

Antecedents of Guest Loyalty in Virtual Hotel Operator

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Abstract: The objective of this research is to examine the effect of service quality, e-service quality, and image on guest loyalty with guest satisfaction as a mediator at Virtual Hotel Operator (VHO). This research implements a quantitative research approach by developing a questionnaire to get primary data from 100 respondents as samples. The population in this study were guests who had stayed at RedDoorz (VHO) accommodations more than once. The convenience sampling method is used in this research. Data were analyzed by Structural Equation Model (SEM) with AMOS. The results show that service quality and also image has a positive effect on guest loyalty, but not significant. Then, e-service quality has a positive and significant effect on guest loyalty. The results also show that guest satisfaction has a mediating effect on the relationship between service quality toward guest loyalty, e-service quality toward guest loyalty, and image toward guest loyalty.

1 INTRODUCTION

Industrial Revolution 4.0 develops in all fields, which are marked by the usage of the internet (IoT) (Savitri, 2019). It is also developed in the hotel and accommodation industry. This industry uses the online reservation system, e-marketing, and Virtual Hotel Operator (VHO) as the consequent of internet development (Agustina, 2019).

The concept of Virtual Hotel Operator (VHO) had been implementing in Indonesia since 2015. VHO is a company that helps hotel owners, especially budget hotels, to manage and sell their products online. Usually, they will use the standards set by the VHO company. Based on this condition, VHO is predicted to be a threat or competitor for the accommodation industry. Nevertheless, the results of previous research stated that the development of VHO in Indonesia was not a threat but rather an innovation (Widiastuti & Susilowardhani, 2016).

The development of VHO in Indonesia has a positive impact not only for the partners but also for consumers. Positive impacts felt by VHO partners include expanding market reach, being promoted continuously, becoming a solution for budget hotel that does not have an online reservation system yet, improving relationships with Online Travel Agents, helping budget hotels to provide service based on

standards needed by guests, and increasing income (Widiastuti & Susilowardhani, 2016). Then, VHO becomes a choice for certain guests who have characteristics such as tend to reduce travel costs by using low-cost accommodation to medium (budget hotels), have high mobility, prefer standard facilities such as clean, comfortable, and safe than luxury hotels, and often use the internet (Teng, 2010).

RedDoorz is a VHO company. RedDoorz had been operating in Indonesia since July 2015. The company focus on offering affordable accommodation with good quality by its slogan, the best affordable accommodation. This company collaborates with many accommodation service providers with a total of 1000 properties (200.000 rooms). This company also operates in Vietnam, Singapore, and the Philippines. Thus, it is expected to be sustainable.

Loyalty is the key for a company to be sustainable. Companies should realize those loyal customers are valuable assets. Furthermore, previous research about the accommodation industry said that customer loyalty is a determinant for companies to become successful and sustainable (Al-Msallam, 2015; Al-Msallam & Alhaddad, 2016; Keshavarz & Ali, 2015; Liat & Lew, 2015; Poku, Zakari, & Soali, 2013). Guest loyalty will lead to repurchase intentions, willingness to recommend, and tell positive things

about the company to potential consumers (Keshavarz & Ali, 2015). Thus, the existence of RedDoorz as a VHO will remain to sustain if it has loyal guests.

Previous research stated that service quality, image, and guest satisfaction become antecedents of guest loyalty. Service quality has a positive and significant effect on guest loyalty (Djamereng et al., 2019; Fathi & Esfahani, 2017; Rahma, 2015). Moreover, service quality becomes variable with the most significant effect (Liat & Lew, 2015). Nevertheless, other research stated that the effect is not significant (Suhartanto & Noor, 2013). Beside of service quality, RedDoorz also offers service by online (reservation and payment system). It also needs to be measured how they affect guest loyalty. The electronic service quality (e-service quality) also proved as the antecedent of loyalty (Coker, 2013; Husain, 2017).

The image has a positive and significant effect on guest loyalty (Djamereng et al., 2019; Singh, Singh, & Vij, 2018). Image is produced through the results of promotions or advertisements by companies and consists of 2 dimensions (attribute and holistic) (Lahap et al., 2016). Other researcher stated that image has a positive effect on guest loyalty, but not significant (Fathi & Esfahani, 2017).

