

# Patronage Intention as Output Experience Quality and Trust in the Use of Hotel Rooms During the Covid-19 Pandemic

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## ABSTRACT

The COVID-19 pandemic has had an impact on all business activities, especially in the hotel sector. This study aims to prove that during the COVID-19 pandemic, experience quality and trust are determinants of patronage intention. This research was conducted on customers of 4-star and 5-star hotels in the Greater Malang area. This study uses a quantitative approach to the type of explanatory research, the survey was conducted directly through the distribution of online questionnaires to 280 respondents. The data used in this study are primary data obtained from the results of filling out the questionnaire and then processed using the smartPLS3 application. The results showed that experience quality had a significant effect on trust and patronage intention. Trust has a positive and significant effect on patronage intention. Trust also has a partial mediating effect between the variable experience quality and patronage intention, thus trust plays an important role in shaping patronage intention based on the experience quality felt by consumers in the use of hotel rooms during the covid-19 pandemic.

**Keywords:** *Experience Quality, Trust, Patronage Intention, Hotel Tourism*

## 1. INTRODUCTION

The existence of the COVID-19 pandemic has an impact on economic growth, especially in business development (Patma et al., 2021). One of the businesses affected is the hotel industry sector. In addition to causing a global economic slowdown, the COVID-19 pandemic has forced countries to implement social restrictions and regional quarantines. In addition, the existence of travel restrictions and strict requirements for using public transportation such as airplanes and the increasing number of cases of infection have made all parties think twice about traveling. This has a domino effect on the hotel industry and other supporting industries for the tourism sector, such as restaurants and other retail entrepreneurs. Hotel occupancy rates have declined

globally, which has resulted in a decrease in the average daily hotel rate, which has impacted hotel revenues. Thus the hotel industry must be able to improve services by the Health protocol to convince consumers. The hospitality industry strives to rise and adapt to the situation by implementing health protocols and obtaining CHSE certification (“Cleanliness, Health, Safety, and Environment”). This aims to give consumers a sense of security and trust to convince them to stay at the hotel.

Trust is an individual's belief in trustworthiness, which can be determined by honesty, compassion, and perceived expertise (Hsu et al., 2013). Trust has an important role in determining the long-term relationship between consumers and producers/service providers (Berry & Parasuraman, 1991). Trust can be formed based

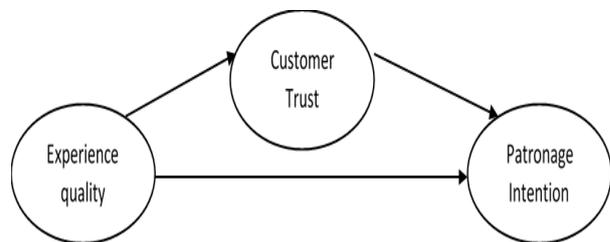
on the experience felt by consumers, which in this case is called experience quality. Experience quality is the experience felt by consumers enjoying the facilities provided (Kusumawati and Rahayu, 2020). Experience quality can shape consumer behavior where this has an impact on long-term relationships. Patronage intention is defined as a consumer's choice of a business based on a set of evaluative criteria and is closely related to loyalty (Kusumawati et al., 2019). Thus, consumers will be more motivated to have patronage behavior towards hotels that provide images and products following consumers' self-image based on their experiences. Experience will impact trust in hotel quality and hotel image so that it can create patronage intention. In tourism, tourists who believe in a tourism destination will recommend they are an enjoyable experience to others and intend to revisit it in the future (Pujiastuti et al., 2017). This study examines the effect of experience quality on trust and its impact on patronage intention of hospitality consumers in the 4-star and 5-star categories in Malang Raya. As part of the tourism supporting industry, several variants of hotel types can be categorized in various sizes, among others, based on function, service, and cost.

Nevertheless, in general, consumers are more familiar with the 1 – 5 Star rating system to show the overall rating for a hotel. This research is expected to contribute to the preparation of business strategies during the covid-19 pandemic to survive in the face of business competition. It can contribute theoretically that in creating patronage intention, trust is formed on experience quality.

