



## THE INFLUENCE OF HOTEL IMAGE AND TRUST ON GUEST LOYALTY AT GRAND BASKO HOTEL PADANG

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**Abstrack.** This study aims to determine the effect of hotel image and trust on guest loyalty at Grand Basko Hotel Padang. This research method uses quantitative descriptive research with a causal associative approach, data collected through surveys of guests who have stayed at Grand Basko Hotel Padang using 98 respondents from a population of 7,560 guests staying at Grand Basko Hotel Padang because the sample determination based on the type of non-probability sampling used is purposive sampling technique. Based on the results of data analysis using Smart PLS with the results of Cronbach's each variable 4.245, 9.506 and 4.446 shows that hotel image has a positive and significant effect on guest loyalty, as well as hotel image has a positive and significant effect on trust and trust also has a positive and significant effect on guest loyalty, on the mediating variable hotel image has a direct effect on customer loyalty and indirectly affects customer loyalty through trust as the mediating variable.

**Keywords:** Hotel Image, Trust, Loyalty

### BACKGROUND

The hospitality industry is one of the important economic sectors for the development of tourism and the economy of a region. In the increasingly fierce competition in this industry, maintaining guest loyalty is the main key to the success of a hotel. Guest loyalty has a significant impact on hotel revenue and business sustainability. Guest confidence in the quality and integrity of the hotel, which can be influenced by

previous experiences, recommendations from others, and factors such as security, privacy, and honesty.

A hotel image that matches customer desires can create customer satisfaction and customer preference, while a hotel image that does not match customer desires will cause customer dissatisfaction (Kandampully and Suhartanto, 2000). Image is one of the most important factors addressed to guests of a hotel in considering making repeat purchases and providing recommendations (Faullant et al., 2008). Customer satisfaction is considered the most important factor to consider in realizing the sustainability and prosperity of a company's business (Weng et al., 2012). A management approach that focuses on customer satisfaction can increase customer loyalty. Hotel owners must be able to provide satisfaction to customers through good service, to be able to achieve loyalty and exceed other competitors (Dominici and Guzzo, 2010). A hotel image that meets customer needs leads to customer satisfaction and customer preference, while a hotel image that does not meet customer needs leads to customer dissatisfaction (Kandampully and Suhartanto, 2000). Image is one of the most important factors that hotel guests face when considering and recommending repeat purchases. (Uttami et al., 2014a).

Moorman, Deshpande, and Zaltman (1993) define trust as the readiness of the person to depend on the other party involved in the exchange in the field. According to E-Commerce (Pavlou, 2003), trust is a belief that wins consumers exposed to the goodness of online sellers after scrutinizing their features. (Pavlou & Gefen, 2004) understand trust as general confidence in online sellers resulting in behavioral intentions. Kim et al. (2008) define trust as the subjective action beliefs taken by online sellers to fulfill their commercial obligations, as consumers understand these obligations. Trust is measured in two dimensions: namely feasibility and feasibility guidelines that can lead to brand trust (He, et al., 2008). Trust in electronic commerce systems is driven by consumers trusting the seller's transactions and actions, even if the seller's transactions may hurt him a little. Trust according to Balester et al. (2000), cited by Ferrinadev (2005: 1) is a key variable in the development of consumers' desire for sustainable products to maintain long-term relationships, in this case the relationship between consumers and safe corporate brands the goal is to gain the trust of consumers of the company's products. Based on this opinion, consumers must feel in the exchange process itself, so that trust

can develop in the minds of consumers, which is participation. Through this consumer involvement creates the first experience of forming beliefs. Consumer trust in the product can be created by providing product safety guarantees and benefits (potential strength) of the relevant product (eg medicine: the manufacturing company provides a guarantee to the consumer that he will recover taking the company's medicine). Likewise, consumer trust is created by honestly, the manufacturer passing on the composition or ingredients used in a particular product as well as the side effects of using this product. Sustainable product development is one of the forms of concern (attention) of the company to create safe and useful products for consumers. Costable (1998), cited by Ferrinadev (2005: 4) to determine. Consumer trust as "point of view perception reliability". based on experience or a series of events or interactions characterized by meeting product performance expectations and satisfaction ". Moorman et al., (1993), and Ishak and Luthfi (2011: 59) define trust as the desire to rely on a party trusted by others. Based on the two definitions of trust, it can be concluded that trust is the willingness of consumers to depend on products or services from certain companies believed to meet their needs.

