

several hotels more than three times in one city in West Java, Indonesia [8]. Sample characteristics and instrument development to test various hypotheses were developed based on the conceptual model as the data were collected from 67 respondents through a questionnaire developed based on previous literature.

The first part of the questionnaire was intended to collect data related to the demographic characteristics of respondents, namely gender, age, education level and occupation (reported in Table 1). The questionnaire distributed was intended to measure various constructs related to various components, namely the service quality variable is measured by 11 statements which were requested for responses, the customer trust variable were measured by 7 statements and customer satisfaction was measured by 7 statements. The statement was assessed using a 5-point Likert scale, where 1 indicated strongly disagree and 5 indicated strongly agree [50].

All survey statements were tested on a sample of 25 online hotel service users to test the validity and reliability of the statements [51]. Based on the tests,

the variables of service quality, customer trust, and customer satisfaction were considered valid and reliable with the scores of Alpha Cronbach $r : 0.74$, $r : 0.73$ dan $r : 0.70$ respectively [8]

3.1 Data Analysis

Data collected from self-administered surveys were coded in SPSS 24 and AMOS 24 for further analysis [49]. Most of the statements were adapted from studies of different cultures; therefore, a factor analysis was carried out. The main aim of EFA is to understand the structure of the underlying factors without imposing any limitations on outcomes (Child, 1990).

Furthermore, a two-stage path analysis was carried out to test and analyze the hypothesis. In the first stage, the measurement model is validated with the help of confirmatory factor analysis (CFA) [52]. In the second stage, the structural model is tested to examine the relationships between the various variables considered in this study. The characteristics of the respondents in this study are presented in table 1.

Table 1
Characteristics of Respondents

Demographic Characteristics	Item	Frequency	Percentage
Gender	Male	32	48
	Female	35	52
Age	< 20 years old	4	6
	20-30 years old	12	18
	31-40 years old	22	33
	> 40 years old	29	43
Educational Background	Senior high school	25	37
	Diploma	9	13
Profession	Undergraduate	30	45
	Postgraduate	3	5
	Student	2	3
	Private employee	21	31
	Entrepreneur	21	31
	Public employee	23	35

3.2 Exploratory Analysis

Before carrying out an EFA, it is very important to test the adequacy of sampling. The results reported that the Kaiser-Meyer-Olkin's (KMO) value was 0.934 and even Barlett's test was significant at the 0.01 level ($p < 0.000$). These values are higher than the recommended minimum value of 0.5 by Hair et al. (2013) and 0.6 by Tabachnick and Fidell (2013). The factors identified in this study are factors that contribute to service quality and trust in customer satisfaction. Several factors are not

significant because the reliability and the loading factor is below the minimum threshold value of 0.5.

4. Results

4.1 Service Quality

Services that have been carried out by several hotels in one city in West Java are good because they have been able to meet the needs and desires of customers. This can be seen from the service facilities provided that are considered good, such as clean, tidy and comfortable rooms, and each

employee is able to understand what the customer needs or wants, such as the responsiveness of employees in fulfilling customer orders, this is in line with the results of the study [53] key factors that determine service (service innovation and customization) include the key service value creation drivers from hospitality services.

In addition, another thing that can affect service quality is hotel employees who are polite in convincing customers not to hesitate to stay at the hotel. This study also found several indicators that showed non-optimal service quality, one of which

was the facility to convey customer messages and complaints through social media.

This was a challenge for hotel managers to provide actual support in the form of resources, and develop a culture that encouraged employees to innovate [54] in carrying out services and will reduce the intention of hotel guests to switch [55] [56]. Based on the rationale, it can be explained that the order of the most dominant indicators forming the quality of hotel services, as explained in the figure below.

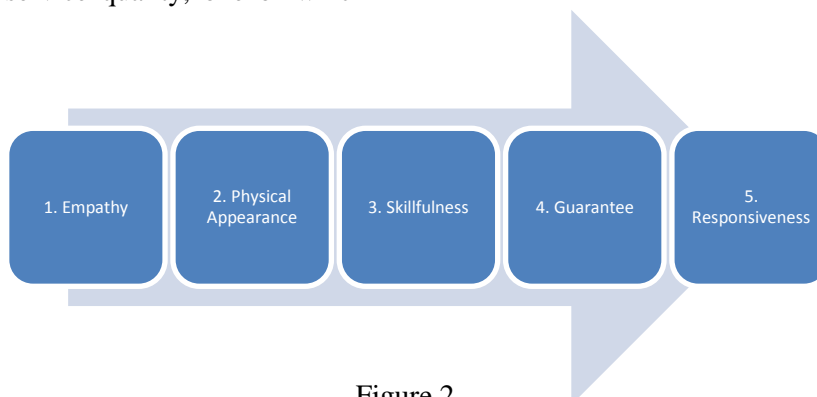


Figure 2
 Dominant indicators shaping customer trust

4.2 Customer Trust

Customer trust in several hotels in one city in West Java is very good because they are able to meet the needs and desires of customers, so as to form customer trust. This can be seen from the formation of a good name for the hotel company among the public, and the hotel is able to keep promises according to the agreement, such as the rooms and other services attached therein are accepted according to orders and agreements.