**2. LITERATUR REVIEW AND HYPOTHESIS DEVELOPMENT**

Customer experience is a combination of the definition of service quality to improve the static measurement of service quality (Berry et al., 2002). According to Klaus and Maklan (2013), a measure of experience can be obtained from combining feelings and emotions, which carries a broader scope than service quality. In the context of tourism, Pujiastuti et al. (2017) define trust indicators as including reliability, service capabilities, best service offerings, providing satisfaction, and pleasant destinations for tourists. Santos and Basso (2012) state that trust plays a vital role in determining customer intentions to spread positive words and repurchase intentions. Mao et al. (2010) stated that trust can be formed based on experience during a visit and can predict behavior to visit again. Patronage intention is a behavior related to whether consumers will continue visiting or switching to another place (Kusumawati et al., 2019). Several studies related to patronage intention are still little researched, especially during the COVID-19 pandemic, so this is interesting to study.

This research is based on the theory of reasoned action (TRA), which is one of the values that is widely used to predict human behavior (Fishbein and Azjen, 1975). It is an attitude-behavior theory which is a cause-and-effect relationship between attitudes, subjective norms, behavioral intentions, and behaviors. It was developed to quantify behavior under individual control. This research is also based on the Theory of Planned Behavior (TPB) which has been widely used in social psychology and is supported for its parsimonious interpretation of rational behavior. Ajzen (2019) also suggested that the theory could be expanded to include additional determinants to increase the explanatory power of behavior in different settings. Based on this, the conceptual framework of the research can be described in Figure 1.



**Figure 1.** Research Conceptual Model

**3. RESEACRH METHODS**

This research is based on the positivism view by conducting research using a quantitative approach. This type of research is explanatory research by conducting direct surveys using online questionnaires aimed at consumers who have made reservations and enjoy accommodations that have been booked at 4-star and 5-star hotels in the Malang area. The number of respondents in this study was 280 people. The primary data used in this study was obtained based on the data from the questionnaire filled out by the respondents and then processed using smartPLS3. The data analysis technique used is Partial Least Square. PLS-SEM is the preferred approach when formative constructs are included in the structural model (Hair et al., 2019). The preparation of the questionnaire in this study was adopted from several previous studies where experience quality was adopted from the research of Kusumawati and Rahayu (2020), trust was adopted from Patma et al. (2021), and patronage intention was adopted from the study of Moraga et al., (2021).

**4. RESULT**

Respondents in this study are consumers who have had experience staying at 4-star and 5-star hotels. The questionnaire results show that most respondents are women, with a percentage rate of 72%. The majority of respondents are employees (65%), BUMN employees

(27%), and housewives (8%). Most of the respondents make hotel reservations online through mobile applications. The first stage of analysis in measuring PLS is the outer model, where this can be used to evaluate the relationship between latent variables and indicators and item variables experience quality, trust, and patronage intention. The measurements taken in evaluating the outer model of this research are Convergent Validity, Discriminant Validity, and Composite Reliability. Convergent Validity aims to evaluate the results of the validity test values of each latent variable with its indicators which in this case can be seen from the results of the loading factor value. Ghozali (2006) argues that for research in the early stages of development, the measurement scale of the loading factor value of 0.5 to 0.6 is considered sufficient. The loading factor value is used as a reference for evaluating the measurement model in this study is > 0.5. The results showed that the Table 1. Composite reliability and validity.

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
<b>EXQ</b>	<b>0.770</b>	<b>0.771</b>	<b>0.839</b>	<b>0.566</b>
<b>PATRONAGE</b>	<b>0.631</b>	<b>0.643</b>	<b>0.801</b>	<b>0.574</b>
<b>TRUST</b>	<b>0.658</b>	<b>0.672</b>	<b>0.812</b>	<b>0.591</b>

Based on table 1, it can be concluded that the evaluation of the measurement model in this study has good discriminant validity. It can be seen that the overall AVE value is not less than 0.5. The Composite Reliability value in each variable construct also has good reliability. It can be seen that the Composite Reliability value in the research variable can be said to have high reliability because it has a value > 0.70.

Evaluation of the structural model (Inner Model) aims to measure the relationship between one variable and Table 2. R-square Value

Variable	R Square	R Square Adjusted
<b>PATRONAGE</b>	0.607	0.605
<b>TRUST</b>	0.434	0.432

