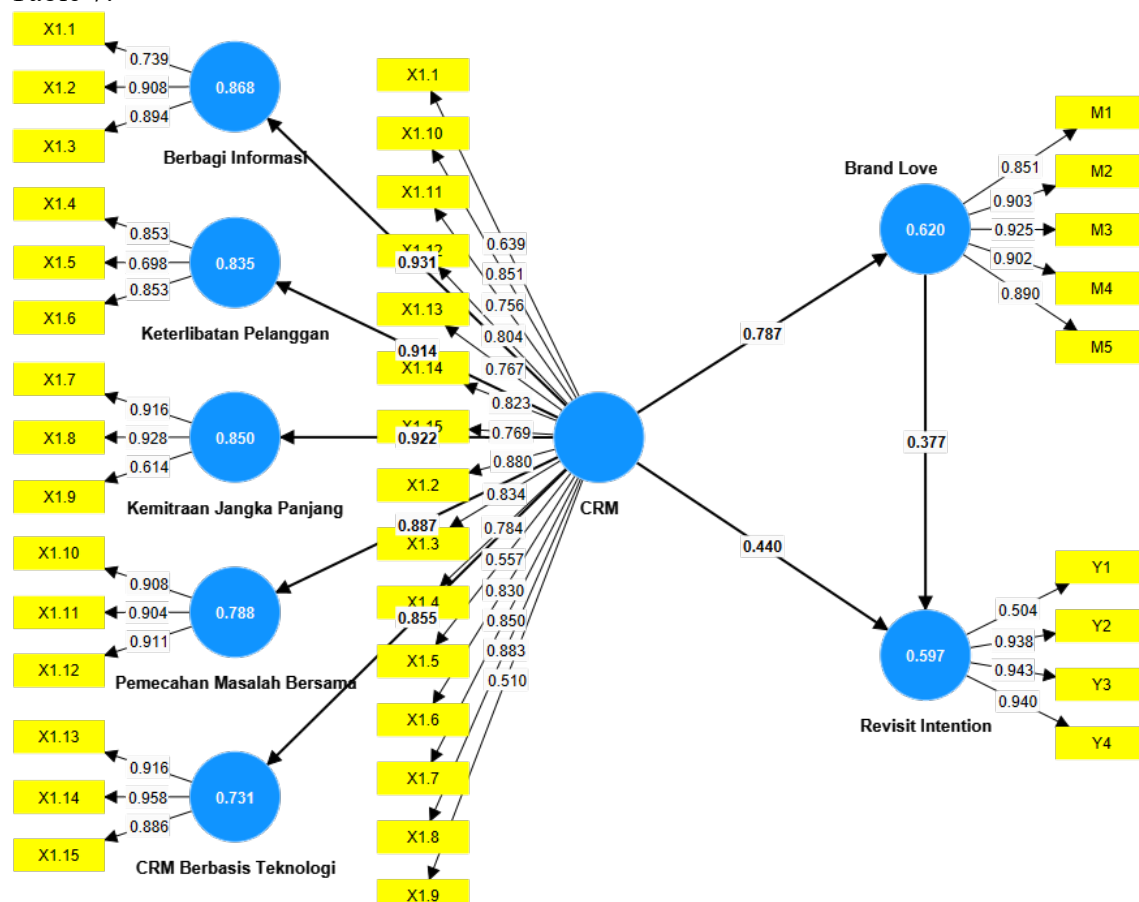


Figure 2. The Research Model with Results

The structural model showing path coefficients and R^2 values. CRM Innovation significantly affects both Brand Love ($\beta=0.787$) and Revisit Intention ($\beta=0.440$). Brand Love significantly affects Revisit Intention ($\beta=0.377$)

Table 7. Direct Path Coefficients (Hypotheses Testing)

Hypothesis	Path	Path Coefficient (β)	T-Statistic	P-Value	Result
H1	CRM Innovation $\rightarrow$ Brand Love	0.787	20.042	0.000	Supported
H2	CRM Innovation $\rightarrow$ Revisit Intention	0.440	3.047	0.002	Supported
H3	Brand Love $\rightarrow$ Revisit Intention	0.377	2.360	0.018	Supported

4.3.3. Mediating Effect (Indirect Effect)

The test for the mediating role of Brand Love (H4) is shown in Table 4.6.