This is also in line with several research results from hotel consumer surveys in Spain that confirm most customer trust is formed on company commitment [57], including location, room aesthetics, as well as location and attributes forming trust perceptions [38] has a positive impact on trust, affects E-WOM and customer loyalty [17]. This study also found indicators that resulted in a lack of customer trust in hotel services, by not prioritizing the interests of their customers, such as the lack of responsiveness of the hotel to customers asking for

inappropriate equipment to be replaced in the room, physical appearance affecting customer service [58].

This condition is not in line with the results of the study [59] that the perceived service quality, satisfaction, and trust shape the intention to revisit the hotel.

Based on the results of the research, the order of the indicators is the most dominant in forming trust, as explained in figure 3.

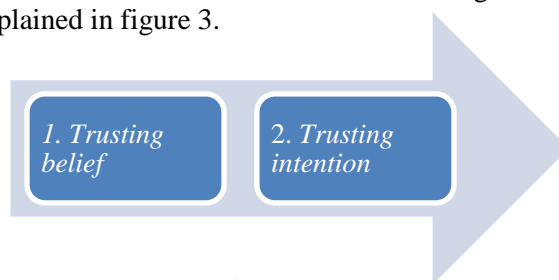


Figure 3
 Dominant indicators shaping customer trust

4.3 Customer Satisfaction

Customer satisfaction with the services provided by several hotels in one city in West Java has been very good because it has been able to meet the needs and desires of customers. This can be seen from positive comments from customers after staying,

responses about strategic locations, easy to reach and close to tourist destinations.

In addition, after enjoying the services provided, customers intend to recommend the services they feel to others in relation to the food menu that is served according to taste and is not boring. This can

shape company performance by generating customer satisfaction with the products or services provided [10].

This study also found other indicators that were still not in line with customer expectations, including poor supporting facilities, such as internet access and slow wifi networks. This condition is not

in accordance with the statement that the elements of good after-sales service will create customer satisfaction [14]

Based on the results of the study, it can be explained that the order of the most dominant indicators forming hotel customer satisfaction are described in figure 4.

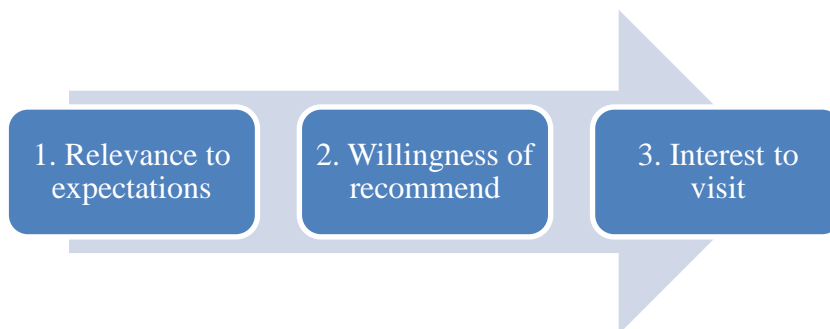


Figure 4
 Dominant indicators shaping customer satisfaction

4.4 The Partial Influence of Service Quality and Customer Trust on Customer Satisfaction

The closeness of the effect of service quality and trust on customer satisfaction partially in several hotels in one city in West Java, it can be

seen from the results of research conducted by testing data using SPSS Software Version 24 with the following results (see Table 2):

Table 2
 Partial correlational test of quality service and customer trust on customer satisfaction

<i>Correlations</i>		Service	Satisfaction
Service	Pearson Correlation	1	,775**
	Sig. (2-tailed)		,000
	N	67	67
Satisfaction	Pearson Correlation	,775**	1
	Sig. (2-tailed)	,000	
	N	67	67
		Trust	Satisfaction
Trust	Pearson Correlation	1	,717**
	Sig. (2-tailed)		,000
	N	67	67
Satisfaction	Pearson Correlation	,717**	1
	Sig. (2-tailed)	,000	
	N	67	67

Based on the calculation of the correlation coefficient in table 2, it is shown that there is a strong influence of both service quality on customer satisfaction and the influence of trust on customer

satisfaction, the results are 0.775 and 0.717, the coefficient is between the coefficient interval 0.60-0.799 (see table 3).

Table 3
 Results of Determinant Coefficient

<i>Model Summary^b</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775 ^a	,601	,595	1,853

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	,717 ^a	,514	,506	2,045

1. Predictors: (Constant), Pelayanan
 Dependent Variable: KepuasanPelanggan

2. Predictors: (Constant), Kepercayaan
 Dependent Variable: KepuasanPelanggan

From the above calculations, it can be said that the contribution of the influence of service quality on hotel customer satisfaction is 60%, the contribution of the influence of trust on customer satisfaction is 51% and the rest is influenced by

other factors, such as price and emotional factors. From the research results above, the contribution of service quality is more dominant than trust in the formation of customer satisfaction.

Table 4
 Results of Hypethesis Testing

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,828	1,472		5,317	,000
	Service	,406	,041	,775	9,893	,000
2	(Constant)	9,778	1,522		6,425	,000
	Trust	,725	,088	,717	8,289	,000

a. Dependent Variable: Kepuasan Pelanggan

Table 4 presents the calculation results with the conclusion that H₀ is rejected and H₁ is accepted. Therefore, it can be interpreted that service quality

and trust partially have a positive and significant effect on customer satisfaction.