Furthermore, guest satisfaction has a positive effect on guest loyalty in the accommodation industry. This variable also has a mediator role in the relationship between service quality and guest loyalty (Djamereng et al., 2019; Keshavarz & Ali, 2015). In the relationship between e-service quality and guest loyalty, this variable also becomes a mediator (Dharmesti & Nugroho, 2012). Then, it is also proved in the relationship between image and guest loyalty (Novitaningtyas, 2017).

The relationship between these variables has been widely proven by previous researchers, such as homestays, or star hotels but has never been done at VHO. This research considers e-service quality as one of the antecedents for guest loyalty based on the criteria of VHO. It is necessary to identify what factors influence guest loyalty. Thus, the result will help VHO to increase their service quality, e-service quality, and company image in order to make guest satisfied and loyal so that the company will remain sustain.

2 LITERATURE REVIEW

2.1 Service Quality

Service quality becomes the main product for the service company as well as the accommodation company. It becomes a strength to compete with the competitor. Service quality defines as how well the needs, desires, and expectations from guests are met by the services provided (Ismail et al., 2016). Service quality becomes a factor that affects guest satisfaction and loyalty in the accommodation industry (Djamereng et al., 2019; Keshavarz & Ali, 2015). Moreover, it is also proved to be the most significant effect if compare with other variables (Liat & Lew, 2015). On the other hand, the effect proved that not significant (Suhartanto & Noor, 2013). Then, SERVQUAL, which is consists of tangible, reliability, responsiveness, assurance, and empathy, becomes the basis for measuring service quality (Poku et al., 2013; Schiffman & Kanuk, 2008).

2.2 E-Service Quality

E-service quality is an electronically service quality based on the internet. It is explained as one of the antecedents for consumer loyalty who buys products or services by the online system (Husain, 2017). It relates to the quality of services provided by producers to consumers starting from the process of finding information and evaluating choices, determining the products, and post-purchase services or product consumption (Dharmesti & Nugroho, 2012). This variable has a positive effect on guest loyalty (Husain, 2017). Moreover, e-service quality also has a positive effect on guest satisfaction (Coker, 2013).

2.3 Image

Image is a picture inside the minds of consumers about the product based on the impression that arises due to the promotion and advertising (Al-Msallam, 2015; Lahap et al., 2016). An image consists of the attribute dimension and the holistic dimension (Lahap et al., 2016). An image has a positive effect on guest loyalty and guest satisfaction (Djamereng et al., 2019; Novitaningtyas, 2017; Singh et al., 2018). In the hospitality industry, a good image will increase guest satisfaction. A good image not only increases guest satisfaction but also increase guest loyalty.

2.4 Guest Satisfaction

Satisfaction defines as consumer feelings because of the comparison between their expectations and performance perceived by them after consuming products or services (Kotler & Keller, 2009). In the accommodation industry, satisfaction becomes a factor that affecting loyalty (Djamereng et al., 2019; Liat & Lew, 2015; Panda & Zagade, 2017). This variable also becomes the most dominant factor (Mulyana & Prayetno, 2018). Moreover, it is also proved that satisfaction has a mediating role in loyalty (Keshavarz & Ali, 2015).

2.5 Guest Loyalty

The companies should have a loyal customer and manage the relationship with them. Loyalty defines as consumers' commitment to become loyal toward product or service by doing re-purchase in the future, although there are other products which are the potential to encourage the consumer to switch (Kotler & Keller, 2009). The loyal consumer has a willingness to re-purchase, to recommend, and to tell positive things (Al-Msallam & Alhaddad, 2016). Previous research proves that service quality, image, and satisfaction have a positive effect toward loyalty (Djamereng et al., 2019; Keshavarz & Ali, 2015).

3 RESEARCH METHOD

This research implements a quantitative research approach by developing a questionnaire to test the model and hypothesis. The population in this research are guests who had stayed at one of the accommodations at RedDoorz (VHO) more than once. This research uses the convenience sampling method by getting the most accessible respondents to provide information (Suhartanto, 2014). The samples are 100 respondents who fulfill the sample size for an infinite population (Ghozali, 2017; Marhadi, Sulistyowati, & Nursanti, 2014; Sekaran, 2003). Structural Equation Model (SEM) is used in this research to test various models and relationship among a set of variables. The measurement model of the variables uses the Confirmatory Factor Analysis (CFA). The path coefficient is used to estimate the effect of each independent variable toward the dependent variable. Sobel test is used to test the mediation effect (Ghozali, 2017). The variables examined in this study are Service Quality (SQ), E-Service Quality (ESQ), Image (I), Guest Satisfaction

