A Study on the Effects of Hotel Convergence Marketing Activities on Revisit Intention and the Mediating Effect of Customer Satisfaction

Ju Seung-Wan

Department of Business Administration, Tong Myong University, Korea

ABSTRACT

Radually engaged in convergence marketing activities. Accordingly, this study analyzes the effect of customer satisfaction and revisit intention on the convergence marketing activities of hotels targeting customers who have experienced the convergence marketing program provided by hotels, and verifies the mediating effect of customer satisfaction to suggest implications and strategic directions necessary to maximize competitiveness through securing the competitive advantage of hotels in the future. The results of the empirical analysis are summarized as follows. The perceived cost, playfulness, sensibility, and convergence of hotel convergence marketing had a significant positive effect on customer satisfaction, and customer satisfaction had a significant positive effect on revisit intention. In addition, the perceived cost, playfulness, sensibility, and confluence of convergence marketing have a significant positive effect on customers' revisit intention. In addition, customer satisfaction has a mediating effect on the relationship between the perceived cost of convergence marketing, playfulness, sensibility, and confluence and revisit intention. Based on the results of this study, it can be said that this study has made a practical contribution in that it extended the scope of convergence marketing research to the service industry and suggested a plan for sustainable management of domestic hotels in preparation for aggressive domestic advancement of global hotel companies. In addition, when developing the convergence marketing activities of hotels, it is suggested that convergence marketing activities should be carried out by observing the reactions and needs of customers rather than general and fragmentary alliances and convergence among heterogeneous industries. In addition, hotels should expand convergence marketing activities so that differentiated products and services can be provided to customers, and conduct convergence marketing activities that can continuously present visions and new values to customers.

KEYWORDS

Hotel, convergence marketing, customer satisfaction, revisit intention

1. INTRODUCTION

In 2019, the global economic environment is not getting out of the long-term recession due to the global outbreak of COVID-19, the Russian invasion of Ukraine, and the US Federal Reserve's high-interest rate policy. In this economic environment where uncertainties arise that make it difficult to predict the rosy future, companies face an era in which they cannot guarantee permanence if they stop their efforts for continuous innovation. Among them, the tourism service industry is accelerating the infinite competition environment due to the spread of the online market. In particular, among the tourism service industries, the competition for hotels is becoming more and more intense due to the globalization of existing large - brand hotels, the emergence of low-priced brand hotels, and the premiumization of motels. As a result, the hotel has entered into an overheated competition for new value creation and future market preemption.

Corporations seek to overcome crises by providing alliance services based on the integration of their existing services with those of heterogeneous industries, aiming to achieve both short-term profitability recovery and long-term sustainability. In addition, companies feel the need to improve services and develop innovative technologies to meet consumer needs, but the speed of service provision and technology development makes it difficult to catch up with consumer needs. In this reality, companies are

leading various forms of convergence by equipping convergence as a new strategy, and this convergence is becoming a corporate blue ocean strategy as an opportunity for corporate re-creation.

Recently, as the importance of convergence marketing activities has emerged, convergence marketing activities are gradually being carried out in the hotel industry. However, previous studies have mainly focused on convergence marketing in the IT field and digital field, so practical research on the hotel field is insufficient. Therefore, it is time to study the convergence marketing activities of hotels from the customer's point of view.

By this, this study analyzes the effect of customer satisfaction and revisit intention on the convergence marketing activities of hotels and the mediating effect of customer satisfaction on the customers who have experienced the convergence marketing program provided by 4-star hotels located in Jeju Island. To this end, this study presents the theoretical background of the background and purpose of this study, convergence marketing, customer satisfaction, and revisit intention, and presents research models and research hypothesis based on this. In addition, this study empirically analyzes the survey data that conducted face-to-face surveys on the research sample, derives the analysis results, and based on the analysis results, suggests implications and strategic directions necessary to maximize competitiveness through securing competitive advantage of hotels in the future.

2. THEORETICAL BACKGROUND

2.1. Convergence Marketing

2.2. Concepts of Convergence Marketing

Convergence is a dictionary meaning of concentration, integration, and convergence in one place and the technology network of the existing industry has become blurred due to the rapid development of IT technology and digital technology since the fourth industrial revolution. It has the meaning of covering new types of services and convergence products. However, convergence does not mean mere integration between different industries, and it can be said that new things are recreated or more than two things are upgraded.

It is not an exaggeration to say that if the past way of thinking has built a wall through the division of the area, the modern society will be called the convergence age as the fusion becomes every day, and the convergence age will change the idea. Companies have been globalized due to the development of information and communication technology and the Internet. As the globalization of existing marketing activities has increased its influence, competition has become more intense. However, the existing mass marketing, which was mainly used by companies, has reached its limit, and companies need new marketing alternatives. Convergence marketing, which is based on convergence activities, has emerged to overcome these existing marketing problems.

Wind & Mahajan (2001) defined convergence marketing as the integration of communities, customization, channels, choice tools, and competitive value in marketing and business strategy. Douglas & Craig (2011) and Hadjinicolaou et al., (022) defined it as the execution of marketing where information and logistics networks are combined across multiple markets worldwide. Jung Jae-yoon & Shin Yi-re (2010), Wang & Park (2020), and Amin & Lim (2021) said that convergence marketing maximizes marketing effect by delivering a core marketing message through various marketing tools and increasing synergy through integration among media, and Kim Ki-young (2015) defined it as approaching towards a single goal or vision, where various marketing efforts converge to deliver a core marketing message to maximize marketing effectiveness.

Therefore, based on the concept of convergence marketing of previous researchers, this study aims to reorganize without affecting the existing value and to maximize the marketing effect by creating synergy through comprehensive integration between different industries.

