




# Staycation Model of Hotel Visitors in Bandung

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**Abstract.** The purpose of this study was to determine the relationship between perceived value and visitor loyalty by mediating visitor satisfaction and the relationship between perceived value and price perception by mediating visitor satisfaction. This study used quantitative methods by distributing questionnaires to respondents who had a staycation in Bandung. The results of this study showed interesting results in the relationship between perceived value to visitor satisfaction, visitor loyalty, and price perception. Limitations of this study are that this research focused more on how the role of price and value was felt by visitors who had staycations. The novelty of this research is that there is still no research that focuses on visitor perceptions of the staycation concept.

**Keywords:** Staycation · Perceived Value · Visitor Loyalty · Visitor Satisfaction · Price Perception

## 1 Introduction

The concept of staycation was proposed during the 2008 economic crisis in the United States. Many people in the United States require limiting their spending, including limiting their vacation budget. Lack of money to travel abroad is the origin of why many people start to find interesting things around their environment. Staycation is a holiday activity near home. Many people choose to stay at home during a staycation, but there are also people who choose to stay at a hotel during a staycation just to get out of the house [1, 2]. The selected hotel is usually still in the area where they live. The phenomenon of a staycation is increasing along with the awareness of the United States community about the environmental impact of tourism, especially those related to transportation. Likewise, there is also a perception that the more attractive a place or country is, the more crowded it is with tourists. Finally, a staycation is the right solution to answer these challenges and is the best way to enjoy a pleasant vacation while saving money and protecting the environment [3, 4].

The current phenomenon is that many people are looking for entertainment by staying at a hotel or what is commonly called a staycation. Many people are bored with their daily routine. They want a vacation where not many people gather because of the pandemic.

The staycation phenomenon is increasing along with the appeal for social distancing [5]. This phenomenon is an opportunity for hotel managers. Along with this phenomenon, many hotels provide very competitive prices to attract visitors. Public interest in doing staycations is predicted to increase during the Covid-19 pandemic, even some hotels offer staycation packages with prices and offers that are quite attractive [6, 7].

During this pandemic, many businesses are sluggish due to government policies requiring the closure of several business sectors, including hotels. Thus, many hotels carry out marketing strategies to attract their guests. One of the marketing strategies carried out by the hotel in attracting visitors is with the right pricing strategy [8, 9]. In addition, many hotel managers provide the most attractive appearance possible to visitors. The staycation lifestyle is increasing and they are happy to take selfies and share their picture posts on social media, making the staycation phenomenon something that needs to be researched. This study explored the variables of price and visitor's perceived value, visitor satisfaction, and visitor loyalty [10, 11]. The difference and originality in this study with previous research is that this study analyzed the variables of perceived value, visitor satisfaction, visitor loyalty, and price perception on visitors who have a staycation.

The purpose of this study was to determine the relationship between variables perceived value, visitor satisfaction, visitor loyalty, and price perception on visitors who have a staycation.

#### Perceived Value

Perceived value is an overall assessment of a product or service based on what it gets and what it produces. Consumers' perceptions of what they get vary from one consumer to another. Some consumers perceive that what they get can be in the form of volume, quality, or comfort and what they spend can vary depending on the perspective of the consumer. Some consumers have the perception that what is issued can be in the form of money, and there are also those who perceive it as time or effort [12]. In the field of hospitality, perceived value is what you get while enjoying a hospitality place. Perceived value that is perceived as good by potential visitors for revisit [13]. Perceived value is what visitors feel from the overall experience when visiting [14]. Perceived value has the most decisive value when visitors will make repeat visits [15].

The perceived value obtained by tourists consists of three dimensions, namely the emotional dimension, the functional dimension, and the overall dimension [16], The following is an explanation of each of these dimensions:

- a. Functional value is the value obtained from alternative functional capacity, usability, or physical appearance. Functional value is the main driver in terms of visitor choice. Functional value is always conceptualized as the value obtained from the price paid or the value of money. In the hospitality sector, functional values include the number of facilities, appearance of facilities, prices offered, and security.
- b. Emotional value is a socio-psychological dimension that depends on the ability of the product to evoke the feelings of visitors. In hospitality, emotional value is a response to the experience during a visit. Experience during the visit is a determining factor in emotional value.
- c. Overall value, is the general value obtained by visitors. The overall value can be in the form of the perception that when visitors decide to visit a place, they feel that their

choice is the right choice, they get good results, and they think that the place they visit has its own value. Overall value can also be that visitors perceive that what is in the destination is very valuable, and visitors get more value than other destinations when visiting.