(GS), and also Guest Loyalty (GL). Therefore, the research model is provided as follow:

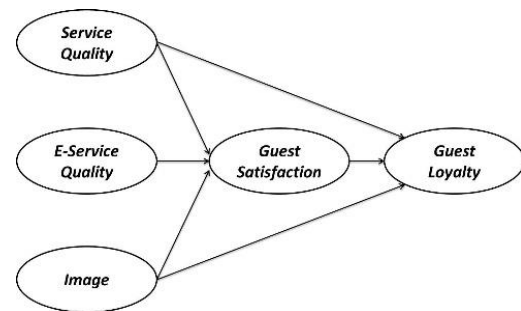


Figure 1: Research Model.

4 RESULT

Respondent characteristics are described based on their gender, age, level of education, profession, level of income per month, and overnight motivation. The result shows that the number of female respondents higher than male respondents. Of the 100 respondents, there are 60 female respondents and 40 male respondents. The majority of respondents are 21-30 years old (67%), the rest are 31-40 years old (17%), 11-20 years old (13%), and 41-50 years old (3%). Based on the level of education, there are some respondents graduated from college (50% bachelor, 26% diploma, and 5% have the master of degree), followed by 11% from senior high school, 4% from elementary school, and 4% from junior high school. Then, 45% of respondents work as a private employee, 31% as an entrepreneur, 17% as a student, and 7% as a Government employee. Based on their level of income, 57% of respondents have income more than IDR 2.500.000, 30% of respondents have income between IDR 1.500.000-IDR 2.500.000, and only 13% of respondents have income under IDR 1.500.000. Moreover, their overnight motivations divide by three criteria (leisure and pleasure, MICE, and education activities). The result shows that 58% of respondents have leisure and pleasure motivation, 41% have MICE motivation, and only 1% respondent has education activities as a motivation.

Moreover, the confirmatory factor analysis result shows that all of the criteria are fulfilled. The value of the loading factor is more than 0,50, according to the suggested criteria for convergent validity (Ghozali, 2017). Then, the AVE value is more than 0,50, and the CR value also meets the recommended minimum value, which is more than 0,60 (Ghozali, 2017). Based on that, the result meets construct reliability.

Furthermore, criteria for discriminant validity is also fulfilled because of the AVE square root values are higher than the correlations between other constructs (Ghozali, 2017).

The full model structural result shows that the value of Chi-Square is 0,000, and the value of GFI is 1,000. This result indicates that criteria for the goodness of fit are fulfilled. It is because of the GFI

value that indicates if value 1,000 is the perfect fit (Ghozali, 2017; Widarjono, 2015). Moreover, Chi-Square value shows result 0,000 that support statement for the goodness of fit, which is says if the smaller the value, the better (Ghozali, 2017). Based on that, the structural model of this research fulfills the criteria for the goodness of fit.

Table 1: Respondent Characteristics.

Characteristic		Total	Percentage
Gender	Male	40	40%
	Female	60	60%
Age	0-10 years old	0	0%
	11-20 years old	13	13%
	21-30 years old	67	67%
	31-40 years old	17	17%
	41-50 years old	3	3%
Education background	Elementary School	4	4%
	Junior High School	4	4%
	Senior High School	11	11%
	Diploma degree	26	26%
	Bachelor degree	50	50%
Profession	Master degree	5	5%
	Student	17	17%
	Government Employee	7	7%
	Private Employee	45	45%
	Entrepreneur	31	31%
Level of Income	Retiree	0	0%
	< IDR 1.500.000	13	13%
	IDR 1.500.000-2.500.000	30	30%
Overnight Motivation	> IDR 2.500.000	57	57%
	Leisure and pleasure	58	58 %
	MICE	41	41%
	Education Activities	1	1%

Table 2: Measurement Model Estimation.