2.3. Components of Convergence Marketing

With the development of information and communication technology and the Internet, diversity and complexity are increasing in modern society. Information is now shared and communicated in a variety of ways as it is released to the public, which is no longer owned by some. As a result, consumers have become as smart as companies as they have access to a lot of information in a variety of ways. Therefore, competition among companies is intensifying day by day, and companies are seeking various changes and attempts to survive. For companies to be selected by customers in this situation, it is necessary to establish relationships through various forms of communication. Convergence marketing emerged in the

1980s, but it is exerting greater influence in modern society where complexity and diversity are increasing.

Yoram & Wind (2003) structured the factors of convergence marketing into the 5Cs: community, customerization, channel, choice, and competition. Douglas & Craig (2011), on the other hand, examined the components of convergence marketing as logistics network and information communications. Jeon Tae-yeol (2007) structured four elements of convergence marketing: homogeneous, heterogeneous, main function, and sub-function, and Lee Kyu-hyun and Lee Seon-sook (2010) have studied mergers, online and offline partnerships, affiliations and alliances, and franchise combinations as elements of convergence marketing. Jung Jae-yoon and Shin Yi-re (2010) studied convergence marketing by composing five kinds of convergence, affiliation, value mobility, playfulness, and sensibility, and Kwak Gong-ho (2015) composed the elements of convergence marketing as perceived cost, image, suitability, innovation, and self-efficacy.

Although the components of convergence marketing are somewhat different according to the research field and scholars, this study aims to select the perceived cost, playfulness, sensibility, and confluence, which are considered to be the characteristics that customers can recognize among the convergence components used in previous studies, as convergence components.

Perceived cost refers to the psychological and physical costs incurred in utilizing convergence marketing services provided by hotels, whereas playfulness refers to the marketing activity of merging play and work from the perspective that previously separated play and work, thereby engaging consumers in that play to create new value. Sensibility means that customers can communicate with hotels and create value by subconsciously following customers' emotions most simply and confluence means that various elements are merged into one, which means that the existing classification system and order collapse.

2.4. Convergence Marketing Practices in Hotels
In the situation where the boundary between different industries is blurred by convergence marketing, the existing business area has faded and disappeared, and convergence marketing can be said to start from the re-establishment of business identity.

In the case of convergence marketing of hotels, the NFL and Marriott Courtyard Hotel have had partnerships and gone through sales growth by providing consumers with special and unique experiences. 20% of NFL viewers said they are considering Marriott Courtyard Hotel for their next trip. In addition, the Chicago Cubs and Starwood Hotels & Resorts, the U.S. Major League Baseball teams, have formed a hotel and resort partnership, enjoying the synergy of increased brand awareness and sales growth for the Chicago Cubs and Starwood Hotels. Besides, customers have developed new interest and excitement towards both the Chicago Cubs and Starwood Hotel, distinct from their past engagements.

In Korea, Lotte Hotel located on Jeju Island hosts a monorail farm tour, an animal farm tour, a citrus farm tour, a strawberry farm tour, and a blueberry farm tour as a memory-making program at Jeju local farms to provide various experiences and entertainment through the Family Program. Furthermore, through the "Cloud Walk" program, Seoul Walker Hill Hotel hosted beer and wine tasting events, eco-friendly tote bag giveaways symbolizing environmentalism, and invited announcers to host reading events featuring novels, poetry, essays, etc., aimed at fostering cultural empathy with customers.

In the future, the hotel's convergence marketing should not only go beyond the existing partnerships with sports brand companies, local residents, and automobile brand companies to strengthen the competitiveness of hotels through strategic collaborations and alliances with various heterogeneous industries along with the 4th industrial technology but also make the best efforts to further solidify them as a sustainable social enterprise.

2.5. Customer Satisfaction
Customer satisfaction is a concept that represents the degree of achieving motivation and goals by human basic needs. Customer satisfaction is the most important concept in the service field. Based on the theory that customers satisfied with the service or product of the company are looking for the company again, companies have been advocating for customer satisfaction since the 1980s. Research on customer satisfaction has been conducted from various perspectives such as the expectancy-disconfirmation perspective, emotional response perspective, product performance perspective, and fairness perspective, as customer satisfaction not only fulfills customer expectations but also influences customer purchase intentions and customer retention.

Oliver (1980) [15] defined satisfaction as the difference between the customer's behavior and the experience and emotion expected by the customer, and Bolton et al. (2000) defined customer satisfaction means a loyal customer and customer satisfaction as an important factor in generating revenue by reducing the cost of attracting new customers. Hong Jeong-Im (2011) defined customer satisfaction as a situation in which customers purchase, compare, evaluate, and select goods or services and evaluate products according to consumers' characteristics after purchasing them. Jang Kyung-suk (2015) stated that if customers continue to repurchase services or products as a result of meeting customer expectations and desires, corporate image and corporate performance will increase.

Based on the definition of customer satisfaction of previous researchers, this study defines it as an important factor in measuring the success of marketing plans and strategies by evaluative judgment after selection according to individual expectations for purchasing services or products.

2.6. Revisit Intentions
Revisit intention is crucial in marketing utilization, as it involves customers planning future actions after experiencing satisfaction or dissatisfaction, leading to a higher probability of purchasing products or services. The revisit intention means that a consumer is likely to use services or products repeatedly after he or she is provided the services or products from a company, which means that consumers can purchase the same product repeatedly after purchasing the specific products. Therefore, repurchase intention can be considered the behavior where customers' thoughts and attitudes manifest into actions.