The behavior of visitors when staying at a hotel is very dependent on the physical conditions they get during their stay. Visitors will have two responses to the physical state of the hotel: approach and avoidance. Approach is a positive response of visitors to the physical condition of the hotel [17, 18]. Visitors will feel happy to stay longer and feel comfortable. Avoidance is a negative response of visitors to the hotel. Visitors feel uncomfortable and do not want to stay in a long time in the hotel. The findings of a study conducted by Bergel and Brock (2019) [19] showed that a pleasant and innovative physical environment was critical to a hotel's success. The role of the physical environment in influencing visitor behavior and visitor satisfaction was particularly relevant in service industries such as the hospitality industry [19]. Visitors will evaluate their experience during their stay. Visitors will evaluate the physical environment such as decorations, artifacts, layout, and music to determine the level of visitor satisfaction [18, 20, 21].

The atmosphere of the place determines the decision making of visitors. Creative use of physical design in hotels will be very important in increasing visitor satisfaction. This study has identified important factors of a hotel's physical environment such as decorations and artifacts, layout, and environmental conditions. These three factors are often used as indicator studies in research related to the hotel's physical environment [22–24].

Decorations and artifacts affect the attractiveness of the physical environment. When visitors are inside the hotel, they will evaluate the pleasant appearance of the hotel's interior design [25]. Visitors sometimes evaluate the quality of the materials used in construction, the artwork on display, and the decorations [26]. Ruan et al., (2020) [20] explained that visitors will evaluate several components of the hotel such as the combination of room wall colors, ceiling and wall decorations, paintings, plants, tableware, floor colors, and furniture quality (for example, dining table and chairs). This can be an important indicator to evaluate their overall experience during their stay.

Apart from decoration, it is important to pay attention to the spatial layout or arrangement of objects, such as furniture and equipment, to suit the needs of the service delivery process. The right spatial layout can determine the fulfillment of functional needs and affect the comfort of visitors [27]. Layouts such as table and seating arrangements will be very important for hotel visitors because visitors consider the activities in the room and how visitors can sit comfortably. An effective layout makes hotel visitors feel less crowded [28].

Environmental conditions around the hotel affect the perceived value of visitors. These environmental conditions are intangible characteristics that generally have a subconscious effect on the visitor's perception and response to the environment [29]. These conditions include elements such as lighting, noise, music, scent, air quality, and temperature. These elements are considered as environmental background characteristics. Visitors will enjoy the conditions surrounding the hotel environment. Pleasant aromas, pleasant music, comfortable temperatures, low noise levels, adequate lighting, and the

harmony of all elements can make visitors have a positive perception of their experience while staying at the hotel [29, 30].

An attractive physical environment is very important in building visitor expectations. The physical environment is an important part of the evaluation and satisfaction of visitors to hotel services. Therefore, it is important to create a unique and attractive atmosphere in satisfying visitors [31]. Various studies have focused on how visitors' perceptions of the environment affect their level of satisfaction in service settings where they spend significant time [20]. Positive perception of the environment can result in visitor satisfaction with the hotel followed by positive behavior, such as recommending the hotel to others [32]. Apart from influencing the level of visitor satisfaction, the physical environment also plays an important role in differentiating hotels from one another and influencing the overall visitor experience [33].

### 1.1 Visitor Satisfaction

Satisfying the needs and wants of visitors is a basic concept in marketing. Over the past decade, many researchers have developed indicators of visitor satisfaction and analyzed the antecedents and consequences of the construct of visitor satisfaction [34]. This has resulted in various definitions and conceptualizations of visitor satisfaction in the marketing literature. El-Adly (2019) [17] defines satisfaction as an assessment that a product or service feature, or the product or service itself, provides a level of satisfaction related to pleasant consumption, including a level of under or over fulfillment. James (2017) [2] defines visitor satisfaction as a visitor's cognitive level that is sufficient or not worth enough for the sacrifices that have been made. Another definition is provided by Besson (2017) [11] who defines satisfaction as a post-choice evaluative judgment regarding the selection of a particular purchase. The conceptualization that seems to receive the greatest support is the disconfirmation theory proposed by Zhao et al., (2019) [35]. The concept suggests that visitors become satisfied when they get an experience that is equal to or greater than expected [35].