Image is an image that exists in the mind or consumer perception of certain products based on the impressions that arise due to promotions and advertisements (Al-Msallam, 2015). The attribute dimension and holistic dimension are the dimensions that form the image variable (Lahap et al., 2016). Attributes are in the form of a physical environment that shapes and affects the phenomenon. Holistic relates to what consumers feel about the phenomenon as a whole. A good image or reputation has been shown to increase customer satisfaction (Al-Msallam, 2015; Djamereng et al., 2019; Lahap et al., 2016). Image also has a positive relationship and significant influence directly on loyalty (Djamereng et al., 2019; Singh et al., 2018). However, other researchers prove that image does not have a significant effect on loyalty (Fathi & Esfahani, 2017). (Ivo Novitaningtyas, 2021)

Customer loyalty is basically someone's loyalty to something. Customer loyalty is a customer's commitment to a sustainable and broad activity to continue to buy or reorder selected products or services in the future regardless of the situational implications and marketing efforts that may result in behavior change (Oliver, 1997: 75). From Oliver's definition we can say that a loyal customer is a type of relatively continuous fanaticism towards a product/service over a certain period of time of the selected

company. Another concept of customer loyalty states that the concept of loyalty involves more forms of behavior (Behaviour) of decision-making units than attitudes (Attitude) and loyal customers show purchasing behavior that can be interpreted as regular and long-term purchasing patterns made by production units or decision makers (Griffin, 2005: 133). The definition of loyalty is loyalty over a long period of time, where purchases are made regularly and purchasing behavior is not carried out by randomizing (non-random) several decision units. In addition, loyal customers are characterized by being immune to the attractiveness of other products and always provide advice / suggestions to the company. From Oliver's definition we can say that a loyal customer is a type of relatively continuous fanaticism towards a product/service over a certain period of time of the selected company. Another concept of customer loyalty states that the concept of loyalty involves more forms of behavior (Behaviour) of decision-making units than attitudes (Attitude) and loyal customers show purchasing behavior that can be interpreted as regular and long-term purchasing patterns made by production units or decision makers (Griffin, 2005: 133).

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that the results of the study can provide valuable insights for the management of Grand Basko Hotel Padang in optimizing guest experience, building a positive image, and increasing guest loyalty.

## **THEORETICAL REVIEW**

### **a. Loyalty**

Customer loyalty is the behavior associated with a product brand, including the possibility of renewing the contract in the future, how likely customers or consumers are to change their support for the brand, how likely the customer's desire to improve the positive image of a product. If the product is unable to satisfy the customer, the customer will react by leaving (the customer states that they will stop buying the brand or product). According to Griffin (2002), loyal customers are those who are very satisfied with a particular product or service so that they have enthusiasm for it a particular product or service so that they have the enthusiasm to introduce it to anyone they know.

As cited by Mohammed (2013), Gramer and Brown define loyalty as a measure by which consumers show repeat purchasing behavior from service providers. In addition to repeat purchases, a positive attitude towards the service provider can be observed, and its use should be considered only if the service is needed. According to Rousan cited by Badarudin (2010), it was found that customer loyalty arises when the same customers make repeated purchases and their willingness to recommend products to other customers without direct benefit, and finally repeated use creates a positive mutual attitude (Gultom et al., 2020). Continuity of customer loyalty so that they buy products or services again and again Time is the concept of loyalty according to Oliver (Dika Kristian & Sugiharto, 2018). According to Yuen and Chan, loyalty is when customers are consistent over time Time to buy products, give a positive attitude to the company and support strengthens the company in the long run (Pasianus & Agus Kana, 2021). Everything is suggested In the tourism industry, loyalty is the desire for visitors to visit and return to recommend it to others (Hanny & Krisyana, 2022). (Apsari & Novitaningtyas, 2022). Customer Loyalty is a customer's decision to voluntarily continue to subscribe to a particular company over a long period of time (Lovelock & Wirtz, 2011, p133). The persistence of customer commitment so that they repurchase products or services repeatedly is the definition of

loyalty according to Oliver (Dika Kristian & Sugiharto, 2018). Loyalty according to Yuen and Chan is when customers consistently buy products from time to time, bring a favorable attitude to the company, and support the company in its long-term life (Pasianus & Agus Kana, 2021). Chio suggests that in the tourism industry, loyalty is the desire for visitors to return to visit and recommend it to others (Hanny & Krisyana, 2022). Customer loyalty is a deep-seated customer commitment to re-subscribe or consistently repurchase selected products / services in the future, even though situational influences and marketing efforts have the potential to cause behavioral changes (Hurriyati, 2005).