Sharma & Patterson (2000) defines revisit intention as helping companies generate revenue and increase their profits by purchasing more services and products than other customers. Kim Kang-gyu (2013) said that based on the experience with a service; there is a possibility of repurchasing the service or product, as well as a high likelihood of repeatedly using the same service or product provider in the future. Additionally, he said that there is a high probability of conveying the positive aspects of the service or product to others. Cho Chung-je (2014) stated that the intention of revisit, which is also related to the loyalty of the customer, is a major source of advantage with the competitor by personal judgment and decision on the service.

Therefore, this study comes to define revisit intention as the possibility that a customer will use current services in the future, which is a crucial factor in creating a company's continuous profits and performance.

3. RESEARCH DESIGN

3.1. Research Models and Hypothesis
This study aims to verify the effect of hotel convergence marketing on customer satisfaction and revisit intention and to investigate the mediating effect of customer satisfaction in the relationship between hotel convergence marketing activities and revisit intention. To empirically validate this study based on the theoretical background, Figure 1 illustrates the research model, incorporating the theoretical propositions. Based on the findings of previous research, the study formulates research hypothesis.
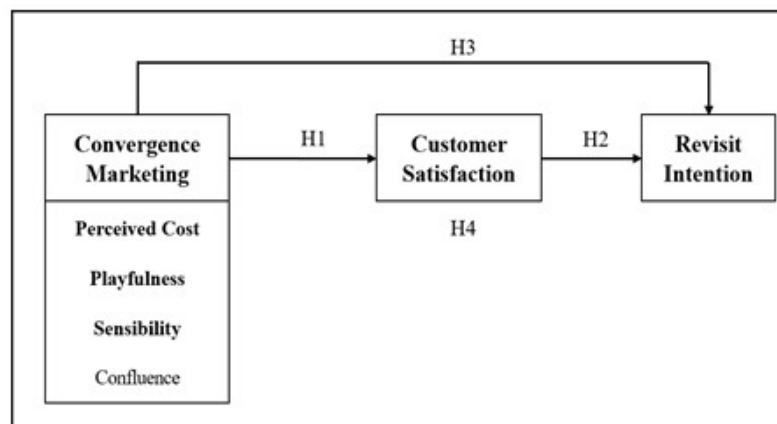

Fig. 1: Research model

Park Jung-sook and Byun Jung-woo (2013) drew a study result that the perceived usefulness of hotel SNS users has a positive effect on customer satisfaction, which also has a positive effect on the intention to use. Kang Shin-ah and Yoon Hye-ryeo (2020) said that SNS marketing characteristics have a positive

effect on customer satisfaction in convenience store marketing research and that marketing that builds trust while providing information and amusement is important to increase the satisfaction of convenience store users. On the other hand, Lee Sang-ju (2016) said that customer satisfaction increases the revisit rate of customers and the management performance of food service companies. Oh Seung-jun (2017) emphasized the importance of cultural marketing activities in department stores, saying that cultural marketing activities have a positive effect on customer revisit in a study on the effect of department store cultural marketing activities on customer preference and revisit.

Therefore, before empirically analyzing the influence relationship between the variables presented in this study, I would like to present a research hypothesis based on the results of previous studies

H 1. Hotel convergence marketing will have a positive impact on customer satisfaction.

1-1 Perceived costs will have a positive impact on customer satisfaction.

1-2 Playfulness will have a positive effect on customer satisfaction.

1-3 Sensibility will have a positive effect on customer satisfaction.

1-4 Fusion will have a positive impact on customer satisfaction.

H 2. Customer satisfaction of the hotel's convergence marketing will have a positive effect on the intention to revisit.

H 3. Hotel's convergence marketing will have a positive effect on the intention to revisit.

3-1 Perceived cost will have a positive effect on the intention to revisit.

3-2 Playfulness will have a positive effect on the intention to revisit.

3-3 Sensibility will have a positive effect on the intention to revisit.

3-4 Confluence will have a positive effect on the intention to revisit.

H 4. Customer satisfaction will have a mediating effect in the relationship between convergence marketing and revisit intention.

4-1 Customer satisfaction will have a mediating effect in the relationship between perceived cost and revisit intention.

4-2 Customer satisfaction will have a mediating effect in the relationship between playfulness and revisit intention.

4-3 Customer satisfaction will have a mediating effect in the relationship between sensation and revisit intention.

4-4 Customer satisfaction will have a mediating effect in the relationship between convergence and revisit intention.

3.2. Operational Definition of Variables, Investigation Design and Analysis Methods

3.3. Manipulative Definition of Variables
Based on previous studies related to convergence marketing, this study selected four factors of perceived cost, playfulness, sensibility, and convergence which are considered to be deemed relevant to the purpose of this study. These four factors were chosen as sub-variables of independent variables, and revisit intention as a dependent variable of customer satisfaction was chosen as a parameter.

The measurement items for convergence marketing consist of 12 questions. Perceived cost includes three items: usage time, mental effort, and cost adequacy. Entertainment comprises three items: providing new play culture, participating in collaborative play, and offering various experiences. Sensuality involves three items: providing new cultural content efforts, offering storytelling products and services, and delivering emotional experiences to customers. Convergence is constructed with three items: perception of contemporary relevance, perception of necessity, and providing freshness. Customer satisfaction was composed of 4 items such as selection satisfaction, event satisfaction, cost satisfaction, and overall trust for a convergence marketing program. The revisit intention was composed of 4 items such as friend recommendation, continuous use intention, expectation for program change, and positive word-of-mouth. The measurement of each variable was conducted using a Likert 5-point scale.

To examine the demographic characteristics of the survey subjects, four questions were included in the questionnaire: gender, age, marital status, and educational background. Therefore, the questionnaire used in this study consists of a total of 24 items including the items of humanistic statistical characteristics.