Currently most researchers analyze the concept of visitor satisfaction from a broader perspective to capture the interaction between cognition and emotion. Some researchers like measuring visitor satisfaction using one item, while some researchers suggest using multiple items [36]. However, general agreement can be found on the use of multiple scale items to measure visitor satisfaction due to their complex nature as constructs and to obtain empirically stable scale reliability [37]. Many researchers have studied visitor satisfaction across the hospitality industry. Several studies show satisfaction as transaction specific and show that visitor satisfaction is based on hospitality, accommodation, food and beverage, entertainment, additional services, security and safety, service innovation, transportation, location, hotel appearance, price, and payment system [38].

Visitor satisfaction is a central concept in marketing because it is very important to meet the needs and desires of visitors. The company provides products and satisfaction to visitors, and earns profits in return [39]. While visitor satisfaction has been defined in many ways, visitor satisfaction is generally defined as the process of evaluating the experience gained [40]. Martin et al., (2018) [38] defines visitor satisfaction as an evaluation of the visitor's experience while enjoying hotel facilities.

## 1.2 Visitor Loyalty

Some researchers have the concept that visitor loyalty consists of behavioral dimensions and attitudinal dimensions [41, 42]. The behavioral dimension leads to a pattern that repeats consistently. Loyalty is a consequence of visitors to make repeat purchases from one brand [43, 44].

Loyalty of visitors can be identified from the behavior of visitors to make repeat visits to the same hotel [45]. Visitor loyalty can also be defined as a desire or plan to make repeat visits for a certain period of time because they are satisfied with the hotel they have visited [46]. Tsang (2016) [42] found that visitors made repeat visits because the level of perceived value received by visitors was high. In addition, visitor loyalty can provide an overview of the intensity of visitors to recommend hotels and reflect how much visitors do promotions against other potential visitors.

There are three types of loyal visitors, namely visitors who rarely visit a hotel, visitors who regularly visit the hotel for one to three years, and visitors who visit the hotel every year [47]. Lu et al., (2020) [43] divide the types of loyal visitors, namely, (1) continuous repeaters, namely tourists who consistently revisit every time; (2) deferred repeaters, namely tourists who rarely visit a destination in the near future, but visit continuously in the medium and long term (about one or two years); and (3) continuous switchers, i.e. visitors consistently visit the hotel in infrequent circumstances. Campón-Cerro et al., (2017) [41] divide three types of visitors based on the duration of their visit, namely short term (less than 1 year), medium term (1–3 years), and long term (3–5 years).

## 1.3 Price Perception

Price is often used as a guide in consumer expectations of the performance of a product/service. Visitors tend to use price as a guide in evaluating their experience with the product/service [48, 49]. This evaluation shapes their attitude towards the product/service [50]. The role of price in influencing the behavior of visitors in the restaurant industry is very easy to evaluate by visitors because they can feel the experience of the waiter's involvement when providing services. This variability in restaurant service may encourage the use of price as a determinant of expectations, evaluation, and decision making [51].

There are two types of price, objective price and perceived price [52, 53]. The objective price is the actual price of a product/service, the perceived price shows the price coded by the visitor. The objective price of a product/service becomes meaningful to visitors after the visitor's subjective interpretation [54–56]. A company in a particular type of restaurant industry offers a wide variety of products/services, and the prices of these products vary widely. The complexity of such a pricing environment makes it inappropriate to use the objective price of a product in determining the role of price [57]. Visitors cannot remember the actual price of a particular product/service, but they encode the price in a way that is meaningful to them [58]. Visitors' perception of price rather than actual price, therefore, was used in this study [59].