4.5 The simultaneous influence of service quality and trust on customer satisfaction

The closeness of the simultaneous influence of Service Quality and Trust on Customer Satisfaction at hotels in one city in West Java, can be seen from

the results of data testing using SPSS Software Version 24 with the following results (table 5):

Table 5
 Simultaneous correlational testing of service quality and customer trust on customer satisfaction

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	,831 ^a	,691	,681	1,643	,691	71,563	2	64	,000

a. Predictors: (Constant), Service, Trust

The results showed that the score of correlational tests was 0.831 indicating that there is

a strongly simultaneous influence of service quality and customer trust on customer satisfaction.

Table 6
 Results of hypothesis testing

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	386,494	2	193,247	71,563	,000 ^b
	Residual	172,823	64	2,700		
	Total	559,317	66			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Service, Trust

Based on table 6, it is identified that the significance value for the effect of service quality and trust simultaneously on customer satisfaction is 0.000, which means $\text{sig} < 0.10$ and the value of $F_{(\text{count})} 71.563 >$ that of $F_{\text{table}} 2.38$; thus, it can be

concluded that the hypothesis is accepted which means there is a positive influence between service quality and trust simultaneously on customer satisfaction.

5 Discussion

Every customer needs good service for the convenience of using certain services. This can be seen from adequate service facilities, friendliness of employees in serving, and the presence of personal attention provided by the company. Talking about the services provided, service greatly determines customer satisfaction in a service company [41].

Based on the results of research, the quality of services that have been provided and the satisfaction felt by customers by several hotels in one city in West Java have been running well because they have been able to meet the needs and desires of customers. Where this can be seen from the responses of respondents about the service facilities provided are good, such as clean, tidy and comfortable rooms and hotel employees who are polite in serving customers.

Facilities and service support facilities in a service company play a role that cannot be ignored [60]. Facilities are tools used to simplify and smoothen a busin [60]. Service facilities in a service company are important in meeting customer needs [61][62] where by providing good service facilities such as clean, tidy rooms, customers will be more comfortable and at home [63][62].

This is in line with the results of research [61] that service facilities in a service company such as hospitality are a very important component in meeting customer needs and satisfaction. Based on the results of this study as well, in addition to hotel facilities, another indicator that is responded well by customers is the quality of employees.

5.1 The influence of service quality to customer satisfaction

The presence of employees who have good competence is very important in helping the success of a service company. Employees are required to understand what customers need[64] by being polite and friendly in serving will provide comfort and satisfaction to customers. This is in line with the results of research [65] that the most difficult competitive advantage to imitate and last longer is through the attitude of employees in the company, one of the service sectors that is highly dependent on the role of human resource performance is hospitality.

The results of this study also show a strong and significant effect of service quality on customer satisfaction. This is proven by the availability of clean, tidy and comfortable rooms and polite and friendly hotel employees who encourage customers to comment positively, plan to return to stay and are willing to recommend hotels to friends and family.

The challenge in the future is how hotel managers can develop more diverse services and facilities by considering that the guests who attend are different from different cultures. This is in line with the results of research [66] by interviewing hotel guests who mostly come from the United States, Brazil, Germany, and Canada that although some elements of service are universal, guests from different cultures can also feel happy with the service and different hotel facilities.

The findings of this study also reveal that there are other indicators that are still not in line with customer expectations, including poor supporting facilities, such as slow internet/ wifi network access.

This is in line with the results of research [67] that hotel service facilities that manage websites and social media are one of the main indicators in attracting and retaining customers and creating satisfaction to form an image [68] [69].

With these findings, it will be a challenge for hotel managers to improve online services so that they can evaluate service performance from user reviews via social media and others [70] managers must realize that customer expectations of online convenience have increased as a natural response to innovation [16].

5.2 The influence of customer trust on customer satisfaction

The demand for quality services makes companies compete to increase trust to maintain reputation and build image [5]. Companies that have a good reputation will encourage consumers to buy the products offered [71] [72]. Based on the results of research, customer trust in several hotels in the city is very good because it is able to meet the needs and desires of customers, so as to form customer trust. This can be seen from the building of a good name for a hotel company among its users because of the friendliness of the employees and the facilities it provides, as well as the hotel that is able to provide services according to the agreement. Good employee competence in a company will create strong competitiveness [73].

The better the competencies possessed by employees, the better the company in the eyes of customers [74], which in turn will form trust to use products/ services.

The factors that shape customer satisfaction based on trust are consumer assessment of company competence [75] [76]. Referring to the results of research which has shown that there is a strong and significant influence of customer trust on customer satisfaction, in line with the statement of research results [77], it is shows that there is a significant influence on customer experience dimensions on customer satisfaction, by building a good name for hotel companies the community, as well as the hotel being able to provide services according to the agreement can encourage customer attitudes to comment positively, plan to return to stay and be willing to recommend hotels to friends and family.

This is in line with the results of research [78] that customers who have high trust in the company will create long-term relationships and will not move to another place. Trust is an assessment of the fairness and honesty of a company that is able to fulfill promises according to the agreement [75] [79]. Customer satisfaction is influenced by trust by

keeping promises according to the agreement [72], forming trust in the company will create its own satisfaction for customers [80], so that cooperation will be easier [81].

This study also found indicators that resulted in a lack of customer trust in hotel services, namely the lack of responsiveness of the hotel to customer expectations, which is not in accordance with the results of research [14] that the performance of hotel services in Iran provides a positive experience for their customers, thereby increasing effectiveness. hotel services form loyalty and enhance the tourism industry. [56]

5.3 The influence of service quality and customer trust on customer satisfaction

Customer satisfaction with the services provided by several hotels in the city of the research cite located in West Java has been very good because it has been able to meet the needs and desires of customers. This can be seen from positive comments from customers after staying, responses about the services provided, including a strategic location, easy to reach and a location close to tourist destinations.