3.4. Survey Design and Analysis Methods

To achieve the purpose of this study, we conducted a face-to-face survey for 30 days from November 1, 2023, to November 30, 2023, targeting customers who experienced convergence marketing programs provided by four-star hotels in Jeju Island. A total of 400 questionnaires were distributed, and 367 were collected. Among the collected questionnaires, 14 copies that were incompletely filled out were excluded. Therefore, 353 copies were used for the final analysis.

For empirical analysis, statistical programs SPSS Ver 26.0 and SPSS Process Macro were used. The specific analysis method is as follows. First, a frequency analysis was conducted to identify demographic characteristics. Second, in order to determine the reliability of the scale, Chonbach's α coefficient was measured by excluding items that hinder internal consistency. And exploratory factor analysis was performed using the Varimax Roration method. Third, correlation analysis was performed to diagnose multicollinearity. Fourth, multiple regression analysis and mediating effect significance test were conducted by bootstrapping.

4. Empirical Analysis

4.1. Demographic Characteristics

Looking at the general characteristics of the survey subjects, the gender of the population was 236 males (66.9%) and 117 females (33.1%), which was more than twice as high as that of females. As for age, 39 people were in their 20s (11.0%), 27 people in their 30s (24.6%), 124 people in their 40s (35.1%), 98 people in their 50s (27.8%), and 5 people in their 60s or older (1.4%). As for marital status, 105 (29.7%) were unmarried and 248 (70.3%) were married, indicating that married persons are the vast majority. The distribution of educational background of the respondents was 42 high school graduates (11.9%), 259 college graduates (73.4%), 49 graduate school level or above (13.9%), and 3 others 0.8%). Table 1 summarizes the results of frequency analysis on the demographic characteristics of this study sample.

Table 1: Demographic characteristics

Division		Frequency (person)	Ratio (%)
Gender	Man	236	66.9
	Woman	117	33.1
Age group	Twenties	39	11.0
	Thirties	87	24.6
	Forties	124	35.1
	Fifties	98	27.8
	Over sixties	5	1.4
Marital status	Unmarried	105	29.7
	Married	248	70.3
Education	High school graduation	42	11.9
	A college degree	259	73.4
	Graduate school level or above	49	13.9
	Others	3	0.8
Total		353	100%

4.2. Reliability and Validity Analysis

The KMO measurement was .943, which is suitable for factor analysis. Bartlett's unit matrix verification statistic was also 10,307.531, which proved that it was not a unit matrix statistically at the significance level of .001%. The commonality of the measured variables was .672 ~ .937, which was more than .5. The extracted factors are internal communication, education and training, compensation system, customerorientation, and brand image, and the reliability value is .891 ~ .927, showing internal consistency that can be accepted statistically. The results of exploratory factor analysis on the measurement tools used in this study are shown in Table 2.

Table 2: Exploratory factor analysis

Variables	Factor	Measurement item	Factorial load capacity	Eigen Value	Variance (%)	Cronbach'α
convergences marketings (12 questions)	percepted Cost (3 questions)	hours of use	.838	6.980	28.457	.918
		mental effort	.823			
		cost adequacy	.767			
	playfulness (3 questions)	providing a new play culture	.842	2.324	11.276	.904
		joint play participation	.753			
		different, diverse experiences	.726			
	sensuality (3 questions)	efforts to provide new cultural contents	.754	1.764	6.976	.898
		delivering storytelling products and services	.767			
		sensibility to customers	.741			
	confluence (3 questions)	recognition of contemporary relevance	.736	1.537	5.764	.903
		recognition of necessity	.704			
		freshness	.696			
customer satisfaction (4 questions)		selection satisfaction	.943	1.213	4.983	.927
		event satisfaction	.924			
		cost satisfaction	.901			
		global trust	.899			
revisit intention (4 questions)		friend recommendation	.867	1.178	4.626	.891
		continuous use intention	.856			
		expectations for program change	.843			
		positive word of mouth	.811			
KMO = .943, Bartlett's Chi-square = 2,746.096, degrees of freedom = 183, significance probability = .000						

4.3. Correlation Analysis

Table 3 summarizes the results of the correlation analysis.

	Perceived Cost	Playfulness	Sensuality	Confluence	Customer Satisfaction	Revisit Intention
Perceived Cost	1					
Playfulness	.576**	1				
Sensuality	.502**	.511**	1			
Confluence	496**	.544**	.507**	1		
Customer satisfaction	.454***	.497**	.489**	.502**	1	
Revisit Intention	.373***	.419***	.454***	.426***	.389***	1
*p<.05, **p<.01, ***p<.001						

As a result of the correlation analysis between the variables used in this study, the perceived cost, which is a sub-variable of convergence marketing, has a positive correlation with playfulness, sensuality, convergence, customer satisfaction, and revisit intention (r=.373~.576), and playfulness has a positive correlation with sensuality, convergence, customer satisfaction and revisit intention (r=.419~.544). Sensibility was positively correlated with convergence, customer satisfaction, and revisit intention (r=.426~.502). Customer satisfaction was positively correlated with revisit intention(r=.389). In addition, it is judged that there is no problem with multicollinearity as the values of all correlation coefficients are below .6.

4.4. Testing of Hypotheses

4.5. The Influence of Convergence Marketing Activities on Customer Satisfaction
Multiple regression analysis was conducted to verify hypothesis 1 and sub-hypothesis (1-1, 1-2, 1-3, and 1-4) according to the sub-variables of convergence marketing that the hotel's convergence marketing activities would have a positive effect on customer satisfaction. Table 4 summarizes the results of multiple regression analysis of Hypothesis 1.