Visitors perceive price as how visitors feel about the service received and compared to its competitors. Perceived price is used when researching visitor behavior during service. Perceived price includes monetary (objective) and non-monetary attributes (perceived

price) [60, 61]. The former indicates the actual price tagged for the product or service, while the latter refers to the price perceived by the visitor in a comparative and subjective manner [62, 63]. The use of perceived prices is more inclusive than the use of objective prices. Visitors don't know or remember the actual price of a particular product/service, but they perceive the price in their own way [64, 65]. In a complex pricing environment, using price perception to investigate its role is more effective than using objective pricing [18, 20, 49]. This explanation concludes that the role of perceived price in influencing visitor behavior will be more evident in the hotel industry because the visitor experience at the hotel is not identical due to high human involvement during service delivery. This diversity in hotel services may encourage the use of perceived price as a cue for evaluation and decision making.

H1: Perceived value has a positive relationship on visitor loyalty and mediation of visitor satisfaction.

H2: Perceived value and price perception has a positive relationship by mediating visitor satisfaction.

## 2 Method

This study used quantitative methods by distributing questionnaires to respondents who have spent a favourite staycation in Bandung based on Tripadvisor's data. This research was conducted for two months, November – December 2020. The measurement of questions was made based on the theories of previous research. All items were assessed on a Likert scale of five scales, from strongly dissatisfied (1) to strongly approved (5). In addition, the study includes 15 interview questions.

This study used partial least squares (SmartPLS 3) to test the conceptual model. SmartPLS 3 is very suitable for use in research that uses mediators. This method is the method chosen if the normality of the data is not met [66].

## 3 Result and Discussion

### 3.1 Result

The path coefficients are shown in Fig. 1. The results of the path coefficients show the same results as hypothesis one (H1): there is a relationship between perceived value and visitor satisfaction. The relationship between visitor satisfaction and visitor loyalty shows significant results; the indirect effect also shows significant results ( $.599 \times .151 = .087$ ;  $p < .001$ ). These results support hypothesis one (H1). These results confirm that perceived value has a positive effect on visitor satisfaction and has an impact on visitor loyalty.

The path coefficient for hypothesis 2 (H2) shows significant results, and the indirect effect shows a significant effect ( $.599 \times .218 = .129$ ;  $p < .001$ ). Moreover, the direct effect of perceived value on visitor loyalty has a significant result ( $.288$ ;  $p < .001$ ) and the relationship between perceived value and price perception has significant results ( $.325$ ;  $p < .001$ ). These results confirm that there is an effect of perceived value on visitor loyalty and price perception partially by mediating visitor satisfaction. The higher the perceived

value received by visitors, the higher the price perception in the minds of visitors, with the mediation of visitor satisfaction.

Correlations of perceived value, visitor satisfaction, price perception, and visitor loyalty shown in Table 1.

The effect of perceived value on satisfaction, loyalty, and price perception shown in Fig. 1.

### 3.2 Discussion

**Summary of Findings and Contribution to Research.** The results of this study showed interesting results on the relationship between perceived value to visitor satisfaction, visitor loyalty, and price perception. By investigating the perceived value of visitors on visitor satisfaction, visitor loyalty, and price perception, this study revealed that visitor satisfaction mediated the relationship between visitors' perceived value and intention to revisit as well as the relationship between perceived value and perceived price. As a result, if visitors get a high value when staying, visitors will be loyal and willing to pay a higher price. The findings of this study are in accordance with the findings of Bhat and Darzi (2018) [47] which showed a mediator of satisfaction between perceived value and visitor loyalty.

By investigating the visitor's perceived value in the formation of visitor loyalty and the visitor's perceived price, this study broadens the understanding of the visitor's perceived value and its impact. These findings improve understanding of the customer's perceived value in hotel services. While the literature shows a positive direct effect of perceived value and its aspects on loyalty [60, 61] and visitor price perception [62, 63], this study enriches the theory of visitor satisfaction with the hotel. To the best of our knowledge, this study is the first to analyze this relationship empirically in the context of staycation. Although a large amount of conceptual literature shows a positive relationship between visitor perceived value and visitor satisfaction and loyalty, the effect remains unexplored empirically.