Based on the research results, it is shown that there is a very strong and significant influence simultaneously between service quality and trust on customer satisfaction. This condition indicates that with the facilities provided and the friendliness of employees in serving and with the building of a good name for the hotel company among the community, and the hotel is able to keep promises according to the agreement collectively can encourage customer attitudes to comment positively on hotel services, customers plan to return to stay overnight and are willing to recommend the hotel to friends and family after staying and feeling the service provided.

In line with the results of research [82] hotel services in 47 European capitals stated that with the availability of air conditioning devices in rooms, bars located in hotel areas, free Wi-Fi internet access has a significant positive relationship with customer satisfaction. However, there are other indicators that are still not as expected, including supporting facilities such as slow internet access / wifi network, so that handling and future improvements are needed to provide online services for hotel guests, including online hotel reservations and services [83] [8].

6. Conclusion

The findings of this study indicate that the quality of service, customer trust, and customer satisfaction at several hotels in one city in West Java, Indonesia, have been going well as it can be seen from the responses of respondents about the service facilities provided which are running well such as clean, tidy and comfortable rooms and hotel employees who are polite in serving the customers.

It is proven that there is a significant influence on service quality, customer trust, and customer satisfaction either partially or simultaneously. With the facilities provided as well as the friendliness of employees and with the establishment of a good company name, hotels are able to keep promises according to agreements encouraging customer attitudes to comment positively on service, customers plan to stay again and are willing to recommend hotels to friends and family.

The results of this study will help hotel managers to improve their services by optimizing facilities for conveying customer messages and complaints through social media, prioritizing customer interests and completing supporting facilities such as internet access and adequate wifi networks. Hotel customer satisfaction is influenced by better trust and service quality by optimizing social media.

References:

- [1] J. Lahap, B. O'Mahony, and J. Dalrymple, "The Importance of Communication in Improving Service Delivery and Service Quality in the Malaysian Hotel Industry," *Procedia - Soc. Behav. Sci.*, vol. 224, no. August 2015, pp. 213–220, 2016, doi: 10.1016/j.sbspro.2016.05.446.
- [2] A. Ahani *et al.*, "Revealing customers' satisfaction and preferences through online review analysis: The case of Canary Islands hotels," *J. Retail. Consum. Serv.*, vol. 51, no. August 2018, pp. 331–343, 2019, doi: 10.1016/j.jretconser.2019.06.014.
- [3] Y. Zhao, X. Xu, and M. Wang, "Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews," *Int. J. Hosp. Manag.*, vol. 76, no. March 2018, pp. 111–121, 2019, doi: 10.1016/j.ijhm.2018.03.017.
- [4] L. Lu, R. Cai, and C. King, "Building trust through a personal touch: Consumer response to service failure and recovery of home-sharing," *J. Bus. Res.*, vol. 117, no. May, pp. 99–111, 2020, doi: 10.1016/j.jbusres.2020.05.049.
- [5] B. Y. Lee and S. Y. Park, "The role of customer delight and customer equity for loyalty in upscale hotels," *J. Hosp. Tour. Manag.*, vol. 39, no. June 2018, pp. 175–184, 2019, doi: 10.1016/j.jhtm.2019.04.003.
- [6] K. F. Latif, A. Pérez, and U. F. Sahibzada, "Corporate social responsibility (CSR) and customer loyalty in the hotel industry: A cross-country study," *Int. J. Hosp. Manag.*, vol. 89, no. May 2019, p. 102565, 2020, doi: 10.1016/j.ijhm.2020.102565.
- [7] X. Xu and Y. Li, "The antecedents of customer satisfaction and dissatisfaction toward various types of hotels: A text mining approach," *Int. J. Hosp. Manag.*, vol. 55, pp. 57–69, 2016, doi: 10.1016/j.ijhm.2016.03.003.
- [8] P. Rita, T. Oliveira, and A. Farisa, "The impact of e-service quality and customer satisfaction on customer behavior in online shopping," *Heliyon*, vol. 5, no. 10, p. e02690, 2019, doi: 10.1016/j.heliyon.2019.e02690.
- [9] C. A. Gencel and B. Keçeci, "Traveling salesman problem with hotel selection: Comparative study of the alternative mathematical formulations," *Procedia Manuf.*, vol. 39, no. 2019, pp. 1699–1708, 2019, doi: 10.1016/j.promfg.2020.01.270.
- [10] I. Agarwal and K. R. Gowda, "The effect of airline service quality on customer satisfaction and loyalty in India," *Mater. Today Proc.*, no. xxxx, 2020, doi: 10.1016/j.matpr.2020.06.557.
- [11] B. Denizci Guillet, A. Mattila, and L. Gao, "The effects of choice set size and information filtering mechanisms on online hotel booking," *Int. J. Hosp. Manag.*, vol. 87, no. September, p. 102379, 2020, doi: 10.1016/j.ijhm.2019.102379.
- [12] F. Kawaf and D. Istanbuluoglu, "Online fashion shopping paradox: The role of customer reviews and facebook marketing," *J. Retail. Consum. Serv.*, vol. 48, no. May 2018, pp. 144–153, 2019, doi: 10.1016/j.jretconser.2019.02.017.
- [13] T. M. Choi and N. Liu, "Optimal advertisement budget allocation and coordination in luxury fashion supply chains with multiple brand-tier products," *Transp. Res. Part E Logist. Transp. Rev.*, vol. 130, no. July, pp. 95–107, 2019, doi: 10.1016/j.tre.2019.08.009.
- [14] S. Shokouhyar, S. Shokoohyar, and S. Safari, "Research on the influence of after-sales

