Research Article

Influence Quality of Service and Hotel Image to Loyalty Through Hotel Customer Trust in Gorontalo City

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Abstract.
The economic growth of Gorontalo City has had an impact on many entrepreneurs who invest in various fields, including the world of hotels. One way to maintain its existence is that hotel business players must be loyal to the customers. This study is to analyze the effect of service quality and hotel image on customer trust. The effects of service quality and hotel image on customer loyalty. The effects of customer trust on customer loyalty. Customer trust mediates the effects of service quality and hotel image on customer loyalty. The research population is guests who stay at hotels in the city of Gorontalo totaling 671 hotel guests with a research sample of 250 hotel guests. The analytical technique used is descriptive statistics so as to produce the average value (mean) of each indicator. The results showed that hotel customers in Gorontalo City strongly agree that service quality is formed by tangibles, reliability, responsiveness.

Keywords: service quality, hotel image, customer trust, customer loyalty

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1. Introduction

The economy in Gorontalo Province is currently developing, even Gorontalo's economic growth has exceeded the national economic growth. According to data from the Central Statistics Agency (BPS) of Gorontalo City, the economic growth rate in 2018 was recorded at 7.88%, a notable increase from the 7.43% reported in 2012 (City of Gorontalo in Figures, 2018). The economic growth of Gorontalo City, has an impact on many entrepreneurs who invest in various fields, including the world of hospitality. Room Occupancy Rate (TPK) for hotels/other accommodations in Gorontalo Province in January 2017 was 29.52 percent or decreased 0.60 points compared to TPK in December 2016 which was recorded at 30.12 percent. In January 2017, the order of TPK for each district/city is as follows: One way to be able to maintain its existence, hotel business people need to maintain loyal customers. Oliver revealed that customer

loyalty is a customer's commitment to re-subscribe or repurchase selected products or services consistently in the future [1]. As per customer perspectives, companies that demonstrate high performance are those that attract initial purchases and subsequently retain customers who make repeated purchases [2].

Hotel management must focus on the quality of services offered to maintain service. Broadly speaking, service quality refers to an attitude or overall evaluation of the excellence of services provided. Research conducted by Rous et al. [3], Akbar et al. [4], Malik et al. [5], Bostanji [6], and Poku et al. [7] collectively demonstrates a significant correlation between the quality of service provided by hotels and the loyalty of their customers. In contrast, Oloughlin and Coenders [8], Cristobal et al. [9], and Normasari et al. [10] offer alternative perspectives, indicating that service quality does not hold substantial sway in shaping customer loyalty within the hotel sector.

In addition to service quality In order to cultivate loyal clientele, it is imperative for each hotel to cultivate a positive perception among its customers. This is crucial as customers' impressions of the hotel ultimately shape their evaluations of its presence. Developing and preserving a favorable image is crucial for a service-oriented organization aiming to draw in customers and uphold their loyalty [11]. Oloughlin and Coenders [8], Malik, et al. [5], Uttami, et al. [12] concluded that hotel image affects loyalty. Beneke et al. presented differing findings, suggesting that there is no impact of image on customer loyalty [13]. Exploring customer loyalty through research is fascinating; nevertheless,The findings of empirical research on he influence of service quality and image on customer loyalty warrants additional exploration. To address these gaps, it is essential to introduce variables capable of mediating the influence of service quality and image on customer loyalty. One such mediator could be customer trust.

Establishing trust in enduring customer relationships is a crucial factor in fostering customer loyalty. Flavian et al. proposed that trust plays a significant role in influencing the quality of a relationship [14]. Prasaranphanich suggests that when customers trust a company, they are more likely to make repeat purchases and share substantial personal information with the company [15]. Maghziet al. [16] and Osman and Sentosa demonstrate that service quality exerts an impact on customer trust [17].

Nguyen et al. affirmed that corporate image serves as a promotional tool in enhancing trust in a company [18]. According to Bill et al. [19], a company with a favorable image signals its consistent delivery of quality services, along with maintaining a strong reputation and credibility. As a result, customers develop confidence in the company's

ability to meet their needs, fostering trust among them. Flavian et al. [14], Ball et al. [20], Johnson and Grayson [21], and Khalil all reached the consensus that there exists a correlation between corporate image and customer trust [22].