b. Hotel image

Company image is understood as a certain impression embedded in the customer's memory of the company (Keller, 1993). Zeithaml and Bitner (1996) define image as the ability to influence customer perceptions of the services offered by the hotel. In Clemens (2009), Baric and Kotler (1991) define image as the total impression that prevails in the minds of people associated with a hotel. Company. Following Keller's (1993) concept of image and Barich and Kotler (1991), Zeithaml and Bitner (1996), Clemens (2009) defines image as the correspondence between customer experience of hotel services and what is offered and behaves as desired. Therefore, the image maker of the hotel is: Hyvä kaitelma (good impression), (Keller, 1993), Better image, Zeithaml and Bitner (1996), Hyvä kuva (good image), Baric and Kotler (1991). Image describes a good image or image that expresses the company's reputation, service, price and overall value (Haryanto, 2009). Kandampuly (2007) found that a good corporate image affects job satisfaction. Corporate image is considered one of the most important factors in assessing the company as a whole (Bitner, 1990) and can also be used as an argument to strengthen consumers' understanding after hearing the company name (Nguyen, 2006). According to Kadampuly (2007), there are two main components in the formation of corporate image, namely: functional and emotional. The functional component refers to something tangible that can be easily measured, while the emotional component refers to psychology that is manifested in feelings and behavior (Tahalele, 2017). Ball et. al (2006: 391) show that company image has a positive effect on customer trust. The same thing was also stated by Primalita (2006) which also gave rise to recommendations.

c. Trust

Moorman et al. (1993) define trust as the desire to rely on another trusted party. Trust includes two different aspects: credibility, which refers to the belief that the other party has the necessary competence to fulfill its obligations, and novelty, which refers to the sincerity of the other party, i.e. that they sincerely are to fulfill the agreement. . (Ganesan, 1994) This definition suggests that trust is an important part of the marketing strategy in building genuine relationships with consumers. Companies operating in industrial markets build collaborative relationships with their customers as a competitive strategy. Long-term cooperative relationships allow companies to operate more efficiently by saving transaction costs and increasing their competitiveness. Such collaborative relationships are usually characterized by a high level of trust (Ishak & Luthfi, 2011).

## **RESEARCH METHOD**

This research uses a quantitative descriptive method with a causal-associative approach. This study aims to determine the effect of hotel image and trust on customer loyalty at Grand Basko Hotel Padang. The population of this study were 7,560 guests who had stayed at Grand Basko Hotel Padang with sampling based on non-probability sampling type, namely purposive sampling technique.

$$\text{slovin } n = \frac{N}{1 + N(e)^2}$$

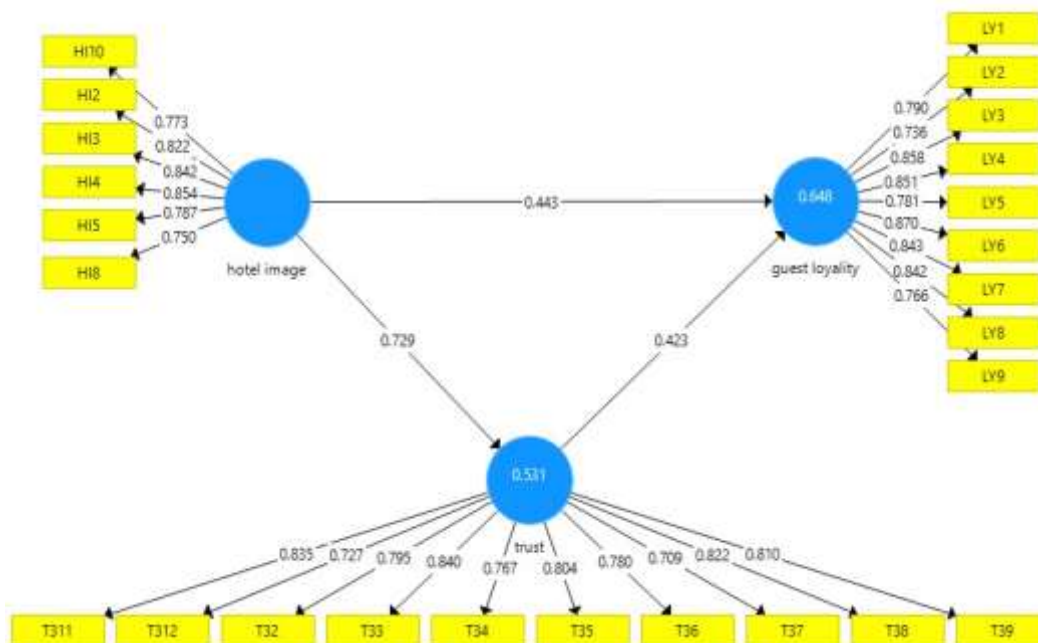
10% of the calculation results get a sample of 98 people. The types and sources of data used in this study are based on a questionnaire with a Likert scale. The data collection technique used is distributing research questionnaires to guests who have stayed at Grand Basko Hotel Padang, analyzing data using the Smart-PLS application.