- service quality factors on customer satisfaction,” *J. Retail. Consum. Serv.*, vol. 56, no. March, p. 102139, 2020, doi: 10.1016/j.jretconser.2020.102139.
- [15] R. Septiani, P. W. Handayani, and F. Azzahro, “Factors that Affecting Behavioral Intention in Online Transportation Service: Case study of GO-JEK,” *Procedia Comput. Sci.*, vol. 124, pp. 504–512, 2017, doi: 10.1016/j.procs.2017.12.183.
- [16] P. Duarte, S. Costa e Silva, and M. B. Ferreira, “How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM,” *J. Retail. Consum. Serv.*, vol. 44, no. May, pp. 161–169, 2018, doi: 10.1016/j.jretconser.2018.06.007.
- [17] G. A. Tran and D. Strutton, “Comparing email and SNS users: Investigating e-servicescape, customer reviews, trust, loyalty and E-WOM,” *J. Retail. Consum. Serv.*, vol. 53, no. March, p. 101782, 2020, doi: 10.1016/j.jretconser.2019.03.009.
- [18] E. Manes and A. Tchetchik, “The role of electronic word of mouth in reducing information asymmetry: An empirical investigation of online hotel booking,” *J. Bus. Res.*, vol. 85, no. December 2017, pp. 185–196, 2018, doi: 10.1016/j.jbusres.2017.12.019.
- [19] M. Z. M. Salleh, A. M. Said, E. A. Bakar, A. M. Ali, and I. Zakaria, “Gender Differences Among Hotel Guest Towards Dissatisfaction with Hotel Services in Kuala Lumpur,” *Procedia Econ. Financ.*, vol. 37, no. 16, pp. 27–32, 2016, doi: 10.1016/s2212-5671(16)30088-0.
- [20] T. Oggioni and L. Kwok, “A qualitative inquiry of DMO services to hotels: How valuable are they perceived?,” *J. Destin. Mark. Manag.*, vol. 9, no. June, pp. 85–96, 2018, doi: 10.1016/j.jdmm.2017.11.003.
- [21] H. C. Wu and C. C. Cheng, “Relationships between technology attachment, experiential relationship quality, experiential risk and experiential sharing intentions in a smart hotel,” *J. Hosp. Tour. Manag.*, vol. 37, no. September, pp. 42–58, 2018, doi: 10.1016/j.jhtm.2018.09.003.
- [22] W. H. Lee and C. C. Cheng, “Less is more: A new insight for measuring service quality of green hotels,” *Int. J. Hosp. Manag.*, vol. 68, no. September 2017, pp. 32–40, 2018, doi: 10.1016/j.ijhm.2017.09.005.
- [23] I. K. W. Lai and M. Hitchcock, “A comparison of service quality attributes for stand-alone and resort-based luxury hotels in Macau: 3-Dimensional importance-performance analysis,” *Tour. Manag.*, vol. 55, pp. 139–159, 2016, doi: 10.1016/j.tourman.2016.01.007.
- [24] C. L. Hung, “Online positioning through website service quality: A case of star-rated hotels in Taiwan,” *J. Hosp. Tour. Manag.*, vol. 31, pp. 181–188, 2017, doi: 10.1016/j.jhtm.2016.12.004.
- [25] J. Liu, C. Wang, S. Fang, and T. Zhang, “Scale development for tourist trust toward a tourism destination,” *Tour. Manag. Perspect.*, vol. 31, no. June, pp. 383–397, 2019, doi: 10.1016/j.tmp.2019.07.001.
- [26] O. A. El-Said, “Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price,” *Tour. Manag. Perspect.*, vol. 33, no. October 2019, p. 100604, 2020, doi: 10.1016/j.tmp.2019.100604.
- [27] R. Khorsand, M. Rafiee, and V. Kayvanfar, “Insights into TripAdvisor’s online reviews: The case of Tehran’s hotels,” *Tour. Manag. Perspect.*, vol. 34, no. August 2019, p. 100673, 2020, doi: 10.1016/j.tmp.2020.100673.
- [28] C. F. Tsai, K. Chen, Y. H. Hu, and W. K. Chen, “Improving text summarization of online hotel reviews with review helpfulness and sentiment,” *Tour. Manag.*, vol. 80, no. April, p. 104122, 2020, doi: 10.1016/j.tourman.2020.104122.
- [29] Y. W. Chang, P. Y. Hsu, and Y. C. Lan, “Cooperation and competition between online travel agencies and hotels,” *Tour. Manag.*, vol. 71, no. August 2017, pp. 187–196, 2019, doi: 10.1016/j.tourman.2018.08.026.
- [30] B. Bozic and V. G. Kuppelwieser, “Customer trust recovery: An alternative explanation,” *J. Retail. Consum. Serv.*, vol. 49, no. February, pp. 208–218, 2019, doi: 10.1016/j.jretconser.2019.04.002.
- [31] H. Chen, S. Bernard, and I. Rahman, “Greenwashing in hotels: A structural model of trust and behavioral intentions,” *J. Clean. Prod.*, vol. 206, pp. 326–335, 2019, doi: 10.1016/j.jclepro.2018.09.168.
- [32] I. D. Savila, R. N. Wathoni, and A. S. Santoso, “The role of multichannel integration, trust and offline-to-online customer loyalty towards repurchase intention: An empirical study in online-to-

