

The Impact of Service Quality and Corporate Reputation Toward Tourist Loyalty: A Study of the Indonesian Hotel Industry

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Abstract: *The rapid development of the Indonesian tourism industry had brought positive implications to the development of the other industries related to tourism as well, such as the airlines and hotel industry. The quick growth and development of the hotel industry in Indonesia could not only be assessed from the growing numbers of hotels established within the Indonesian territory, but also from the increasing number of tourists (both domestic and international) staying at those hotels in Indonesia. In terms of the hotel industry, two main factors determine the success and failure of a company within the industry, which are service quality and corporate reputation. Therefore, this study was conducted in order to determine the impact of service quality and corporate reputation on tourists loyalty in the Indonesian hotel industry. A total of 200 respondents participated in this study, in which, questionnaires were used to collect the data needed from the respondents. Once fully collected, the data were then analyzed using partial least squares- structural equation modeling (PLS-SEM) method. Based on the results of the data analysis, authors concluded that both service quality and corporate reputation had a positive impact on tourist loyalty in the Indonesian hotel industry.*

Keywords: *service quality, corporate reputation, tourists loyalty, Indonesian hotel industry*

I. INTRODUCTION

Tourism industry had been deemed and undertood as one of the fastest growing industry in Indonesia, as compared to the other industries. Such a trend could be seen or assessed from the fact that the number of tourists (both the domestic and international tourists) visiting Indonesia had been increasing in the last few years. Moreover, the growing trnd of the Indonesian tourism industry could also be assessed from the increasing number of recreational place or tourists spot built in Indonesia. Such a trend which currently occur in the Indonesian tourism industry will be beneficial not only to Indonesia itself, but also to the other industries as well, as the success of the tourism industry will more likely to have a positive impact on the other industries as well, such as the food and beverages industry, aviation industry, transportation industry, and the other

industries as well which had either the direct of the indirect impact with the development of the tourism industry in Indonesia. Compared to several industries which development had been deemed to be in line with the success of the tourism industry in Indonesia, Hotel industry seem to be the industry which will benefited the most from the rapid development of the tourism industry. It is because most of the tourists who came to have their vacation activities in Indonesia will most likely to stay in the hotel all across the cities. Therefore, it is fair and acceptable to conclude and state that hotel industry will be in the fore front as the most beneficial industry in terms of its relationship with the continuous development of the tourism industry, particularly in Indonesia.

The development of the Indonesian hotel industry, both directly and indirectly, have increased the level of competition among companies engaged in this field. Thus, it could be stated that every hotel required to always providing the best performance or service to its customers, in order for customer to stay at the competitors' hotels. Whether or not that the performance of a hotel could be classified as bad or good, it could be measured from two main variables, namely service quality and corporate reputation. Service quality offered by a hotel can be one of the main determinants that can be used to determine whether a hotel is able to serve its customers well or not. In this regard, it is important for hotels to be able to provide the best service to tourists or guests staying at the hotel, since service quality is one of the most significant factors in shaping the success of companies engaged in the service industry [1]. In addition to service quality, corporate reputation can also be one of the determinants of the success of a company engaged in the hospitality industry in Indonesia [2]. Given the number of hotels that are developing in Indonesia, corporate reputation serve as one of the important factors in determining the success of a hotel, considering that the majority of tourists who are going to stay in a hotel will first read some reviews given by

previous visitors, where the results of the review this is what will shape their image and perspective on the hotel, which in turn could impacted the reputation of a hotel in the future. This research was conducted to find out how the influence of service quality and corporate reputation on Tourist Loyalty in the hospitality industry in Indonesia.

II. LITERATURE REVIEW

2.1 *Service quality*

Kheng *et al.* [3] define service quality as as “the degree of discrepancy between customers’ normative expectation for service and their perceptions of service performance.”. Moreover, Liu and Wang [4] defined service quality as “an abstract idea, the cognition difference of service judged by consumers’ subjective differences, i.e., the comparison between the pre-expected service of customers and the actual perception after receiving service.” Based on the theories above, service quality could be defined as customers’ comparison between the services received by customer from the hotel and services that customers expect before receiving services from the company.

2.2 *Corporate reputation*

Argenti dan Drunken [5], Brown *et al.* [6], and Almeida dan Coelho [7] define corporate reputation as “A perception built up over time, and based on the company’s corporate identity, projected corporate images, business performance, and how corporate actions are aligned with stakeholder concerns.” Moreover, Timothy dan Holladay [8] also defined corporate reputation as “A key intangible asset, one that has been argued corporate reputation reflects the level of credibility, reliability and trustworthiness that an organization has with its stakeholders.” Based on the theories above, corporate reputation could be defined as adalah public or consumers’ perception toward the image attached to the company.