Trust plays a crucial role in fostering relationships between companies and customers. It serves as a catalyst for customer loyalty towards products or services. Trust is a pivotal factor influencing commitment, as without trust, commitment cannot be established. Through commitment, loyal customers can be cultivated. Chiou and Droge [23], Ball, et. al [20], Luarn and Lin [24], Seigyoung [25] and Ranjbarian, et al. [26] prove that trust affects loyalty. Leveraging the background and available literature, this study aims to conduct a thorough examination of the role of customer trust as an intermediary factor in the connection between service quality, hotel image, and customer loyalty. What sets this study apart from previous research is the absence of specific investigations into the role of customer trust and satisfaction as mediators in the relationship between service quality, hotel image, and hotel customer loyalty. Therefore, the inclusion of trust and customer satisfaction as mediating variables represents a novel aspect of this research. Additionally, this study contributes to the expansion of literature concerning the Antecedent Mediator Consequence (AMC) model of customer behavior, as proposed by Tsiros and Mittal [27].

2. Literature Review

Kotler and Keller [11], Service quality encompasses "the entirety of attributes and qualities of a product or service capable of fulfilling needs. Quality should originate from customer needs and culminate in customer perception [11]. his suggests that the judgment of good quality does not depend on the viewpoint or perception of the service provider; instead, it hinges on the perspective of the customer's perception. Customers who utilize and derive satisfaction from the company's services are the ones who ultimately determine the quality of those services. Customer perception of quality is a comprehensive assessment of the superiority of a service.

Khattab and Aldehayyat use the dimensions of service quality with the following instruments [28]. Dimensions of Tangibles, the instrument used is The hotel has modern equipment, the hotel's physical facilities are visually appealing, the hotel employees are neat. Reliability The instruments used are timely promises, sincere employees in solving problems, providing services as promised, confirming to customers every time they perform services, performing error-free services.Responsivenessthe instrument

used is kemployees provide prompt service, hotel employees are always willing to help.Assurancethe instrument used is pemployee behavior instills customer trust, polite employees, employees have the knowledge to answer questions, have comfortable operating hours for all customers,the instruments used for empathy are:hotel employees have the knowledge to answer questions, have employees who give personal attention, employees understand specific needs and the hotel has competent employees.

According to Kotler and Keller [11], the image of a company which includes the company's good name, reputation or expertise is a factor that often influences the decisions of buyers and the service sector compared to the product sector. Kotler and Armstrong the findings indicated that an image constitutes the overall impression that an individual holds regarding an object or entity [29]. As per Bill Canton [30], corporate image refers to the perception, sentiment, or impression held by the community or the public regarding a company a perception deliberately shaped by the products or services it offers. Kotler and Keller define corporate image as the public's viewpoint of the company or its offerings [11]. Successful marketing relies on the cultivation and maintenance of customer trust, prompting customers to make service purchases even before experiencing them firsthand [31]. Trust is commonly regarded as a foundational element for the success of a relationship. Kanuk and Schiffman claim that Nielsen's Customized Research Services indicate consumers' reliance on various consumer information sources [32], highlighting word-of-mouth communications or recommendations from other consumers as the most trusted source of consumer information, with 78 percent of individuals trusting such sources. According to Garbarino and Johnson [21], Indicators can gauge customer loyalty, such as "the inclination of customers to prioritize the company as their primary choice, their readiness to purchase the company's products, their propensity to recommend the products to others, and their inclination to speak positively about the company" [33].

On the other hand, indicators of customer loyalty, as outlined by Kotler and Keller [11], include "Repeat Purchase (loyalty to product purchases); Retention (resistance to negative influences on the company); Referrals (advocacy for the company)". Nguyen et al. discovered that "loyal customers perceive themselves as loyal, prioritize shopping from the company, and intend to continue shopping in the future [34].

The recognition of customer trust as an intermediary factor between hotel image and loyalty is grounded in prior research results that highlight the influence of image on customer trust, which in turn affects loyalty. Ball, et al. [20], Johnson, D. and Kent Grayson [21], and Khalil [22] found evidence that a company with a good image can

help gain customer trust, while Chiou and Droge [23], Ball, et. al [20], Luarn and Lin [24] and Seigyoung [25] offer evidence affirming the impact of trust on loyalty. Additionally, Ranjbarian et al. demonstrate a notable relationship between trust and customer loyalty, especially within four-star hotels in Iran [26].