- offline (O2O) e-commerce,” *Procedia Comput. Sci.*, vol. 161, pp. 859–866, 2019, doi: 10.1016/j.procs.2019.11.193.
- [33] K. F. Hashim and N. A. Fadhil, “Engaging with Customer Using Social Media Platform: A Case Study of Malaysia Hotels,” *Procedia Comput. Sci.*, vol. 124, pp. 4–11, 2017, doi: 10.1016/j.procs.2017.12.123.
- [34] F. Vinzenz, “The added value of rating pictograms for sustainable hotels in classified ads,” *Tour. Manag. Perspect.*, vol. 29, no. September 2018, pp. 56–65, 2019, doi: 10.1016/j.tmp.2018.10.006.
- [35] A. Bilgihan, “Gen y customer loyalty in online shopping: An integrated model of trust, user experience and branding,” *Comput. Human Behav.*, vol. 61, pp. 103–113, 2016, doi: 10.1016/j.chb.2016.03.014.
- [36] Y. Hu and H. J. Kim, “Positive and negative eWOM motivations and hotel customers’ eWOM behavior: Does personality matter?,” *Int. J. Hosp. Manag.*, vol. 75, no. March, pp. 27–37, 2018, doi: 10.1016/j.ijhm.2018.03.004.
- [37] C. Li, G. Cui, and L. Peng, “The signaling effect of management response in engaging customers A study of the hotel industry,” *Tour. Manag.*, vol. 62, pp. 42–53, 2017, doi: 10.1016/j.tourman.2017.03.009.
- [38] X. Cheng, S. Fu, J. Sun, A. Bilgihan, and F. Okumus, “An investigation on online reviews in sharing economy driven hospitality platforms : A viewpoint of trust,” *Tour. Manag.*, vol. 71, no. October 2018, pp. 366–377, 2019, doi: 10.1016/j.tourman.2018.10.020.
- [39] G. Agag and A. A. El-masry, “Computers in Human Behavior Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust,” *Comput. Human Behav.*, vol. 60, pp. 97–111, 2016, doi: 10.1016/j.chb.2016.02.038.
- [40] M. Song and B. M. Noone, “The moderating effect of perceived spatial crowding on the relationship between perceived service encounter pace and customer satisfaction,” *Int. J. Hosp. Manag.*, vol. 65, pp. 37–46, 2017, doi: 10.1016/j.ijhm.2017.06.005.
- [41] T. Radojevic, N. Stanistic, N. Stanic, and R. Davidson, “The effects of traveling for business on customer satisfaction with hotel services,” *Tour. Manag.*, vol. 67, pp. 326–341, 2018, doi: 10.1016/j.tourman.2018.02.007.
- [42] A. A. Alalwan, “Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse,” *Int. J. Inf. Manage.*, vol. 50, no. February 2019, pp. 28–44, 2020, doi: 10.1016/j.ijinfomgt.2019.04.008.
- [43] G. Dash, K. Kiefer, and J. Paul, “Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention,” *J. Bus. Res.*, vol. 122, no. February 2020, pp. 608–620, 2021, doi: 10.1016/j.jbusres.2020.10.016.
- [44] F. B. Zavareh, M. S. M. Ariff, A. Jusoh, N. Zakuan, A. Z. Bahari, and M. Ashourian, “E-Service Quality Dimensions and Their Effects on E-Customer Satisfaction in Internet Banking Services,” *Procedia - Soc. Behav. Sci.*, vol. 40, pp. 441–445, 2012, doi: 10.1016/j.sbspro.2012.03.213.
- [45] N. Y. Jung and Y. K. Seock, “Effect of service recovery on customers’ perceived justice, satisfaction, and word-of-mouth intentions on online shopping websites,” *J. Retail. Consum. Serv.*, vol. 37, no. January, pp. 23–30, 2017, doi: 10.1016/j.jretconser.2017.01.012.
- [46] M. I. El-Adly and R. Eid, “An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context,” *J. Retail. Consum. Serv.*, vol. 31, pp. 217–227, 2016, doi: 10.1016/j.jretconser.2016.04.002.
- [47] A. R. Graefe and R. C. Burns, “Testing a mediation model of customer service and satisfaction in outdoor recreation,” *J. Outdoor Recreat. Tour.*, vol. 3–4, pp. 36–46, 2013, doi: 10.1016/j.jort.2013.09.006.
- [48] B. Prud’homme and L. Raymond, “Sustainable development practices in the hospitality industry: An empirical study of their impact on customer satisfaction and intentions,” *Int. J. Hosp. Manag.*, vol. 34, no. 1, pp. 116–126, 2013, doi: 10.1016/j.ijhm.2013.03.003.
- [49] J. Xiao and S. Wilkins, “The effects of lecturer commitment on student perceptions of teaching quality and student satisfaction in Chinese higher education,” *J. High. Educ. Policy Manag.*, vol. 37, no. 1, pp. 98–110, 2015, doi: 10.1080/1360080X.2014.992092.
- [50] S. S. Bedi, S. Kaur, and A. K. Lal, “Understanding Web Experience and