Table 4: Results of the empirical analysis of Hypothesis 1

Dependent Variables: Customer satisfaction							
Variable	Non-standardized Coefficient		Standardized Coefficient	t	Significance Level	Collinearity Statistic	
	B	Standard Error	ß			TOL	VIF
Constant	-.0241	.154		-.681	.435		
Perceived cost	.372	.080	.326	5.324	.000***	.345	2.923
Playfulness	.192	.045	.164	2.976	.004**	.379	2.761
Sensibility	.184	.043	.179	3.647	.000***	.452	2.187
Confluence	.341	.057	.302	5.261	.000***	.274	3.974
R^2 = .764, adj R^2 = .760, F = 179.542(p<.001), D-W = 1.983							
*p<.05, **p<.01, ***p<.001							

Results of the empirical analysis of H 1, adj R2 was .760, which is the degree to which the regression model reflects the data, was very high at 76.0%. The F statistic value was 179.542, which was found to be significant at the significance level of p<0.001. In addition, the The Durbin-Watson test was 1.983, which was not close to 0 or 4, confirming that there was no correlation between the residuals. In the case of collinearity statistics, the tolerance limit (TOL) is .274 to .452, all of which are .1 or higher, and the dispersion expansion factor (VIF) value is 2.187 to 3.974, which is lower than 10.

As a result of multiple regression analysis conducted to find out the impact of convergence marketing on customer satisfaction, perceived cost (t=5.324, p=.000), playfulness (t=2.976, p=.004), sensibility (t=3.647, p=.000), and confluence (t=5.261, p=.000). As for the influence through standardization coefficients, perceived cost (ß =.326), which is a sub-factor of convergence marketing, had the greatest influence on customer satisfaction, followed by confluence (ß =.302), sensibility (ß =.379), and playfulness (ß =.164).

Therefore, Hypothesis 1 was adopted because Hypothesis 1-1, 1-2, 1-3, and 1-4 were all supported in Hypothesis 1 that the perceived cost, playfulness, sensibility, and convergence of hotel convergence marketing would have a positive effect on customer satisfaction.

4.6. Relationship between Customer Satisfaction and Revisit Intention
A simple regression analysis was conducted to verify Hypothesis 2 that customer satisfaction would have a positive effect on the intention to revisit. Table 5 summarizes the analysis results of Hypothesis 2.

Table 5: Results of the empirical analysis of hypothesis 2

Dependent Variables: Revisit Intention					
Variable	Non-standardized Coefficient		Standardized Coefficient	t	Significance Level
	B	Standard error	ß		
Constant	.0654	.157		4.327	.000
Customer Satisfaction	.372	.053	.804	21.354	.000***
R^2 = .641, adj R^2 = .639, F = 405.231(p<.001), Durbin-Watson = 1.911					
*p<.05, **p<.01, ***p<.001					

As a result of the empirical analysis of Hypothesis 2, adj R^2 is .641, indicating that the explanatory power of the model is high at 64.1%. The F statistic value was 405.231, which was analyzed to be significant at the significance level of p<0.001. And the Durbin-Watson test was 1.911, which was not close to 0 or 4, so it was confirmed that there was no correlation between the residuals.

As a result of the simple regression analysis of Hypothesis 2, customer satisfaction (t=21.345, p=.000) was found to have a positive effect on the intention to revisit, and customer satisfaction (ß=.053) was analyzed to have a great effect on the intention to revisit. Therefore, hypothesis 2 was adopted.

Table 5 summarizes the results of the simple regression analysis that analyzed the relationship between customer satisfaction and revisit intention.

4.7. Relationship Between Convergence Marketing Activities and Revisit Intentions
Multiple regression analysis was conducted to verify hypothesis 3 and sub-hypothesis (3-1, 3-2, 3-3, and 3-4) according to the sub-variables of convergence marketing that the hotel's convergence marketing activities would have a positive effect on customer satisfaction. Table 6 summarizes the results of multiple regression analysis of Hypothesis 3.

Table 6: Results of the empirical analysis of hypothesis 3

Dependent Variables: Revisit Intention							
Variable	Non-Standardized Coefficient		Standardized Coefficient	t	Significance Level	Collinearity Statistic	
	B	Standard Error	ß			TOL	VIF
Constant	-.018	.191		-.091	.894		
Perceived cost	.395	.083	.367	5.021	.000***	.345	2.923
Playfulness	.204	.066	.179	3.104	.002**	.379	2.761
Sensuality	.185	.052	.181	3.351	.001***	.452	2.187
Confluence	.243	.067	.221	3.648	.000***	.274	3.974
R^2 = .712, adj R^2 = .709, F = 131.507(p<.001), Durbin-Watson = 1.729							
*p<.05, **p<.01, ***p<.001							

As a result of multiple regression analysis of Hypothesis 3, adj R^2 was found to be .709, indicating that the explanatory power of the model was very high at 70.9%. The F statistic value was 131.507, which was analyzed to be significant at the significance level of p<0.001. In addition, the Durbin-Watson test was 1.729, indicating that there was no correlation between the residuals as it was not close to 0 or 4. In the case of the collinearity statistic, the Tolerance Limit (TOL) was .274 to .452, all of which were found to be .1 or higher, and the Variance Inflation Factor (VIF) value was 2.187 to 3.974, which was lower than the reference value of 10.

As a result of multiple regression analysis conducted to find out the impact of convergence marketing on revisit intention, perceived cost (t=5.021, p=.000), playfulness (t=3.104, p=.002), sensibility (t=3.351, p=.001), and confluence (t=3.648, p=.000). As for the influence through standardization coefficients,

perceived cost (ß =.367), a sub-factor of convergence marketing, had the greatest influence on revisit intention, followed by confluence (ß =.221), sensibility (ß =.181), and playfulness (ß =.179).

