

Analysis of Service Quality and Consumer Trust on Hotel Customer Satisfaction through Online Media

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Abstract: Customer satisfaction has become an important concept in the tourism and hospitality industry; however, tourists usually show different preferences based on their previous experiences. The purpose of this study was to examine the effect of service quality and customer trust on customer satisfaction either partially or simultaneously. Sample of this study consisted of 67 hotel visitors who have used hotel services more than 3 times in several hotels in one city in West Java, Indonesia. In the meantime, the data collection employed a survey approach with quantitative analysis using the Partial Least Square (PLS) method. It is known that service quality, customer trust, and customer satisfaction at several hotels in the city have been running well and that hotel customer satisfaction is influenced by better trust and service quality by optimizing social media.

Key-Words: Service Quality, Customer trust, Customer satisfaction, Social Media, Hospitality Industry

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1 Introduction

Travel and tourism industry is an important sector contributing to no less than 9% of the world's GDP as it hires 8% of the global employees [1]. The tourism industry has significantly contributed to the economic growth and development in various countries. Businessmen and businesswomen in the hotel industry have been making efforts to satisfy their costumers; however, the costumers usually show various preferences based on their previous experiences [2].

It is believed that customer satisfaction is the main purpose of companies as it helps the managers to evaluate the hotel performance based on the tourists' perceptions [3]. Another important factor affecting customer satisfaction is customer trust. Costumer trust, which is closely related to consumers' positive feedbacks on obejcts, attributed, and purchased products [4][5] commonly emerge as the companies or products have good reputation among the people. In addition to customer satisfaction and trust, quality of services should also be improved as it impacts costumer satisfaction which will in turn shape up better image and reputation of the companies [6].

Currently, the use of social media is an alternative for companies in the e-commerce era of the hospitality business to better understand customer behavior, and efficient online review management actions can improve hotel performance. [7] [8].

Social media have been widely used in digital marketing in the business and industry sectors including the traveling and aviation business [9][10], despite the fact that online reviews and rankings have become important for tourist decision making. Another study found that the factors of ease of use and variety of services have an effect on the behavioral intentions of users of online transportation services [11] which shows the performance of an analytical model of preference and satisfaction [2].

In the fashion industry, digital marketing that utilizes platforms for influencers has been proven to increase company turnover and allocate resources more efficiently [12] [13][14]. Hotel services must focus on increasing tourist interactivity in the form of online services to reduce consumer perceptions of service limitations [15]. The hotel industry is undoubtedly one of the economic sectors that is increasingly utilizing technology. Based on the above study, the service industry is greatly helped by online-based services in shaping customer satisfaction. Hotel services have so far not optimized online-based service media in fulfilling customer satisfaction, but still use websites and customer recommendations through the Word of Mouth [16][17]. To keep up with developments and demands in increasing customer satisfaction through improving service quality and building trust, it is

necessary to develop online-based services through WhatsApp, Instagram, Facebook and other media.

2 Problem Formulation

2.1 Service Quality

Service is the main goal for a company in generating customer satisfaction [18]. If the company always pays attention to customer needs and wants in the form of good services, it will have an impact on customer satisfaction [19]. The concept of quality service is based on the theory of customer satisfaction, that service quality is an extension of the consumer's evaluation of an object or service it receives [20].

Service quality will have an additional advantage after meeting expectations that can create excellence [21]. [22]. Several research results explain that to measure service quality, the hospitality service industry has five dimensions, including dimensions of comfort, assurance, tangible evidence, adequacy and care [23], which are very important for hotel companies to identify their core industry services and, especially, developing the attributes that must be provided to increase customer satisfaction and product value (Román-Montoya, 2016).

Hoteliers consider online positioning to be very important as a process of creating an identity that aims to build a good image [24]. Online hotel rankings play an important role in building a hotel online reputation and greatly influence traveler decision making. The results of other studies show that younger travelers, women, and tourists with less review expertise use the minimum threshold when assessing hotels online [25].