Variable	Item	Loading Factor	AVE	CR
Service Quality	SQ1.1	0,803	0,640	0,936
	SQ1.2	0,672		
	SQ.13	0,668		
	SQ2.1	0,713		
	SQ2.2	0,760		
	SQ2.3	0,902		
	SQ3.1	0,963		
	SQ3.2	0,925		
	SQ3.3	0,964		
	SQ4.1	0,938		
	SQ4.2	0,576		
	SQ.43	0,610		
	SQ5.1	0,850		
	SQ5.2	0,868		
SQ5.3	0,621			

Variable	Item	Loading Factor	AVE	CR
E-Service Quality	ESQ1.1	0,874	0,615	0,854

	ESQ1.2	0,918		
	ESQ2.1	0,874		
	ESQ2.2	0,762		
	ESQ3.1	0,640		
	ESQ3.2	0,572		
Image	I1.1	0,893	0,806	0,909
	I1.2	0,849		
	I1.3	0,876		
	I1.4	0,875		
	I1.5	0,938		
	I1.6	0,893		
	I2.1	0,911		
	I2.2	0,914		
Guest Satisfaction	GS1	0,913	0,820	0,750
	GS2	0,938		
	GS3	0,864		
Guest Loyalty	GL1	0,806	0,803	0,749
	GL2	0,938		
	GL3	0,938		

Table 3: Correlation between Variables and Square Root AVE.

Variables	Service Quality	E-Service Quality	Image	Guest Satisfaction	Guest Loyalty
Service Quality	0,800	-	-	-	-
E-Service Quality	0,000	0,784	-	-	-
Image	0,000	0,000	0,898	-	-
Guest Satisfaction	0,341	0,272	0,417	0,906	-
Guest Loyalty	0,148	0,179	0,120	0,547	0,896

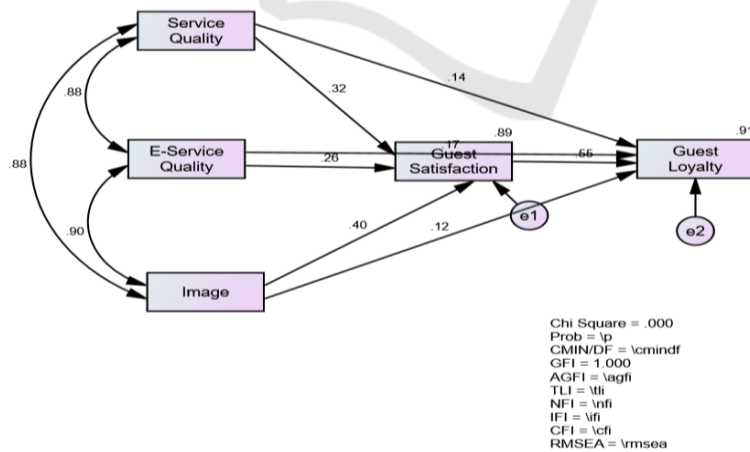


Figure 2: Full Model Structural.

Table 4: Path Coefficients.

Path	Coefficient	Probability	Result
SQ -> GS	0,341	***	Significant
ESQ -> GS	0,272	0,002	Significant
I -> GS	0,417	***	Significant
GS -> GL	0,547	***	Significant
SQ -> GL	0,148	0,057	Not Significant
ESQ -> GL	0,179	0,028	Significant
I -> GL	0,120	0,154	Not Significant

*** (< 0,000)

The path coefficient result shows that service quality has a positive and significant effect on guest satisfaction. This result supports previous research (Djamereng et al., 2019; Keshavarz & Ali, 2015; Minh et al., 2015; Rahma, 2015). Thus, the higher quality of service from VHO through indicators from tangible, reliability, responsiveness, assurance, and empathy will increase guest satisfaction.

The result shows that e-service quality has a positive and significant effect on guest satisfaction. This result consistent with previous findings that said e-service quality has a positive effect on guest satisfaction (Coker, 2013; Dharmesti & Nugroho, 2012; Husain, 2017). Based on the result, if the e-service provides by VHO has very high quality, it tends to increase guest satisfaction.

In a relationship between image and guest satisfaction, the result shows that the effect is positive and significant. It supports previous findings that the image has a positive and significant effect on guest satisfaction (Al-Msallam, 2015; Djamereng et al., 2019; Lahap et al., 2016). This result shows that a better image from VHO will give an impact to increase guest satisfaction.

Moreover, guest satisfaction has a positive and significant effect on guest loyalty. That result supports previous findings from many researchers (Al-Msallam, 2015; Al-Msallam & Alhaddad, 2016; Fathi & Esfahani, 2017; Keshavarz & Ali, 2015; Liat & Lew, 2015; Rahma, 2015; Suhartanto & Noor, 2013). The coefficient value is 0,547, which is higher than the coefficient value from other variables toward guest loyalty. Thus, the result supports the previous finding, which is stated that satisfaction is the most dominant variable affecting loyalty (Mulyana & Prayetno, 2018). From the result above, if VHO can make their guests feel satisfied, it tends to increase their loyalty to VHO. Therefore, loyal guests will be potential repeater guests. Besides that, they intend to recommend and say positive things about the product. That condition will give benefit to the company.