Therefore, Hypothesis 3 was adopted because Hypothesis 3-1, 3-2, 3-3, and 3-4 were all supported in Hypothesis 3 that the perceived cost, playfulness, sensibility, and convergence of hotel convergence marketing would have a positive effect on revisit intention.

4.8. The Mediating Effects of Customer Satisfaction

This study tested hypothesis 4, which assumes that customer satisfaction, will mediate the relationship between hotel convergence marketing activities and the intention to revisit. Additionally, it examined the mediating effects of customer satisfaction based on the sub-variables of convergence marketing, including sub-hypothesis 4-1, 4-2, 4-3, and 4-4. SPSS Process Macro was used to verify the mediating effect of customer satisfaction. And bootstrapping was performed to verify the significance of the mediating effect. In the confirmation of the mediating effect, if the value of the indirect effect of the confidence interval does not include 0, it is judged that there is a mediating effect. Table 7 summarizes the analysis results of Hypothesis 4.

Table 7: Results of the empirical analysis of hypothesis 4

Perceived Cost → Customer Satisfaction → Revisit Intention							
Independent Variable	Dependent Variable	coeff	S.E	β	t	R^2	F
Perceived cost	Customer Satisfaction	.219	.134	.235	17.235***	.528	27.994
Perceived cost	Revisit Intention	.161	.165	.150	18.101***	.024	11.685
Perceived cost Customer Satisfaction	Revisit Intention	.089	.047	.089	1.993*	.096	25.974
		.287	.046	.282	6.303***		
Playfulness → Customer Satisfaction → Revisit Intention							
Independent Variable	Dependent Variable	coeff	S.E	β	T	R^2	F
Playfulness	Customer Satisfaction	.229	.149	.249	15.974***	.059	32.971
Playfulness	Revisit Intention	.174	.048	.158	16.875***	.029	14.003
Playfulness Customer Satisfaction	Revisit Intention	.097	.048	.096	2.356**	.092	27.124
		.288	.049	.268	6.241***		
Sensibility → Customer Satisfaction → Revisit Intention							
Independent Variable	Dependent Variable	coeff	S.E	β	t	R^2	F
Sensuality	Customer Satisfaction	.247	.151	.254	16.274***	.061	33.442
Sensuality	Revisit Intention	.141	.045	.131	18.014***	.017	8.014
Sensuality Customer Satisfaction	Revisit Intention	.067	.045	.054	1.907*	.090	24.716
		.299	.049	.278	6.203***		
Confluence → Customer Satisfaction → Revisit Intention							
Independent Variable	Dependent Variable	coeff	S.E	β	T	R^2	F
Confluence	Customer Satisfaction	.265	.139	.274	16.753***	.074	42.203
Confluence	Revisit Intention	.329	.046	.339	15.207***	.120	66.907
Confluence Customer Satisfaction	Revisit Intention	.287	.046	.279	6.467***	.162	48.101
		.237	.044	.221	5.194***		

First, when the perceived cost of hotel convergence marketing, an independent variable, and customer satisfaction, a parameter, are simultaneously input, the perceived cost (coef=.089) has an influence, and customer satisfaction (coef=.287) has an influence. Therefore, it can be seen that the perceived cost has an indirect effect on the intention to revisit through customer satisfaction. Therefore, it can be seen that customer satisfaction has a partial mediating effect in the relationship between the perceived cost and the intention to revisit.

Second, when the playfulness of hotel convergence marketing, an independent variable, and customer satisfaction, a parameter, are simultaneously introduced, playfulness (coef=.098) has an influence, and customer satisfaction (coef=.288) has an influence. Therefore, it can be seen that play has an indirect effect on the intention to revisit through customer satisfaction. Therefore, it can be seen that customer satisfaction has a partial mediating effect in the relationship between playability and revisit intention.

Third, when customer satisfaction, a parameter and sensitivity of hotel convergence marketing, which is an independent variable, is simultaneously introduced, sensitivity (coef=.067) has an influence, and customer satisfaction (coef=.299) has an influence. Therefore, it can be seen that sensitivity has an indirect effect on the intention to revisit through customer satisfaction. Therefore, it can be seen that customer satisfaction has a partial mediating effect in the relationship between sensitivity and revisit intention.

Fourth, when the convergence of hotel convergence marketing, an independent variable, and customer satisfaction, a parameter, are simultaneously introduced, convergence (coef=.287) has an influence, and customer satisfaction (coef=.237) has an influence. Therefore, it can be seen that convergence has a direct effect on the intention to revisit, and indirectly also through customer satisfaction. Therefore, it was confirmed that customer satisfaction has a partial mediating effect in the relationship between convergence and revisit intention.

As a result of the analysis of the significance verification of the mediating effect of customer satisfaction, perceived cost .0654, playability .06999, sensitivity .0756, and convergence .0562. In addition, since 0 was not included in both the upper and lower limits (ULCI) in the mediating effect coefficients, the mediating effect of customer satisfaction was statistically significant at the level of reliability .05. Therefore, in the relationship between hotel convergence marketing and revisit intention, hypothesis 4, 4-2, 4-3 and 4-4 according to sub-variables were all supported. Therefore, it can be seen that hypothesis 4 was adopted.

Table 8 summarizes the results of bootstrapping to verify the statistical significance of the mediating effect.