Based on the table, it can be seen that the trust variable indicates a moderate influence which is influenced by the experience quality variable by 60.7%. In contrast, the patronage intention variable has a moderate influence indication influenced by the restaurant image, information quality, and novelty seeking variables of 43.4%. Based on the results of the R-square value, the value of Q2 (predictive relevance) can be calculated. In the results of the SEM-PLS model, the overall goodness of fit assessment is known from the Q2 value (predictive relevance) with the following calculations:

$$\text{Value } Q2 = 1 - (1 - R12) \times (1 - R22)$$

$$\text{Value } Q2 = 1 - (1 - 0.607) \times (1 - 0.434)$$

overall item was a loading factor value > 0.5, so it can be valid. Discriminant Validity is seen from the cross-loading value of the research results. It shows that the cross-loading value of each variable is greater than the correlation value built from these variables to other constructs to be declared a valid discriminant. Composite Reliability evaluates the measurement results by comparing the AVE value with the correlation value between constructs. The AVE value used in the study is at least 0.5. After that, an evaluation was carried out by looking at the composite Reliability and Cronbach alpha values to Assess the Reliability of the variable construct. The construct is declared reliable if the composite reliability value is above 0.70. Table 1. Shows the results of the composite Reliability and validity values.

another. The evaluation of the structural model testing (inner model) using SmartPLS can be seen from the results of the R-square value on endogenous variables and Predictive Relevance (Q2). According to Ghozali and Latan (2012), when using the SEM-PLS inferential statistical test termed the structural model (Inner Model) seen through the value of R-square (R2) with a value of 0.67 is a strong influence, 0.33 indicates a moderate effect and 0.19 indicates a weak effect. The test results can be seen in detail in Table 2.

$$\text{Value } Q2 = 1 - 0,222$$

$$\text{Value } Q2 = 0,778$$

Based on the results of the calculation of the Q2 value above, it can be seen that the Q2 value is 0.778, which means that the diversity of data from the structural equation model designed can be explained by 77.8%. The remaining 22.2% is explained by other factors outside the research model used so that the structural model in this study can be declared to have good goodness of fit because the magnitude of Q2 has a value with a range of  $0 < Q2 < 1$ , where the closer to 1 means the better the model. Furthermore, hypothesis testing is carried out to test the effect of the relationship between research variables. Hypothesis testing in this study uses the

SmartPLS 3.0 application with the bootstrapping method. Hypothesis testing is done by looking at the probability values and t-statistics. The results are significant if the p-

value is less than 0.05 and the t-count value is greater than the t-table value of 1.960. The results of hypothesis testing in detail can be seen in table 3.

Table 3. Path Coefficient

Variable	Original Sample (O)	T Statistics ( O/STDEV )	P Values
EXQ -> PATRONAGE	0.754	16.680	0.000
EXQ -> TRUST	0.659	20.953	0.000
TRUST -> PATRONAGE	0.038	0.626	0.031

Based on table 3, it can be seen that the overall hypothesis proposed in this study is accepted. Experience quality has a positive and significant effect on customer trust and patronage intention. Customer trust has a positive and significant effect on patronage intention. Experience quality has the most dominant influence in shaping patronage intention. Bootstrapping testing using the smartPLS3 software indirectly also shows the results of a specific indirect effect. This is an advantage of the smartPLS3 application. The results of the indirect effect test specifically show that customer trust shows a mediating role. It can be seen that the relationship between experience quality and patronage intention has a positive and significant influence on customer trust.

## 5. CONCLUSION

Experience quality has a positive and significant effect on customer trust and patronage intention. This shows that experience plays a vital role in shaping consumer confidence in enjoying accommodation during the COVID-19 pandemic. Furthermore, consumer trust impacts patronage intention that consumers who have a memorable experience will have a feeling of trust and are willing to book hotel accommodations again. This is following the research of Sadachar and Fiore (2018) that experience quality significantly affects patronage intention. Consumers who have memorable experiences will be willing to do patronage intentions (Moraga et al., 2021). This directly shows consumer behavior after the experience (Han et al., 2018), so that this can be used as a strategy to increase sales during the covid-19 pandemic. Trust can have an impact on patronage intention. This supports the results of previous research conducted by Park et al. (2015) and Rahman et.al., (2020). Based on this, it can be concluded that in creating patronage intention as a long-term strategy for hotel companies, the hospitality industry needs to improve experience quality to gain consumer trust. This can provide suggestions for further research to research by adding several other variables such as customer perceived value to prove whether consumers have accepted the perceived value based on experience.

## AUTHORS' CONTRIBUTIONS

This research contributes practically and theoretically. Practically, this research contributes to business people, especially in the hotel industry, increasing sales during the COVID-19 pandemic. The results of this research can be used as a long-term business strategy. Then this study contributes theoretically to predicting consumer behavior in the future using the theory of reason action and the theory of planned behavior.

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