2.3 *Tourist loyalty*

Gremler dan Brown [9] and Kheng *et al.* [3] defined loyalty as “The degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using only this provider when a need for this service exists.” Moreover, Kiseleva *et al.*, [10] defined loyalty as “Customer emotion that comes in spite of the presence of other, more financially lucrative offers on the market.” Based on the theories above, loyalty could be defined as consumers’ attitude toward the company, in which consumers are willing to only buy the products from

the same company over and over again, and won’t buy the same or similar products from the other companies, which in this case are the competitors.

2.4 *The impact of Service quality on Tourist Loyalty*

Previous research conducted by Kheng *et al.* [3] found that service quality has a positive effect on customer loyalty. In addition, other studies conducted by Santosa, Suprapti & Giantari [11] also found that corporate reputation can positively influence the attitude of customers to return to visit or buy products or services from the same place. Furthermore, another study conducted by Glaveli *et al.* [12] also found that service quality has a positive effect on loyalty. Based on the results of previous studies stated above, author formulated the first hypothesis (H1) as follows:

H1: Service quality had a positive impact on tourist loyalty

The impact of Corporate reputation toward Tourist Loyalty

Previous research conducted by Tang [13] found that corporate reputation has a positive effect on customer loyalty. In addition, other studies conducted by Helm, Garnefeld & Tolsdorf [14] also found that corporate reputation can positively influence customer loyalty to a company. Based on the results of previous studies stated above, author formulated the second hypothesis (H2) as follows:

H2: Corporate reputation had a positive impact on tourist loyalty

III. RESEARCH METHODOLOGY

This type of research is descriptive research, where, the type of descriptive research in this study is a cross-sectional study. Sekaran and Bougie [15] suggest that cross-sectional research is a type of research where the data used is collected at one time, where data collection can take place from a few days to several months. The research period in this study was for 6 months, where this research was conducted from August to December 2018. In this study, researchers used primary data sources (primary data), where researchers directly took to the field to obtain data from respondents . Next, in this study, researchers used a survey method to collect data needed in this study. Furthermore, this study uses the instrument questionnaire to collect data. The questionnaire that has been prepared will then be distributed to respondents personally (personally

administered) and electronically by e-mail (electronic questionnaire).

The sample of this study was tourists who had stayed at 5-star hotels in the DKI Jakarta area. The method of sampling in this study used the convenience sampling method. Japutra, Keni & Bang [17] and Sekaran and Bougie [15] suggest that convenience sampling is a type of sampling where researchers can obtain data from members of the population at the time and want to be consulted. Convenience sampling is a sampling technique that is most widely used by researchers because it makes it easier for researchers to collect large amounts of data in a short time, where this type of sampling allows researchers to obtain data from members of the available population. Furthermore, related to the sample size, Sekaran and Bougie [15] suggest that it is important for researchers to be able to determine the exact sample size (sample size) in order to produce accurate research. Roscoe [18] suggested that the number of samples that were most appropriate for a study ranged from 30 to 500 samples. On the other hand, Hair et al. [19], Wilson, Theodorus & Tan [20] and Wilson & Keni [21] suggest that the right sample size for a study, especially research using the method of structural equation modeling (SEM), is in the range of 150 to 400 samples. Meanwhile, Hutcheson and Sofroniou [22] and Beavers, Iwata & Lerman [23] suggest that for this type of multivariate research, the minimum sample size is 150 to 300 samples. Based on the theory and opinion stated above, the sample size in this study was 200 samples. The number of samples is based on the theories stated above by Hair et al. [19], Hutcheson and Sofroniou [22] Wilson, Theodorus & Tan [20], Wilson & Keni [21] and Beavers, Iwata & Lerman [23]

Related to the variables and indicators used in the questionnaire, there are 2 independent variables and 1 dependent variable, where the variable service quality and corporate reputation are independent variables, and the Tourist Loyalty variable acts as the dependent variable. Furthermore, related to the indicators in the research questionnaire, overall there are 33 indicators used in this study, where 22 indicators represent service quality variables adopted from Asogwa [24] and Wilson [1]; 6 indicators representing corporate reputation variables were adopted from Helm and Tahgian, Souze & Polonsky; and 5 indicators that represent Tourist Loyalty variables adopted from Zhou et al. [25] and Fang et al. (2014). Next, after the

data is collected and in the data, analysis or test models will be carried out on the data using the partial least square-structural equation modeling (PLS-SEM) approach, where the process of testing the model using the PLS-SEM approach will be carried out using SmartPLS software version 3.2.7. Marcoulides and Saunders, Wilson [1], Wilson & Keni [21], and Hair, Ringle & Sarstedt further say that the ability of PLS-SEM in processing data by overriding some requirements must be met if researchers use covariance-based structural equation modeling (CB-SEM) approach, where the requirements include data that must be normally distributed, and the number of samples that must be large, is one of the advantages possessed by PLS-SEM.