Table 8: Bootstrapping results of customer satisfaction

Router	Mediating Effect	Boot S.E	95% Confidence Interval	
			LLCI	ULCI
Perceived cost → Customer Satisfaction → revisit Intention	.0654	.0163	.0325	.0964
Playfulness → Customer Satisfaction → Revisit Intention	.0699	.0167	.0425	.1019
Sensibility → Customer Satisfaction → Revisit Intention	.0756	.0169	.0434	.1024
Confluence → Customer Satisfaction → Revisit Intention	.0562	.0157	.0337	.0931

5. CONCLUSION

As convergence has occurred throughout society, the hotel industry in the tourism industry has recently become a convergence marketing strategy that aims to create new demand and secure new customers through convergence with heterogeneous industries. Therefore, this study analyzed the influence relationship between customer satisfaction and intention to revisit the hotel's convergence marketing activities, targeting customers who have experienced the convergence marketing program provided by the hotel. Based on the analysis, this study provides insights and strategic directions necessary for maximizing competitiveness through securing competitive advantage in the hotel industry. The results of the empirical analysis are summarized as follows.

First, as a result of the verification of Hypothesis 1 that the hotel's convergence marketing will have a positive effect on customer satisfaction, the perceived cost, playability, sensibility, and convergence of convergence marketing were found to have a positive effect on customer satisfaction, and Hypothesis 1 was adopted. Second, as a result of the verification of Hypothesis 2 that customer satisfaction will have a positive effect on the revisit intention, Hypothesis 2 was adopted. Third, as a result of the verification of Hypothesis 3 that the hotel's convergence marketing will have a positive effect on the revisit intention, the perceived cost, playability, sensibility, and convergence of convergence marketing were found to have a positive effect on the revisit intention, and Hypothesis 3 was adopted. The results of this study are the same as those of previous researchers, and the importance of convergence marketing activities can be reconfirmed as one of the ways to inspire hotel customer satisfaction. Fourth, as a result of the verification of Hypothesis 4 that customer satisfaction will have a mediating effect in the relationship between the hotel's convergence marketing and the revisit intention, customer satisfaction was found to have a mediating effect in the relationship between the perceived cost, playability, sensibility, and the convergence of convergence marketing, and revisit intention.

The implications of the empirical analysis of this study are as follows. First, it was confirmed that the convergence marketing activities of hotels can provide differentiated services and new experiences and pleasures to customers by providing convergence services to customers. Therefore, it is considered that hotels should continuously develop convergence programs between different industries for diversity of convergence marketing activities. In addition, as shown in the results of this study, it is necessary to focus on the development and operation of the program considering the cost of customers for convergence marketing activities. Second, customers' revisit intention is a factor that directly affects the permanence of the hotel and financial management performance. Therefore, it is considered that hotels should prepare measures to diversify convergence marketing promotion to induce positive behavioral intention of customers and to eliminate customer dissatisfaction factors that precede revisit intention. Third, to improve the efficiency of the hotel's convergence marketing activities, the development of convergence marketing activities and new programs that can inspire customer satisfaction should be considered the top priority.

Based on the implications of the above empirical analysis, the implications of this study are as follows: First, previous studies on convergence marketing activities have been mainly focused on the IT industry and manufacturing industries based on digital technology, but this study has made an academic contribution in that it is a study of hotels that can be encountered most frequently during travel or vacation by expanding the scope of research to service industries. Furthermore, by conducting research from the perspective of customer perception rather than internal staff perception of convergence marketing activities, this study empirically analyzed the relationship between customer satisfaction and its impact. This contributes practically by providing marketing strategies to prepare for aggressive domestic entry by global hotel companies and deriving the results of the influence of customer satisfaction on hotel revenue directly. This enables the proposition of sustainable management strategies for domestic hotels. Second, when developing convergence marketing activities for hotels, convergence marketing activities should be carried out by keeping an eye on customers' responses and needs rather than general and fragmentary alliances and convergence between different industries to stimulate customers' desire to purchase convergence products and services through advertisements to customers and appeal the superiority of products and services. Thirdly, to encourage continuous revisits and positive recommendations from hotel guests, hotels should strive to expand convergence marketing activities to provide differentiated products and services to customers. Continuously presenting and sharing visions and new values with customers is essential for hotels to engage in convergence marketing activities that satisfy hotel guests.

6. REFERENCES

Amin, M. & Lim, F. P. C. (2021). the impact of social media marketing activities on consumer equity: Evidence from luxury brand. *International Journal of Smart Business and Technology*, 9(2), 65-76, DOI:10.21742/IJSBT.2021.9.2.05.

Back, D. & Lee, C. (2022). Effects of internal marketing activities of hypermarkets on job satisfaction and customer orientation. *Asia-pacific Journal of Convergent Research Interchange*, FuCoS, ISSN: 2508-9080 (Print); 2671-5325 (Online), 8(11), 127-140, DOI:10.47116/apjcri.2022.11.10.

Bolton, K. & Bramlett. (2000). Implications of loyalty program membership and service experiences for customer retention and value. *Journal of the Academy of Marketing Science*, 28(1), 95-108. DOI:10.1177/0092070300281009.

Chang, K. –S. (2015). A study on effects of the service quality factors of the franchise coffee shop on customer satisfaction and customer loyalty: Focused in Hollys Coffee, Kyong-Gi University. Master Thesis.

Cho, C. –J. (2014). Influence on customer satisfaction and revisiting intention relating to servicescape of concert hall and personal social service in the Daegu Area, Kei-Myung University, Doctoral Dissertation.

Douglas, S. P. & Craig, C. S. (2011). Convergence and divergence: Developing a semi global marketing strategy. *Journal of International Marketing,* 19(1) 82-101. DOI: 10.1509/jimk.19.1.82.

Hadjinicolaou, N., Yannakou, K., & Kader, M. (2022). Using strategic foresight to improve future readiness of project management. *International Journal of Smart Business and Technology*, 10(2), 1-12, DOI:10.21742/IJSBT.2022.10.2.01.

Hong, J. –I. (2011). A study on the effects of service quality on customer satisfaction and revisit intention: Focusing on the beauty service industry. Seo-kyeong University, Master Thesis.