- Perceived Web Enjoyment as Antecedents of Online Purchase Intention,” *Glob. Bus. Rev.*, vol. 18, no. 2, pp. 465–477, 2017, doi: 10.1177/0972150916668614.
- [51] W. Kim, H. Kim, and J. Hwang, “Sustainable growth for the self-employed in the retail industry based on customer equity, customer satisfaction, and loyalty,” *J. Retail. Consum. Serv.*, vol. 53, no. October 2019, p. 101963, 2020, doi: 10.1016/j.jretconser.2019.101963.
- [52] P. McNeil and C. A. Young, “Customer satisfaction in gourmet food trucks: Exploring attributes and their relationship with customer satisfaction,” *J. Foodserv. Bus. Res.*, vol. 22, no. 4, pp. 326–350, 2019, doi: 10.1080/15378020.2019.1614400.
- [53] P. Chathoth, L. Altinay, R. J. Harrington, F. Okumus, and E. S. W. Chan, “Co-production versus co-creation: A process based continuum in the hotel service context,” *Int. J. Hosp. Manag.*, vol. 32, no. 1, pp. 11–20, 2013, doi: 10.1016/j.ijhm.2012.03.009.
- [54] W. J. Chen and H. Y. Cheng, “Factors affecting the knowledge sharing attitude of hotel service personnel,” *Int. J. Hosp. Manag.*, vol. 31, no. 2, pp. 468–476, 2012, doi: 10.1016/j.ijhm.2011.07.005.
- [55] H. Han, W. Kim, and S. S. Hyun, “Switching intention model development: Role of service performances, customer satisfaction, and switching barriers in the hotel industry,” *Int. J. Hosp. Manag.*, vol. 30, no. 3, pp. 619–629, 2011, doi: 10.1016/j.ijhm.2010.11.006.
- [56] D. N. Le, H. T. Nguyen, and P. Hoang Truong, “Port logistics service quality and customer satisfaction: Empirical evidence from Vietnam,” *Asian J. Shipp. Logist.*, vol. 36, no. 2, pp. 89–103, 2020, doi: 10.1016/j.ajsl.2019.10.003.
- [57] P. Martínez and I. Rodríguez del Bosque, “CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction,” *Int. J. Hosp. Manag.*, vol. 35, pp. 89–99, 2013, doi: 10.1016/j.ijhm.2013.05.009.
- [58] A. Cheshin, A. Amit, and G. A. van Kleef, “The interpersonal effects of emotion intensity in customer service: Perceived appropriateness and authenticity of attendants’ emotional displays shape customer trust and satisfaction,” *Organ. Behav. Hum. Decis. Process.*, vol. 144, no. September 2015, pp. 97–111, 2018, doi: 10.1016/j.obhdp.2017.10.002.
- [59] H. Han and S. S. Hyun, “Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness,” *Tour. Manag.*, vol. 46, pp. 20–29, 2015, doi: 10.1016/j.tourman.2014.06.003.
- [60] D. Kim, S. Hong, B. J. Park, and I. Kim, “Understanding heterogeneous preferences of hotel choice attributes: Do customer segments matter?,” *J. Hosp. Tour. Manag.*, vol. 45, no. January, pp. 330–337, 2020, doi: 10.1016/j.jhtm.2020.08.014.
- [61] N. Akhtar, J. Sun, M. N. Akhtar, and J. Chen, “How attitude ambivalence from conflicting online hotel reviews affects consumers’ behavioural responses: The moderating role of dialecticism☆,” *J. Hosp. Tour. Manag.*, vol. 41, no. April, pp. 28–40, 2019, doi: 10.1016/j.jhtm.2019.09.003.
- [62] R. Puig, E. Kiliç, A. Navarro, J. Albertí, L. Chacón, and P. Fullana-i-palmer, “Science of the Total Environment Inventory analysis and carbon footprint of coastland-hotel services: A Spanish case study,” *Sci. Total Environ.*, vol. 595, pp. 244–254, 2017, doi: 10.1016/j.scitotenv.2017.03.245.
- [63] M. Arbelo-Pérez, A. Arbelo, and P. Pérez-Gómez, “Impact of quality on estimations of hotel efficiency,” *Tour. Manag.*, vol. 61, pp. 200–208, 2017, doi: 10.1016/j.tourman.2017.02.011.
- [64] M. A. Scerri, J. M. Jenkins, and G. Lovell, “A grounded theory model of service language in Australia’s luxury hotels,” *J. Hosp. Tour. Manag.*, vol. 33, pp. 82–92, 2017, doi: 10.1016/j.jhtm.2017.09.003.
- [65] C. Román and J. C. Martín, “Hotel attributes: Asymmetries in guest payments and gains - A stated preference approach,” *Tour. Manag.*, vol. 52, pp. 488–497, 2016, doi: 10.1016/j.tourman.2015.08.001.
- [66] R. Sann and P. C. Lai, “Understanding homophily of service failure within the hotel guest cycle: Applying NLP-aspect-based sentiment analysis to the hospitality industry,” *Int. J. Hosp. Manag.*, vol. 91, no. April, p. 102678, 2020, doi: 10.1016/j.ijhm.2020.102678.
- [67] T. Gong, C. Y. Wang, and K. Lee, “The consequences of customer-oriented constructive deviance in luxury-hotel restaurants,” *J. Retail. Consum. Serv.*, vol. 57, no. July, p. 102254, 2020, doi: 10.1016/j.jretconser.2020.102254.
- [68] V. H. Le, H. T. T. Nguyen, N. Nguyen, and