3. Research Methods

This study adopts a quantitative research approach with an explanatory research design. It aims to delineate the pattern of relationships or influences between two or more variables. These relationship patterns may include symmetry, causality, and reciprocity [35]. The population of this study are guests who stay at hotels in Gorontalo City totaling 671 hotel guests.Based on the information obtained from the hotel management during January to July 2016number of guests stayingseen in Table 1.

TABLE 1: Distribution of population and research sample.

No.	Location	The number of guests	Sample
1	Damhil Training Center	121	45
2	Grand Q Gorontalo Hotel	110	41
3	Amaris	142	53
4	Maqna Hil	124	46
5	Nayumi Horizon	174	65
Total		671	250

So that the sample size taken can be representative, it is calculated using the Slovin formula and the error rate is 5%, the research sample size is 250 hotel customers. The details of the sample sizes in each section are shown in Table 1 as follows: Once the sample sizes for each hotel are established, sampling is conducted using a convenience sampling method. This entails selecting samples based on spontaneity, meaning anyone who encounters the researcher and meets the criteria of the target population can be included as a sample. Customers are met at the hotel location. To avoid sampling errors, the criteria for members of the target population are determined, namely:

(1) Hotel guests who have stayed at the same hotel at least 5 times in the last year at the time of the research

(2) Hotel guests who at the time of the research were staying one day

(3) The minimum age requirement is set at 18 years, assuming that respondents are capable of providing independent answers as they are considered adults.

The analysis technique used is statistical descriptive to find out the description of the respondent as measured by a number of indicators asked (questionnaire). The analysis technique used is descriptive statistics to produce an average (mean) value for each indicator in question

4. Results and Discussion

4.1. Discussion of descriptive analysis results

According to the outcomes of the Confirmatory Factor Analysis regarding service quality, all indicators, namely physical evidence, reliability, responsiveness, assurance, and empathy, are components contributing to the formation of service quality. These results are confirmed by the results of descriptive analysis which proves that physical evidence, reliability, responsiveness, assurance and empathy contribute to service quality and service quality is mainly contributed by reliability, especially employees who confirm to customers in providing services. Working as a hotel front office is a job that has a fairly high intensity of interacting with other people, in this case called customers, so work reliability must be maintained to provide the best service to customers. These findings corroborate Tjiptono's assertion in Armaniah regarding the existence of five dimensions of service quality, comprising physical evidence, reliability, responsiveness, assurance, and empathy [36].

Based on the results of the Confirmatory Factor Analysis of the hotel's image, all indicators, namely personality, reputation, values and corporate identity are indicators that form the hotel's image. This result is confirmed by the results of descriptive analysis which proves that the indicators of personality, reputation, values and corporate identity contribute to the image and most importantly the image is contributed by the personality, especially the hotel visited, so that it gives a pleasant impression. These results confirm the opinion of Talib et., al that complete information about company image includes four elements, namely personality, reputation, values and corporate identity [37].

According to the results of the Confirmatory Factor Analysis regarding customer satisfaction, all indicators including service surpassing expectations, expressing positive sentiments about the hotel, and intending to continue staying are markers of customer satisfaction. These results are confirmed by the results of descriptive analysis which

proves that service indicators exceed expectations, saying positive things about the hotel and intending to continue staying contribute to customer satisfaction and customer satisfaction is most importantly contributed by service that exceeds expectations, especially the hotel meets what is expected compared to other hotels. These findings validate Kotler's perspective, as cited in Tampanguma et al. [38], which defines customer satisfaction as the emotional response of pleasure or disappointment following a comparison between perceived performance and expected performance. When performance falls short of customer expectations, it leads to disappointment, while meeting expectations results in customer satisfaction.