Hong, M. –H. & Lee, J. –M. (2023). The mediating effect of perceived oral symptoms on the relationship between oral health beliefs and oral health-related quality of life of hotel workers. *Asia-pacific Journal of Convergent Research Interchange*, KCTRS, ISSN: 2508-9080 (Print); 2671-5325 (Online), 9(2), 225-236, DOI: 10.47116/apjcri.2023.02.18.

https://translate.googleusercontent.com/translate_c?depth=l&hl=ko&prev=search&ru, Effective Convergence of Sports Sponsorship and Hospitality, May 4. (2016).

Jae, J. –Y. & Shin, Y. –R. (2010). TA study on the characteristic of convergence marketing: Case study on fashion market. *Chung-Ang Journal of Human Ecology*, 28, 15-24. UCI: I410-ECN-0102-2012-590-00165182.

Je-Ju LOTTE HOTEL, ACE Marketing Program, (2018, 2019).

Joen, T. –Y. (2007). The influence of converging patterns on consumer acceptance of convergence product : Focusing on the consumer evaluations, KonKuk University, Doctoral Dissertation.

Jun, E. -K. (2011). Study on the effects of convergence marketing activities for food service products with different involvement on the brand image and purchase intention. Kyong-Gi University, Doctoral Dissertation.

Ju, S. –W. (2023). A study on the effect of internal marketing of franchise coffee shops on customer orientation and the moderating effect of brand image. *Asia-pacific Journal of Convergent Research Interchange*, KCTRS, ISSN: 2508-9080 (Print); 2671-5325 (Online), 9(4), 57-68, DOI:10.47116/apjcri.2023.04.05.

Kang, S. –A. & Yoon, H. –R. (2020). The effect of SNS marketing attributes of convenience corporate on purchase intention and purchase satisfaction of convenience store consumer. *The Journal of the Korea Contents Association*, 20(2), 405-415. DOI: 10.5392/JKCA.2020.20.02.405.

Kim, J. –H. (2018). A study on the effect of convergence marketing on brand image, satisfaction and behavioral intent for in Korea: Focus on perception of the hotel internal customer. Kyong-gi University, Doctoral Dissertation.

Kim, J. –H. (2019). A study on the effect of convergence marketing on brand image, satisfaction and behavioral intent for in Korea: Focus on perception of the hotel internal customer. Kyong-gi University, Doctoral Dissertation.

Kim, K. –K. (2013). How to increase customer satisfaction and reinforce revisit intention of traditional markets: Through managing the service quality evaluation criteria. Kook-Min University, Doctoral Dissertation.

Kim, K. –Y. (2015). The brand awareness research depends on degree of participation of convergence marketing strategy that was planned by individual brand in food service franchise. *International Journal of Tourism and Hospitality Research*, 29(5), 33-45. UCI: G704-001491.2015.29.5.004.

Kim Yong-Tae. (2010). Marketing Convergence. Yeon-Am Publishing Co., Ltd. p.18.

Kwak, K. –H. (2015) A study on the effect of service quality of food service company on customer satisfaction and revisit intention. *International Journal of Tourism and Hospitality Research*, 29(9), 219-231. UCI: G704-001491.2015.29.9.004.

Lee, E. –Y. (2010). Brand equity factors of family restaurant influencing repeat visit: Focusing on the loyalty as moderating variable. Se-Jong University, Master Thesis.

Lee, K. –H. & Lee, S. –S. (2006). On-line and off-line convergence marketing, korean academy of marketing science fall international conference. *Korean Academy of Marketing Science*, 741-759.

Lee, S. –J. (2016). A study on the effects of relationship marketing factors in food service industry on the customer satisfaction, revisit and management performance: Focusing on Yeongnam food service industry. Young-San University, Doctoral Dissertation.

Oh, S. –J. (2017). Cultural marketing of department store and effect on preference and return visit intention of customers, Chungang University, Master's Thesis.

Oliver, R. L., (1980). A cognitive model of the antecedents and consequences of satisfaction decision, *Journal of Marketing Research*. 17(4), 460-469. DOI: 10.1177/002224378001700405.

Park, J. –S. & Byun, J. –W. (2013). The effect of SNS's perceived enjoyment on customer satisfaction and the intention of use using TAM: Focused on the F&B division of Hotel. *Journal of Tourism and Leisure Research*, 25(1), 419-435. UCI: G704-000823.2013.25.1.003.

Rho, S. –J. (2024). A study on the impact of korean restaurant customers' lifestyle on perceived value and revisit intention. *Asia-pacific Journal of Convergent Research Interchange*, KCTRS, ISSN: 2508-9080 (Print); 2671-5325 (Online), 10(2), 175-184, DOi:10.47116/apjcri.2024.02.15.

Sharma & Patterson. (2000). Switching costs, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services. *International, Journal of Service Industry Management*, 11(5), 470-490. DOI: 10.1108/09564230010360182.

Su, K. & Lim, C. (2022). The influence of O2O service characteristics on perceived value, trust, customer satisfaction and reuse intention in department stores. *Asia-pacific Journal of Convergent Research Interchange*, FuCoS, ISSN: 2508-9080 (Print); 2671-5325 (Online), 8(1), 211-223, DOI:10.47116/apjcri.2022.11.16.

Wang, Q. & Park, S. Y. (2020). Chinese cause-related marketing through internet: Perceived benefits, participation and privacy concerns. *International Journal of Smart Business and Technology*, 8(1), 51-58.

Wind. Y. & Mahajan, V. (2002). Convergence marketing. *Journal of Interactive Marketing*, 16(2), 64-79. DOI: 10.1002/dir.10009.

Yoram Wind. (2003). Convergence marketing, wisdom academy. 131-324.