- S. Pervan, "Development and validation of a scale measuring hotel website service quality (HWebSQ)," *Tour. Manag. Perspect.*, vol. 35, no. May, p. 100697, 2020, doi: 10.1016/j.tmp.2020.100697.
- [69] I. K. W. Lai and M. Hitchcock, "Sources of satisfaction with luxury hotels for new, repeat, and frequent travelers: A PLS impact-asymmetry analysis," *Tour. Manag.*, vol. 60, pp. 107–129, 2017, doi: 10.1016/j.tourman.2016.11.011.
- [70] B. M. Veloso, F. Leal, B. Malheiro, and J. C. Burguillo, "A 2020 perspective on 'Online guest profiling and hotel recommendation': Reliability, Scalability, Traceability and Transparency," *Electron. Commer. Res. Appl.*, vol. 40, no. February, p. 100957, 2020, doi: 10.1016/j.elerap.2020.100957.
- [71] I. K. Wai Lai, "Hotel image and reputation on building customer loyalty: An empirical study in Macau," *J. Hosp. Tour. Manag.*, vol. 38, no. December 2018, pp. 111–121, 2019, doi: 10.1016/j.jhtm.2019.01.003.
- [72] A. Mohammed and B. Rashid, "A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry," *Kasetsart J. Soc. Sci.*, vol. 39, no. 2, pp. 358–364, 2018, doi: 10.1016/j.kjss.2018.04.001.
- [73] U. V. Alola, O. A. Olugbade, T. Avci, and A. Öztüren, "Customer incivility and employees' outcomes in the hotel: Testing the mediating role of emotional exhaustion," *Tour. Manag. Perspect.*, vol. 29, no. July 2018, pp. 9–17, 2019, doi: 10.1016/j.tmp.2018.10.004.
- [74] S. I. Lei, D. Wang, and R. Law, "Perceived technology affordance and value of hotel mobile apps: A comparison of hoteliers and customers," *J. Hosp. Tour. Manag.*, vol. 39, no. November 2018, pp. 201–211, 2019, doi: 10.1016/j.jhtm.2019.02.006.
- [75] S. Qiu, A. Alizadeh, L. M. Dooley, and R. Zhang, "The effects of authentic leadership on trust in leaders, organizational citizenship behavior, and service quality in the Chinese hospitality industry," *J. Hosp. Tour. Manag.*, vol. 40, no. February, pp. 77–87, 2019, doi: 10.1016/j.jhtm.2019.06.004.
- [76] T. Yao, Q. Qiu, and Y. Wei, "Retaining hotel employees as internal customers: Effect of organizational commitment on attitudinal and behavioral loyalty of employees," *Int. J. Hosp. Manag.*, vol. 76, no. March 2018, pp. 1–8, 2019, doi: 10.1016/j.ijhm.2018.03.018.
- [77] I. Khan, R. J. Garg, and Z. Rahman, "Customer Service Experience in Hotel Operations: An Empirical Analysis," *Procedia - Soc. Behav. Sci.*, vol. 189, pp. 266–274, 2015, doi: 10.1016/j.sbspro.2015.03.222.
- [78] L. Xie, X. Guan, and T. C. Huan, "A case study of hotel frontline employees' customer need knowledge relating to value co-creation," *J. Hosp. Tour. Manag.*, vol. 39, no. January, pp. 76–86, 2019, doi: 10.1016/j.jhtm.2019.02.002.
- [79] A. Guizzardi, F. M. E. Pons, and E. Ranieri, "Advance booking and hotel price variability online: Any opportunity for business customers?," *Int. J. Hosp. Manag.*, vol. 64, pp. 85–93, 2017, doi: 10.1016/j.ijhm.2017.05.002.
- [80] Ö. Sürücü, Y. Öztürk, F. Okumus, and A. Bilgihan, "Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context," *J. Hosp. Tour. Manag.*, vol. 40, no. July, pp. 114–124, 2019, doi: 10.1016/j.jhtm.2019.07.002.
- [81] A. Gupta, S. Dash, and A. Mishra, "All that glitters is not green: Creating trustworthy ecofriendly services at green hotels," *Tour. Manag.*, vol. 70, no. August 2018, pp. 155–169, 2019, doi: 10.1016/j.tourman.2018.08.015.
- [82] T. Radojevic, N. Stanic, and N. Stanic, "Ensuring positive feedback: Factors that influence customer satisfaction in the contemporary hospitality industry," *Tour. Manag.*, vol. 51, pp. 13–21, 2015, doi: 10.1016/j.tourman.2015.04.002.
- [83] P. Xue, W. M. Jo, and M. A. Bonn, "Online hotel booking decisions based on price complexity, alternative attractiveness, and confusion," *J. Hosp. Tour. Manag.*, vol. 45, no. August, pp. 162–171, 2020, doi: 10.1016/j.jhtm.2020.08.013.

**Contribution of individual authors to
the creation of a scientific article
(ghostwriting policy)**

Jajang Sugiati -Conceptualization - Formal analysis

Yusuf Tojiri - Investigation

Jajang Sugiati, Yusuf Tojiri -Writing-review-editing
and analysis

Jajang Sugiati - original draft preparation