Another study shows that reviews with positive valences do not affect ordering intentions, while reviews with negative valences have a strong influence [26] [27]. Online reviews are a form of eWOM that can greatly affect business image and product profitability (Chen & Zimbra, 2010; Shi & Liao, 2017). Therefore, online reviews allow companies to change services, product offerings, and other activities related to customer meetings [28] [2]. Several other studies have confirmed that the quality of online services directly or indirectly affects customer satisfaction, creates loyalty and attracts customers to come back [29].

2.2 Customer Trust

Customer trust in service companies will arise because they have a well-known name among the

public [30], which is the foundation of a business which is a way to create and retain consumers [31]. Some of the trust-forming dimensions put forward by experts based on the results include honesty, trust and virtue [25] [4].

With reference to some of the results of previous research, trust is very important for the success of e-commerce activities in marketing its products, previously it was found that experience, environment, friends, insecurity and distrust of other people is one of the factors that causes someone to believe or not to the seller [32].

Social media technology is increasingly becoming an important part of the hotel industry [33], especially in the decision-making process [2]. Online hotel booking decisions generally use consumer judgment as a guide for evaluating previous customer experiences [34]. The quality of the website design used by the hotel services company positively affects trust, many consumers use the Internet, on the other hand they choose not to buy online mainly because of the belief about security.

Running a business via the Internet is possible if you believe that the use of technology is reliable and trustworthy [35], with experience customers can tell positive things about services. E-WOM is a new source of information for customers, detailed, experience-based, actual and current [36].

Thus, management responses to online reviews serve as an important communication channel for engaging customers [37][3]. The results of other studies show the direct effect of online reviews and virtual reality applications on consumer purchase intentions. These findings provide insights for travel and tourism managers to enhance the effect of marketing communication with the use of virtual reality [25], encouraging hospitality companies to identify their industry's core services, especially developing product attributes through social media to increase product value (Román-Montoya, 2016), increases profitability [38], and builds company reputation [39].

2.3 Customer Satisfaction

Customer satisfaction can be interpreted as services provided by the company in accordance with customer expectations [40]. Customer satisfaction is the level of a person's feelings after comparing the performance or results they feel with their expectations [41].

Several research results state that mobile applications can provide convenience such as online food ordering applications that can increase

customer satisfaction [42], through brand identity and online brand image [43].

Customer satisfaction is becoming more important online, because it is more difficult to keep online customers loyal [44]. The hospitality business encourages online customer review behavior and implements efficient online review management measures to use electronic word of mouth to improve hotel performance [44].

Quality services shape customer satisfaction [43], the more quality the services provided according to expectations will increase perceived satisfaction [40] so that customer perceptions of fairness, post-purchase satisfaction will be formed, the intention to recommend from word of mouth (WOM) [45] and creating customer trust. Customer trust will arise if the company is able to keep its promises in serving customers [42].

Customers who have high trust in the company will create long-term relationships and customer loyalty [46]. Based on several research results, service quality is a measure of how well the level of

service provided is able to meet customer expectations and build trust [45], which ultimately creates satisfaction and forms customer loyalty [47] by recommending and encouraging others to use the same products and services [45] [48].

Our conceptual model recognizes that service quality and customer trust have an effect on customer satisfaction both partially and simultaneously, so the hypothesis can be formulated as follows:

- Hypothesis 1 : Service quality has a positive influence on customer satisfaction
- Hypothesis 2 : Customer trust has a positive influence on customer satisfaction
- Hypothesis 3 : Service quality and customer trust have a positive influence on customer satisfaction

Furthermore, the conceptual model presented in Figure 1 summarizes the relations investigated in this study.