IV. RESULTS AND ANALYSIS

A total of 200 questionnaires were distributed to respondents who participated in this study, where, out of 200 questionnaires, all questionnaires were filled out completely by respondents. Thus, it can be stated that all collected data is declared valid and ready to be used at the data processing stage. Regarding the profile of respondents, out of 200 respondents, 59.5% of respondents were male, while as many as 40.5% of respondents were women. Meanwhile, the majority of respondents (53.5%) work as entrepreneurs with an average income level of between Rp. 8,000,001 to Rp. 15,000,000 per month.

4.1 Outer Model Analysis

After analyzing the profile of the respondents, the analysis was continued by conducting an analysis of the research model. Hair, Ringle & Sarstedt (2011) suggests that in analyzing data using the PLS-SEM method, there are two main stages that need to be done, namely the measurement model analysis (outer model assessment) and structural model analysis (inner model assessment). Analysis of the measurement model was conducted to determine the validity and reliability of the research model, while the analysis of the structural model was carried out to determine the relationships between variables. Structural model analysis can only be done if the model has met all requirements in the measurement model analysis. The several requirements that must be met in the analysis of the measurement model are as follows: the factor loadings value of each item must exceed 0.5, the AVE value of each variable must exceed 0.5, the composite reliability value and cronbach's alpha must exceed 0.7, and the root value AVE squares must be higher than the value of correlation between

variables (discriminant validity).

Before analyzing the structural model of the model to find out the relationship between variables, the analysis of service quality dimensions and measurement model (outer model assessment) must first be done to find out whether the model and the data collected from the respondents have fulfilled the requirements of validity and reliability that have been determined in this study. First of all, service quality dimension analysis is done to find out whether the five dimensions forming service quality variables can actually measure service quality variables properly. Based on the results of the initial analysis, it was found that 3 indicators forming the empathy dimension, namely EMP3, EMP4, and EMP5 must be discarded because they have a factor loadings value below 0.5. After the three indicators are discarded, a re-analysis of the model and research data is carried out. And, it can be concluded that the five dimensions forming service quality variables can well shape and explain service quality variables. This is because the value of the t-value of the five dimensions is greater than the predetermined minimum limit, which is 1.96. In addition, the value of each factor loadings has exceeded the minimum limit of each criterion. Thus, it can be concluded that the five dimensions of service quality can explain service quality variables well.

Table 1.
Factor Loadings of Each Dimensions Representing Service Quality

Indicators	Dimension	Factor Loadings	AVE	Cut-Off Value
TAN1	Tangible	0.872	0.700	≥ 0.50
TAN2		0.800		≥ 0.50
RES1	Responsiveness	0.712	0.553	≥ 0.50
RES2		0.636		≥ 0.50
RES3		0.774		≥ 0.50
RES4		0.838		≥ 0.50
REL2	Reliability	0.823	0.708	≥ 0.50
REL3		0.824		≥ 0.50
REL4		0.876		≥ 0.50
ASS1		0.685		≥ 0.50
ASS2	Assurance	0.761	0.545	≥ 0.50
ASS3		0.765		≥ 0.50
EMP2		0.946		≥ 0.50
EMP3	Empathy	0.938	0.766	≥ 0.50
EMP4		0.723		≥ 0.50
CRP1	Corporate Reputation	0.644	0.548	≥ 0.50
CRP2		0.758		≥ 0.50
CRP3		0.563		≥ 0.50
CRP4		0.706		≥ 0.50
LOY1	Tourist Loyalty	0.670	0.517	≥ 0.50
LOY2		0.865		≥ 0.50
LOY3		0.594		≥ 0.50

Table 2.
t-Value of Each Dimension

Relationships	Path Coefficient	t-Value	Cut-Off Value
Tangible → Service quality	0.248	4.941	≥ 1.96
Responsiveness → Service quality	0.152	2.162	≥ 1.96
Reliability → Service quality	0.229	4.514	≥ 1.96
Assurance → Service quality	0.178	3.680	≥ 1.96
Empathy → Service quality	0.304	7.081	≥ 1.96

After analyzing the dimensions of service quality variables, data analysis was continued by analyzing the measurement model of the research model. Analysis of the measurement model is used to determine whether the research model and data have met the requirements of validity and reliability.