Result also shows that service quality has a positive effect on guest loyalty but not significant. That result does not match with the previous finding that stated the effect of service quality on guest loyalty is the most significant (Liat & Lew, 2015). Even though the result supports the previous finding that stated the effect is not significant (Suhartanto & Noor, 2013).

The effect of e-service quality on guest loyalty show results positive and significant. This result supports previous researchers that stated the same findings with this research (Coker, 2013; Husain, 2017). Thus, if the e-service provides by VHO has very high quality, it tends to increase guest loyalty.

Furthermore, the result shows that the image has a positive effect on guest loyalty, but the effect is not significant. This result supports the previous finding that stated the effect of the image toward loyalty in the accommodation or hospitality industry is not significant (Fathi & Esfahani, 2017). On the contrary, the result does not support the previous finding that stated if the effect is significant (Djamereng et al., 2019; Singh et al., 2018).

Table 5: Sobel Test.

Path	Sobel Test Statistic	Result
SQ -> GS -> GL	3,45636082	Significant
E-SQ -> GS -> GL	2,74260690	Significant
I -> GS -> GL	3,82319162	Significant

Moreover, this research uses the Sobel Test to examines the mediating effect. In the relationship between service quality, guest satisfaction, and guest loyalty, the result shows that the Sobel test statistic value is 3,45636082. This value is higher than the t-table 1,96 (5%). Based on the result, guest satisfaction proves as a mediator between service quality and guest loyalty. The effect is positive and significant. Thus, the result supports previous researchers that found that service quality has a positive and significant effect on guest loyalty with guest satisfaction as a mediator (Djamereng et al., 2019; Keshavarz & Ali, 2015). Thus, the service provides by VHO will increase guest satisfaction. Then, if the guest satisfied, they will be loyal guests.

Result of the Sobel test statistic for the relationship between e-service quality, guest satisfaction, and guest loyalty is 2,74260690. It is higher than the t-table 1,96 (5%). The result shows that e-service quality has a positive and significant effect on guest loyalty with guest satisfaction as a mediating variable. The result supports previous findings of a mediating role of satisfaction for the

relationship between e-service quality and loyalty (Coker, 2013; Husain, 2017). Based on that result, e-service provides by VHO will increase guest satisfaction and after that, will increase guest loyalty as the impact.

In the relationship between image, guest satisfaction, and guest loyalty, the result shows that the Sobel test statistic is 3,82319162. It means the t-statistic is higher than the t-table 1,96 (5%). Based on the result, the image has a positive and significant effect on guest loyalty with guest satisfaction as a mediator. This result supports the previous finding of the mediating role of guest satisfaction in the hospitality industry (Novitaningtyas, 2017). Thus, the better image of VHO will increase guest satisfaction and also will give effect to increase guest loyalty.

5 CONCLUSION

The results of this study indicate that service quality and the image has a positive effect on guest loyalty, but the effect is not significant. Besides that, e-service quality has a positive and significant effect on guest loyalty. The results show a positive and significant effect on the relationship between the independent variables such as service quality, e-service quality, and image with guest satisfaction as a mediating variable. Thus, service quality has a positive and significant effect on guest satisfaction, e-service quality has a positive and significant effect on guest satisfaction, and image also has a positive and significant effect on guest satisfaction.

Moreover, guest satisfaction is proved that this variable has a mediating role. Guest satisfaction mediates the relationship between service quality and guest loyalty. Then, guest satisfaction also has a mediating role in the relationship between e-service quality and guest loyalty. Besides that, the mediating role is also proved in the relationship between image and guest loyalty.

Based on the results, VHO should consider service quality, e-service quality, image, and guest satisfaction as the factors that will increase guest loyalty. Moreover, VHO should increase the quality of its service and e-service to make its guests satisfied. Other than that, VHO needs to create the best image to make its guests satisfied. Thus, if the guest feels satisfied, it tends to increase their loyalty to VHO. Loyal guests will give benefit from the VHO because they will be potential repeater guests. Besides that, they intend to recommend and say positive things about the product.

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