Table 8. Indirect Path Coefficient (Mediation Test)

Hypothesis	Path	Path Coefficient (β)	T-Statistic	P-Value	Result
H4	CRM Innovation $\rightarrow$ Brand Love $\rightarrow$ Revisit Intention	0.297	2.421	0.016	Supported

The results confirm that Brand Love partially mediates the relationship between CRM Innovation and Revisit Intention. This is evidenced by the significant indirect effect ($\beta = 0.297$, $p < 0.05$), while the direct effect of CRM Innovation on Revisit Intention (H2) remains significant. The total effect of CRM Innovation on Revisit Intention is 0.737 ($0.440 + 0.297$).

4.4. Discussion

This study provides robust empirical evidence on the mechanisms through which CRM Innovation drives Revisit Intention in the hospitality sector, with Brand Love playing a pivotal mediating role.

4.4.1. The Influence of CRM Innovation on Brand Love and Revisit Intention

The strong, significant effect of CRM Innovation on Brand Love (H1: $\beta = 0.787$) indicates that strategic investments in customer relationships are fundamental to building emotional connections. Descriptive analysis shows that "Shared Commitment" was the highest-rated CRM dimension. When guests perceive that the resort is genuinely invested in a long-term partnership, it fosters a sense of mutual value and belonging, which is a core component of Brand Love. This finding aligns with Sitorus & Yasri (2023), who noted that effective CRM strategies foster deep emotional attachments.

Furthermore, the direct impact of CRM Innovation on Revisit Intention (H2: $\beta = 0.440$) confirms that functional, technology-enabled relationship management directly translates into behavioral intentions. Efficient problem-solving, responsive service, and integrated systems (as reflected in high scores for dimensions like "Response Time" and "System Integration") create a reliable and satisfying experience that guests are willing to repeat. This supports the work of Haryandika & Santra (2021), who found that customer satisfaction derived from CRM practices is a key driver of repeat business.

4.4.2. The Pivotal Role of Brand Love

The significant relationship between Brand Love and Revisit Intention (H3: $\beta = 0.377$) underscores that beyond mere satisfaction, it is the emotional bond that powerfully drives loyalty. The descriptive result that "Makes Me Feel Good" was the strongest indicator of Brand Love, while "Revisit Intention with Friends" was the highest for the dependent variable, reveals a social dimension. Guests who feel good about the brand are not only likely to return themselves but are also motivated to share that positive experience with their social circle. This finding is consistent with Sihotang & Putra (2023) and Wardhana et al. (2023), who emphasize that brand love is a critical antecedent to repurchase intention and positive word-of-mouth.

4.4.3. The Mediating Mechanism: From CRM to Loyalty through Emotion

The confirmation of the mediation hypothesis (H4) is the core theoretical contribution of this study. It demonstrates that the effect of CRM Innovation on Revisit Intention is not merely transactional but is significantly channeled through the emotional construct of Brand Love. In essence, CRM initiatives (the "what" and "how" of customer management) are most effective in securing long-term loyalty when they successfully cultivate a profound emotional affinity (the "why" behind the repeat visit). This aligns with the Theory of Planned Behavior, where CRM innovations positively influence attitudes (Brand Love), which in turn strengthen behavioral intentions (Revisit Intention). This result is supported by Wardhana et al. (2023), who found that strong brand-consuming relationships, built through CRM, are crucial for fostering the brand love that drives retention.

5. Conclusion

This study confirms that Customer Relationship Management (CRM) Innovation is a critical antecedent of revisitation in the hospitality industry. The findings demonstrate that its impact on Revisit Intention is not only direct but also significantly mediated by the emotional construct of Brand Love. This underscores a pivotal mechanism: strategic investments in innovative CRM, customer engagement, and fostering long-term commitment. Transcend mere transactional satisfaction to cultivate profound brand affection. It is this cultivated emotional connection that ultimately serves as a powerful driver of loyalty and the intention to return, particularly in social contexts with family and friends. The practical implication for managers is a necessary paradigm shift from transactional customer management to a relational approach focused on curating emotionally resonant experiences. By prioritizing strategies that build Brand Love, hotels can secure a sustainable competitive advantage in Bali's highly competitive tourism landscape. For future research, we recommend replicating this model across diverse geographical locations and accommodation types. Further scholarly inquiry could also introduce potential moderating variables, such as travel purpose (business versus leisure), or explore other mediating mechanisms, like customer experience co-creation, to deepen the understanding of tourist loyalty dynamics.

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