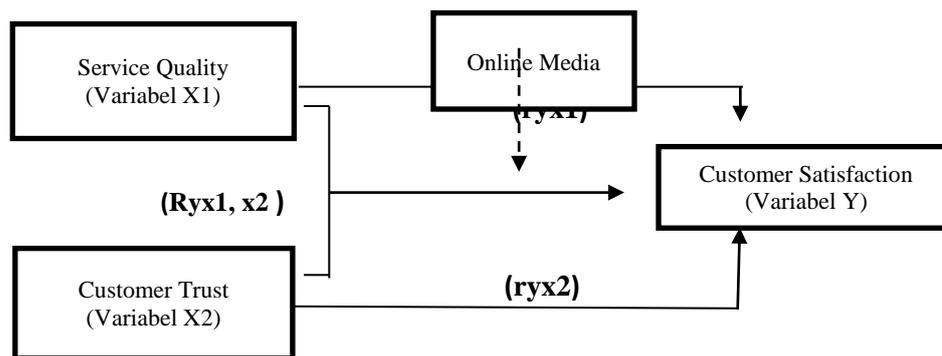


Fig. 1: Structure of Research Paradigm

3 Methodology

Descriptive analysis is used to explore information related to causative factor behavior, while quantitative analysis is shown to reveal the behavior of the research variables. Using these two analysis techniques, this study expects that a comprehensive answer to the problem will be obtained. Quantitative analysis tests the conceptual model using the Partial Least Square (PLS) method [49].

In the meantime, the data collection method employed a survey approach, which was a representative of individuals who have visited 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
	Undergraduate	30	45
	Postgraduate	3	5
Profession	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 Figure 2.

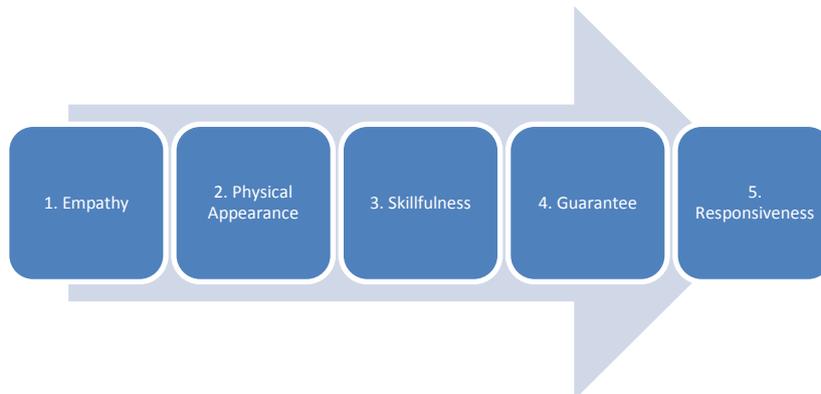


Fig. 2: Dominant indicators shaping customer trust

4.2 Customer Trust

Customer trust in several hotels in one city in West Java is very good because the staff members 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 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].

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.

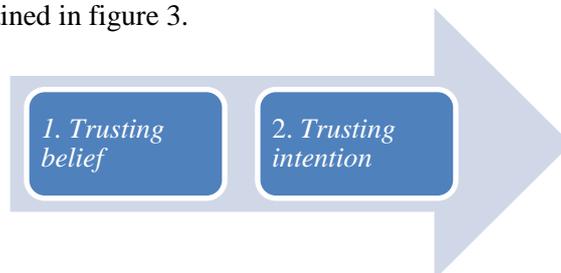


Fig. 3: Dominant indicators shaping customer trust

4.3 Customer Satisfaction

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.

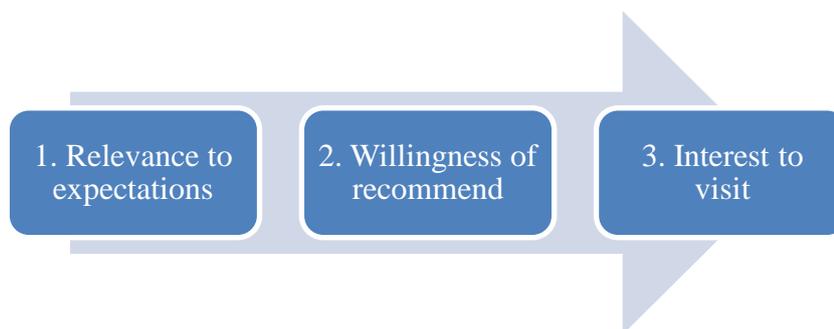


Fig. 4: Dominant indicators shaping customer satisfaction

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>		Unstandardized Coefficients		Standardized Coefficients		
Model		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 H_0 is rejected and H_1 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

5.1 The Influence of Service Quality to Customer Satisfaction

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.

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 shown 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 being 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. In the meantime, 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.

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