## **RESULTS AND DISCUSSION**

### **1. Measurement model**

By using the measurement model assessment, it is possible to indirectly measure the ideas put forward by Hair et al. (2002). Regarding latent or unobservable concepts

that cause changes in observable indicators. To use the measurement model. The results are reported in table 1 and figure 1, along with outer loadings, indicator reliabilities, composite reliabilities, AVE scores, and Cronbach's Alpha values.



Discriminant Validity (AVE) Test Results

Source: Output PLS

### 1. Reflective Measurement Model

**Tabel.1** Reflective Measurement Model

Variabel	Indicators	Outer Loadings	Cronbach's Alpha	Composite Realibility	AVE
Hotel Image	HI1	0,773	0,892	0,917	0.649
	HI2	0,822			
	HI3	0,842			
	HI4	0,854			
	HI5	0,787			
	HI6	0,750			
Trust	K1	0,835	0,933	0,943	0,624
	K2	0,727			
	K3	0,795			



	K4	0,840			
	K5	0,767			
	K6	0,804			
	K7	0,780			
	K8	0,709			
	K9	0,822			
	K10	0,810			
Loyalty	L1	0,790	0,937	0,947	0,666
	L2	0,736			
	L3	0,858			
	L4	0,851			
	L5	0,781			
	L6	0,870			
	L7	0,843			
	L8	0,842			
	L9	0,766			

Sumber : Output PLS

By using measurement model assessment, it is possible to indirectly measure the idea put forward by Hair et al. (2002) regarding latent or unobservable concepts that cause changes in observable indicators. The reliability test in smart pls uses two methods, namely Cronbach's alpha and composite reliability. Cronbach's alpha measures the limit that the reliability value of a construct while composite reliability measures the true value of the reliability of a construct. Composite reliability is considered better in estimating the internal consistency of a construct. The rule of thumb used for the Composite Reliability value is greater than 0.7 and the Cronbach's alpha value is greater than 0.7 (Ghozali, 2016). And for construct validity, you can get the Average Variance Extracted (AVE) value with a value of  $> 0.5$ . From the data that the author has tested using smart pls, the composite reliability value of the hotel image is 0.917 and Cronbach alpha is 0,892, obtained an AVE value of 0,649. Composite reliability trust 0,943, Cronbach alpha 0,933, and obtained AVE value 0,624. Composite reliability loyalty 0.947 has a Cronbach alpha value of 0.937 with an AVE value of 0,666. Therefore, based on the findings, it is clear that the three variables are significant. Therefore, the measurement

value for both the dependent and independent variables is very good because the value is more than 0.70.

## 2. Heterotrait Monotrait Ratio (HTMT)

Tabel. 2 Heterotrait-Monotrait Ratio (HTMT)

	Loyalitas	Hotel Image	Kepercayaan
Loyalty			
Hotel Image	0,817		
Trust	0,783	0,790	

Source: PLS Output

Heterotrait-Monotrait Ratio of Correlations (HTMT) analysis is used to evaluate discriminant validity as the last step in evaluating modal measures. According to the HTMT value, the value is accepted if  $<0.90$  from table 2, the HTMT value is less than 0.90, so no discriminant validity problem is found. This indicates that the collinearity problem between latent components is not found with the HTMT criterion..