Based on the results of the Confirmatory Factor Analysis of customer trust, all indicators, namely ability, benevolence and integrity are indicators of the formation of customer trust. These results are confirmed by the results of descriptive analysis which proves that the indicators of ability, benevolence and integrity contribute to customer trust and the most important contribution to customer trust is benevolence, especially the confidentiality of hotel guests being protected. These results confirm the opinion of Wong who measures customer trust with indicators of ability, benevolence and integrity [39]. Based on the results of the Confirmatory Factor Analysis of customer loyalty, all indicators, namely the first and main choice to stay, the desire to always stay and recommend are indicators of the formation of customer loyalty. This result is reinforced by the results of descriptive analysis which proves that the first and main indicator of choice of stay is the desire to always stay and recommends contribute to customer loyalty and customer loyalty is mainly contributed by the desire to always stay, especially having the intention to always stay. These results strengthen the opinion of Qiu, Ye, Bai, and Wang in Wiranata et. al . (2021) revealed indicators measuring loyalty , namely (1) Customers' desire to recommend the hotel to other customers, (2) Saying good things or reviews about the hotel, (3) visiting the hotel again [40]. Jani and Han utilize criteria such as consistently selecting the hotel as their primary choice and expressing a willingness to revisit the same hotel in the future [41].

These findings reinforce the study carried out by Utami [42], which indicates that service quality factors like Tangibility, Empathy, Reliability, Responsiveness, and Assurance positively influence consumer loyalty levels. Bostanji found that in five-star hotels in Riyadh, service quality factors such as responsiveness, empathy, and tangibility exert a significant impact on customer loyalty [6]. Poku et al. determined that customer satisfaction is not solely dependent on hotel evaluation or classification, but rather on the quality of service, which leads to customer loyalty [7]. This was observed at the

4-star Golden Tulip hotel, the 3-star Miklin Hotel, and the 2-star Lizzie Hotel in Kumasi, Ghana. Regarding the impact of hotel image on customer loyalty and the acquisition of loyal customers, it is essential for every hotel to foster a positive perception among its clientele. This is crucial because customers' impressions of the hotel ultimately shape their evaluation of its presence and offerings Establishing and preserving a solid image is crucial for a service-oriented organization aiming to attract customers and retain their loyalty [11]. A positive company image in the eyes of customers will also cultivate a favorable company reputation. Image constitutes the perception of the company, and if customers view the company positively, it fosters an acceptance of quality, leading to continued value appreciation. Consequently, this generates a desire to purchase, resulting in repeat buying behavior. The findings of empirical studies investigating the impact of image on loyalty, conducted by Rosihan, indicate that image significantly affects customer loyalty [43]. Similarly, Malik et al. demonstrated that brand image is positively and significantly associated with hotel customer loyalty variables in Pakistan [5]. Uttami, et al. [12] shows that hotel image has a positive and significant influence on customer loyalty.

Arifin stated that customer trust in hotels can be seen from comfort, trust in staff service and trust in the hotel [44]. According to Sparks et al., trust can influence perceptions about the source of a review regarding a source's intention to influence consumer decisions [45]. Customer trust in the institution is because the institution is well known and has a good name among the community, the honesty of its employees and the ability to keep promises. High trust and fulfilled customer expectations will increase customer satisfaction [46]. The increase in hotel customer loyalty in Gorontalo City is caused by the role of trust which is explained through the element of having confidence in staying overnight, his hotel prioritizes customer comfort, maintains consistency in delivering high-quality service, and always prioritizes customer satisfaction. The results of this study expand research conducted by Supertini et. al. which proves that trust influences satisfaction and loyalty [47]. Bastian and Widodo concluded that trust influences loyalty [48]. The results of inferential statistical analysis indicate that customer trust has the capacity to mediate the impact of service quality and hotel image on customer loyalty. This result means that hotel customer confidence will increase if the hotel provides the promised services and employees provide confirmation to customers in carrying out these services. The existence of trust because of the role of service quality in the form of reliability has an impact on customer loyalty which is manifested in the desire to always survive.

Customer trust mediates the influence of hotel image on customer loyalty. This result means that hotel customer confidence will increase if the hotel image in particular gives a pleasant impression and provides easy access to services. This means that the satisfaction of guests staying at a hotel is determined by artistic values which are able to provide a pleasant atmosphere for guests. The hotel visited gives a pleasant impression and provides easy access to services so that it can increase customer confidence which is characterized by service that exceeds expectations, especially the hotel meets what is expected compared to other hotels. When trust is achieved, customers will be loyal to the hotels they visit and customer loyalty is proven by their desire to always stay overnight, let alone having the intention to always stay overnight.

5. Conclusion

Customers at hotels in Gorontalo City generally agree that service quality comprises tangibles, reliability, responsiveness, assurance, and empathy. Similarly, they tend to agree that hotel image is shaped by personality, reputation, value, and corporate identity.

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