Based on the results of data analysis, it was found that all criteria of validity and reliability were met, where the factor loadings value of each indicator exceeded the minimum limit of 0.5, composite reliability and cronbach's alpha values of each variable exceeded 0.7, the AVE value of each variable exceeded 0.5, and the square root value of AVE of each variable has exceeded the correlation value between variables (discriminant validity). Thus, it can be concluded that the model and the research data have met all the criteria of validity and reliability that have been determined.

Table 3.
Outer Model Analysis – Convergent Validity

Indicators	Dimensions	Factor Loadings	Cut-Off Value
TAN1	Tangible	0.872	≥ 0.50
TAN2		0.800	≥ 0.50
RES1	Responsiveness	0.712	≥ 0.50
RES2		0.636	≥ 0.50
RES3		0.774	≥ 0.50
RES4		0.838	≥ 0.50
REL2	Reliability	0.823	≥ 0.50
REL3		0.824	≥ 0.50
REL4		0.876	≥ 0.50
ASS1		Assurance	0.685
ASS2	0.761		≥ 0.50
ASS3	0.765		≥ 0.50
EMP2	Empathy	0.946	≥ 0.50
EMP3		0.938	≥ 0.50
EMP4		0.723	≥ 0.50

Table 4.
Outer Model Analysis - Discriminant Validity

	ASS	CRP	EMP	REL	RES	SQ	TAN
ASS	0.800						
CRP	0.130	0.882					
EMP	0.514	0.139	0.875				
REL	0.722	0.240	0.811	0.950			
RES	0.738	0.207	0.721	0.891	0.875		
SQ	0.774	0.233	0.672	0.841	0.756	0.935	
TAN	0.598	0.300	0.773	0.853	0.744	0.916	0.837
TLY	0.338	0.335	0.255	0.311	0.307	0.357	0.324

Table 5.
Outer Model Analysis-Reliability Analysis

Dimensions	CR	CA	Conclusions
Tangible	0.823	0.886	Reliable Reliable Reliable
Responsiveness	0.831	0.731	Reliable Reliable Reliable Reliable
Reliability	0.879	0.794	Reliable Reliable Reliable
Assurance	0.782	0.755	Reliable Reliable Reliable
Empathy	0.906	0.843	Reliable Reliable Reliable
Corporate Reputation	0.765	0.778	Reliable Reliable Reliable
Tourist Loyalty	0.802	0.758	Reliable Reliable

4.2. Inner Model Analysis

After analyzing the measurement model (outer model analysis), the analysis of the structural model (inner model analysis) is then carried out in order to determine the effect given between one variable to another variable. In addition, analysis of structural models is also carried out to determine the magnitude of the influence between variables one with other variables. The several tests that can be carried out on the structural model test are the following: R² test, Predictive Relevance Test (Q2), and t-test. test is R²

used to determine the magnitude of the influence given by the independent variable to the dependent variable. Meanwhile, the analysis of the t- test is used to find out the relationship between one variable and the other. In addition, the analysis of the t-test was also used to determine whether the hypotheses formulated in this

study was accepted or rejected.

Based on the results of the R-Square test analysis of the research model, the results obtained where the R- Square value of the variable tourist loyalty is 0.225. That is, the amount of influence given by the variable service quality and corporate reputation on the variable tourist loyalty is 22.5%. Thus, other variables not examined in this study have an effect of 77.5% on the variable tourist loyalty.

Based on the data shown in table 4.6, it can be seen that all the values of t-statistics (t- value) that represent the influence between one variable and the other variables have exceeded the set minimum value, which is equal to 1.96. Thus, it can be concluded that the variables of service quality and corporate reputation have a significant influence on the variable tourist loyalty.

Table 6.
Hypotheses Testing Results

	Relationships	t- statistics	Conclusion
H ₁	Service quality had a positive impact on Tourist Loyalty	2.116	H ₁ Supported
H ₂	Corporate Reputation had a positive impact on Tourist Loyalty	1.995	H ₂ Supported

The first hypothesis in this study formulates that service quality has a positive effect on tourist loyalty (H1). Based on the results of data analysis, the value of t- statistics obtained from H1 is 2.116. Based on these results, it can be said that the value of t- statistics of H1 has exceeded the set minimum value, which is equal to 1.96. Thus, it can be concluded that this hypothesis, namely H1, is accepted. The second hypothesis in this study formulates that corporate reputation has a positive effect on tourist loyalty (H2). Based on the results of data analysis, the value of t- statistics of H2 is obtained in 1.995. Based on these results, it can be said that the value of t-statistics of H2 has exceeded the set minimum value, which is equal to 1.96. Thus, it can be concluded that this hypothesis, namely H2, is accepted.