## 3. R Square

Tabel. 3 R square

	R square	R Square Adjusted
Loyalty	0,564	0,560
Trust	0,622	0,614

Source: PLS Output

R Square is referred to as the coefficient of determination which explains how far the dependent data is explained by the independent data. R square is between 0-1 with the provision that the closer to number one, the better. (Hai et al.2011) state that the r square value of 0.75 is included in the strong category, the r square value of 0.50 is included in the moderate category and the r square value of 0.25 is weak including weak. From table 3 above, it can be seen that r square is in the moderate category, it can be concluded that the loyalty variable is influenced by 56.4% by variables X1 and X2 and the trust variable is influenced by 62.2% by the hotel image variable.

## 4. Hypothesis test results

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standart Deviation (STDEV)</b>	<b>T Statistic (O/STDEV)</b>	<b>P Value</b>	<b>Keterangan</b>
Hotel image - guest loyalty	0,443	0,432	0,104	4,245	0,000	Positif dan signifikan
Hotel image – trust	0,729	0,725	0,077	9,506	0,000	Positif dan signifikan
Trust - guest loyalty	0,423	0,439	0.095	4,446	0,000	Positif dan signifikan

Source: PLS Output

From the test results that have been carried out, it is known that the hotel image variable has a positive and significant effect on loyalty, the hotel image variable has a positive and significant effect on the trust variable, and the trust variable has a positive and significant effect on the loyalty variable. So it can be said that hotel image has a direct effect on customer loyalty and indirectly affects customer loyalty through trust as a mediating variable.

1. The effect of hotel image on loyalty at the Grand Basko Hotel Padang hotel.

Based on table 4, it can be concluded that the hotel image variable has a positive and significant effect on loyalty. The t-statistic value on this variable is 4.245 greater than the t-table 1.96. This means that the better the hotel image, it will be able to increase customer loyalty at jasmine hotels in the Kuta Tourism Area and vice versa (Uttami et al., 2014b). This is in line with research conducted by Alireza et al. (2011), Brown and Mazzarol (2008), and Kandampully and Suhartanto (2000). 6).

2. The effect of hotel image on trust

Based on table 4, it can be concluded that the hotel image variable has a positive and significant effect on the trust variable. The t-statistic value on this variable 9.506 is greater than the t-table 1.96. These results are in line with Chi and Qu's (2008) research which shows that a positive hotel image has a significant effect on customer trust. (Muis et al., 2020).

3. The effect of trust on loyalty

Based on table 4, it can be concluded that the trust variable has a positive and significant effect on the loyalty variable. The t-statistic value on this variable 4.446 is greater than the t-table 1.96. The results of this study support research conducted by (Affandi & Sulistyawati, 2015); (Ishak & Luthfi, 2011); (Awaluddin & Setiawan, 2012); (Hafni, et al., 2020); (Gultom, 2017); (Jufrizen, et al., 2020) and (Fahmi, et al., 2018) which show that trust has a positive and significant effect on customer loyalty (Gultom et al., 2020b).

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion:**

This study shows that Grand Basko Padang hotel image has a positive and significant influence on guest loyalty. This suggests that guests' perceptions of this hotel, including aspects such as quality, facilities, service, and reputation, play an important role in influencing guests' decision to return to stay at this hotel in the future. The level of guest trust in Grand Basko Hotel Padang also has a positive and significant effect on guest loyalty. This trust can arise from previous positive experiences, other guest testimonials, or the good reputation of the hotel. This trust plays an important role in building long-term relationships with guests.

### **Suggestion:**

Pay attention to service quality by training hotel staff to provide friendly, efficient, and professional services. The cleanliness and orderliness of the hotel should also be well taken care of, so that guests feel comfortable during their stay. In addition, update hotel facilities according to the latest standards and ensure they meet guest expectations. Responsiveness to guest queries and complaints should also be improved. In addition, provide guests with memorable and unique experiences, such as local tours or special activity arrangements at the hotel. Build a good reputation by involving guests in positive ratings and reviews about the hotel. Finally, implement an attractive loyalty program to encourage guests to return, such as providing additional benefits to frequent guests.

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