This research shows that the perpetrators of staycation providers need to pay attention to what value should be given to visitors. This value is very important to be highlighted because it will affect the level of satisfaction, loyalty, and prices perceived by visitors. The value in this study refers to what components are felt by visitors when they spend the night. For example, it can be a comfortable hotel temperature. In this case, visitors can easily adjust the size of the hotel room temperature. Comfort temperature can determine the level of value perceived by the customer. A clean hotel environment also determines the level of value perceived by visitors. Visitors feel comfortable and feel at home to stay in the hotel if the rooms and the environment around the hotel are clean. Hotel managers need to pay attention to this because in addition to determining the level of perceived value, visitors are also starting to become aware of the importance of hotel cleanliness as the Covid issue raises the importance of environmental cleanliness. The architectural model displayed by the hotel is no less important, based on the previous research, visitors are happy with the appearance of the hotel which has an attractive and unique architectural model. In addition to the architectural model, the harmonious combination of colors between the walls, roof, and floor affects the level of value perceived

**Table 1.** Correlations of Perceived Value, Visitor Satisfaction, Price Perception, and Visitor Loyalty.

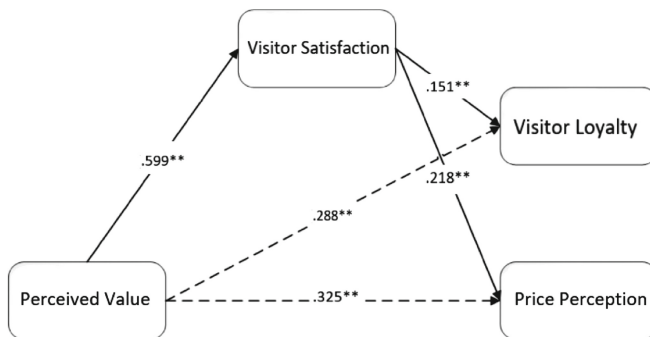
Construct Correlations										
Scale/Item	$\alpha$	KMO	Mean	SD	CR	AVEa	CE	AFF	PP	CL
Perceived Value	0.665	0.576	5.88	1.23	0.84	0.66 (.88)	1	.55**	.42**	.55**
Comfortable temperature in the hotel										
Clean hotel environment										
Interesting architectural model										
Harmonious color combination of walls, roof and floor										
Visitor Satisfaction	0.874	0.834	5.98	0.93	0.95	0.63(.85)	.55**	1	.43**	.50**
I am satisfied with my choice by choosing this hotel as my staycation place										
I feel I made the right choice to choose this hotel as my staycation place										
This hotel fulfills all my needs and desires										
Price perception	0.736	0.688	4.66	1.45	0.95	0.66(.72)	.42**	.43**	1	.38**
The price offered is affordable										
The price offered is right										

*(continued)*



**Table 1.** (continued)

Construct Correlations										
Scale/Item	$\alpha$	KMO	Mean	SD	CR	AVEa	CE	AFF	PP	CL
Compared to other hotels, the price offered by this hotel is more affordable										
This hotel provides services and accommodation as expected										
Visitor Loyalty	0.822	0.688	5.72	1.34	0.96	0.75(.88)	.55**	.50**	.38**	1
I will revisit this hotel										
I will recommend this hotel to friends and family										
I am willing to pay more if this hotel increases the price										
I am willing to spend more time in this hotel in the future										



**Fig. 1.** The Effect of Perceived Value on Satisfaction, Loyalty, and Price Perception.

by visitors. Visitors like the hotel when the colors displayed are harmonious between the walls, roof and floor.

The impact of the value felt by visitors during a staycation with a high rating is that visitors will feel satisfied with their choice. Visitors will feel that they have chosen a right hotel and will feel that all their needs and desires are met.

The impact of the high perceived value and visitors' satisfaction is that visitors will perceive the price offered is affordable and right. In addition, visitors will perceive their chosen hotel to be more affordable when compared to other hotels. Visitors will perceive that the hotel they choose provides services and accommodation in accordance with expectations.

Visitors will be loyal to the hotel. Visitors will revisit the hotel they chose and will recommend the hotel to their friends and family. Visitors are willing to pay more if the hotel they choose increases the price. In addition, visitors are willing to spend more time at the hotel in the future.

## 4 Conclusion

From the research findings, it can be concluded that there was a relationship between perceived value to visitor satisfaction, visitor loyalty, and price perception. Limitations in this study are that this research focused more on how the role of price and value was felt by visitors who had staycations. Further research can be conducted by discussing how visitors perceive restaurants, tourist attractions, planes, and other hospitality industries.

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