4.3 Theoretical Implications

Based on the results of data analysis in the previous section, as well as the conclusions described above, it was found that corporate reputation and service quality are two variables that positively influence the loyalty of volunteers in the hotel industry in Indonesia. In this regard, the results of this study provide insight to academics that in the hotel industry in Indonesia, the level of loyalty of tourists or tourists to return to staying at the same hotel is not only influenced by the quality of services provided by the hotel to tourists staying overnight can affect the loyalty of tourists to return to

visit or stay at the hotel, but it is also influenced by the extent or degree of positivity of the reputation of the hotel. In addition, this research is also intended to increase the interest of academics and researchers in Indonesia to conduct research on the hospitality industry in Indonesia.

4.4 Managerial Implications

Based on the results of data analysis in the previous section, as well as the conclusions described above, it was found that two independent variables in this study, namely corporate reputation and service quality, positively affected the level of Tourist Loyalty for the hotels they occupied during the tour. Based on these results, the researchers want to suggest to companies engaged in hospitality in Indonesia to continue to improve the quality of services provided to tourists who stay overnight. This is because the hospitality industry is known as one of the industries whose general success rate is measured by how well the services or services provided to tourists. Thus, it is not surprising that service quality is the main factor that can determine the level of desire of tourists (as well as people staying at the hotel) to return to staying at the same hotel for future visits. In addition to service quality, companies also need to pay attention to the level of reputation of the hotel managed, where, the level of reputation (or how good the reputation) of a hotel can also be an important factor that can be used as a reference by tourists in choosing which hotel to stay. This is because the increasing number of hotels established in Indonesia, the level of reputation owned by a hotel is often used as the main reference by tourists (both foreign and local) to choose one of the many hotels where they will stay. Thus, it is important for companies (hotels) to be able to continue to improve their reputation in order to increase the number of tourists staying at the hotel.

V. CONCLUSIONS

Based on the results of the analysis, it could be concluded that in the Indonesian hotel industry, both service quality and corporate reputation had a positive impact on tourist loyalty. Furthermore, based on these conclusions, it could also be suggested that tourists, both the local or international tourists, had a greater chance of re-visiting or staying in the same hotel (for their future visit) if the level of service given or presented by the hotel to customers had exceeded the expectation that customers had toward the service. In the other words, it could be stated that it will be more likely for customers to book the same hotel for their upcoming visit if they perceive that the hotel that they stayed at had fulfilled or even exceed all of the criteria set by the tourists regarding the types of services should be given by to the tourists staying in the hotel

Moreover, other than service quality, the results of this

study also concluded that corporate reputation had a positive impact on tourists loyalty in the Indonesian hotel industry. Therefore, it could be understood that the reputation hold by the hotel, whether it is positive or negative, will affect customers judgement toward the hotel, which could ultimately played some roles in affecting their intention to re-visit the hotel in the future. Positive reputation held on consumers' mind toward the hotel will increase the chance of consumers to re-visit or re-stay in the same hotel on the consumers' upcoming or future visit, while negative reputation conveyed on consumers' mind will be more likely to cause consumers to look out for the other hotels (which could be stated as the competitors) which had a better reputation rather the current hotel that they stayed at.

5.1 Limitations And Suggestions

In addition to providing input and suggestions to the company, researchers also want to explain some suggestions that can be given to the next researcher who wants to do research using this topic. Some suggestions that can be given include the following: This research was conducted in Indonesia, where the sample or respondent participating in this study came from Jakarta. One of the reasons researchers chose to disseminate respondents in these three cities was due to the limited cost, time and energy that the researchers felt, where, this limitation made researchers decide to disseminate data in the three cities that were close and could easily be reached by researchers. Given the possibility of differences in the characteristics and characteristics of customers from other regions, it is recommended that other researchers be able to conduct research on respondents from other cities in Indonesia in the next study.

In addition, the number of samples used in this study were 200 respondents. It is recommended for the next researcher to be able to develop research with this topic by increasing the number of samples to increase the variability of the results of this study. Zhou, Lu & Wang [25] and Wilson & Keni [21] suggest that the number and level of variability of respondents participating in a study can determine the level of variability of the results obtained in a study. The higher the level of variability and the number of respondents in a study, the higher the level of variability possessed by the results of the study. Thus, the researcher suggests the next researcher to increase the number of samples in the study related to this topic. This study was conducted to determine the effect of corporate reputation and service quality on Tourist Loyalty. Given that there are still many other variables that can affect Tourist Loyalty, the researcher suggests other researchers to be able to conduct research on other variables that can affect Tourist Loyalty.

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