# Hotel Image and Service Quality on Value and Customer Satisfaction and Its Impact on Word of Mouth at Star Hotels in Central Sulawesi Province

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## Abstract

The company image to attract customers' attention must be considered. Companies must work hard in image building in the eyes of the wider community. Seeing the critical role of word of mouth in marketing services, especially in hotels in the Province of Central Sulawesi, can be used as an important consideration so the hotel will be more developed in the future. Objective: The study aims to analyze the effect of hotel image and service quality on customer value and satisfaction and determine their impact on word of mouth in star hotels in Central Sulawesi Province. This study used two survey methods, a descriptive survey and an explanatory survey. The population in this study were all customers who stayed at hotels in the Central Sulawesi Province. The sample size was 330 respondents distributed from hotels in Central Sulawesi Province. The research variables were star hotel image, service quality, customer value and satisfaction, and word of mouth. Structural Equation Modeling (SEM) was used in data analysis. The influence of each variable to customer value, customer satisfaction, and word of mouth revealed in this study, as following described: Hotel image variable with customer value showed significant results (p-value = 0.000; CR value = 2.537). The service quality variable with customer value showed significant results (p-value = 0.000; CR value = 11.011). The hotel image variable with customer satisfaction showed insignificant results (P-value = 0.380; CR value = -0.878). The service quality variable with customer satisfaction showed significant results (P-value = 0.000; CR value = 3.836). The variable customer value with customer satisfaction showed significant results (P-value = 0.000; CR value = 5.388). The variable of customer satisfaction with word of mouth showed significant (P-value = 0.000; CR value = 6.927). The variable of service quality with word of mouth showed significant results (P-value = 0.034; CR value = 2.117). The hotel image variable with word of mouth showed insignificant results (P-value = 0.180; CR value = 1.342). Hotel image and service quality have a significant effect on customer value. Service quality and customer value significantly affect customer satisfaction for star hotel customers in Central Sulawesi Province. Meanwhile, customer satisfaction and service quality significantly affect word of mouth for star hotel customers in Central Sulawesi Province.

***Keywords:*** *Hotel Image; Service Quality; Customer Value; Customer Satisfaction; Word of Mouth*

## Introduction

Tourism is one of the country's sources of foreign exchange that is currently growing. It experiences rapid development, a global phenomenon involving millions of people both in the tourism industry community and its users. Hotel tourism activities in an area will contribute to the new vacancies creation, positively provide advantages for people around, besides intensifying competition in the hospitality service business. By increasing the number of accommodations in 2020, both star and non-star hotels show good prospects in the hospitality business in Central Sulawesi Province.

According to Kotler and Keller (2016), the success brought about by word of mouth communication also occurred in Green Gear Cycling, a small company that produces Bike Friday brand bicycles, word of mouth communication develops among bicycle users, the company implements a customer strategy as a reporter for the company's products (Kotler and Keller 2016). Word by mouth can be related to consumer satisfaction and dissatisfaction with their previous consumption experience. Satisfied customers will speak for a product more effectively and convincingly than other types of advertising. Service quality has a positive and significant effect on corporate image. The increase in the company's image is due to increased service quality (Mulyaningsih and Suasana 2016).

The company's image as one of the company's supports to attract customers must be considered (Nurrofi 2021). Companies must work hard in building an image in the eyes of the wider community. Consider the important role of word of mouth in marketing services, especially in hotels in the province of Central Sulawesi, it can be used as an important consideration so that the hotel will be more developed in the future. Then there is a change in consumer behaviour where trust in promotional channels tends to be more trusting in word of mouth (A.Yunita and Haryanto 2012).

The research objective was to analyze the effect of hotel image and service quality on customer value and satisfaction and their impact on word of mouth at star hotels in Central Sulawesi Province.

## *Methods*

This study used two survey methods, a descriptive survey and an explanatory survey. The population in this study included all customers who stayed at hotels in the Province of Central Sulawesi. The sample size was 330 respondents distributed from hotels in Central Sulawesi Province, such as Swiss-Bell hotel Silae Palu, Sutan Raja Hotel Palu, Estrella Hotel & Conference, Best Western Plus Coco Palu, Hotel Santika, Swiss-Belinn Luwuk, Hotel Santika Luwuk, Ancyra Hotel By Continent Poso, Amazing City Beach Resort Palu. The research variables were star hotel image, service quality, customer value, customer satisfaction, and word of mouth. Data were analyzed by Structural Equation Modeling (SEM).

## *Results*

**Table 1 Characteristics of Respondents**

| Characteristics | n | % |
|---|---|---|
| Sex | | |
| Male | 204 | 61.8 |
| Female | 126 | 38.2 |
| **Age** | | |
| < 25 years | 25 | 7.6 |
| 26 – 30 years | 55 | 16.7 |
| 31 – 36 years | 85 | 25.8 |
| 40 - 45 years | 95 | 28.8 |
| > 45 years | 70 | 21.2 |
| **Income** | | |
| < 3 million | 96 | 29.1 |
| 3 million | 85 | 25.8 |
| 4 million | 78 | 23.6 |
| 5 million | 71 | 21.5 |
| **Length of stay** | | |
| 1 day | 142 | 43.0 |
| 2 days | 126 | 38.2 |

| | | |
|---|---|---|
| 3 days | 46 | 13.9 |
| > 4 days | 16 | 4.8 |
| **Purpose of Stay** | | |
| Tour | 116 | 35.2 |
| Business | 74 | 22.4 |
| Family visit | 57 | 17.3 |
| Others (office work, business trips, seminars, workshops) | 83 | 25.2 |
| **Jenis Kamar** | | |
| Standar | 188 | 57.0 |
| Deluxe | 103 | 31.2 |
| Superior | 24 | 7.3 |
| Suit room | 7 | 2.1 |
| Executive suit | 8 | 2.4 |
| **Hotel facility** | | |
| Swimming pool | 69 | 20.9 |
| Restoran | 78 | 23.6 |
| Meeting room | 71 | 21.5 |
| Wireless fidelity (Wi-Fi) | 104 | 31.5 |
| Travel | 8 | 2.4 |
| **Frequency of Stay** | | |
| First time | 183 | 55.5 |
| 2 time | 70 | 21.2 |
| 3 time | 54 | 16.4 |
| 4 time | 23 | 7.0 |

Most respondents were aged 40 - 45 years, about 95 respondents or 28.8%, and then respondents aged < 25 years was 25 respondents or 7.6%. According to the income, respondents were dominated by income level < 3 million, of 96 respondents or 29.1%, and the least was an income level of 5 million, about 71 respondents or 21.5%.

Most of the respondents stayed for one day, about 142 respondents or 43.0%, while the least respondents stayed >4 days, about 16 respondents or 4.8%. The highest number of respondents who stayed overnight was tourism, about 116 respondents or 35.2% and the least was respondents who visited family, about 57 respondents or 17.3%. A total of 188 respondents (57.0%) chose the standard room type, and at least 7 respondents chose the suite room type (2.1%). Regarding the facilities, dominated by hotel facilities users of wireless fidelity (wi-fi), about 104 respondents (31.5%) and at least 8 respondents using travel hotel facilities (2.4%). The majority of respondents stayed at the hotel for the first time, about 183 respondents (55.5%), then the respondents stayed 4 times was 23 respondents or 7.0%.

**Table 2 Highest and Lowest Mean Values for Each Variable**

| No. | Item / Dimension | Interval Mean | Interpretation |
|---|---|---|---|
| **Hotel Image** | | | |
| 1 | *Corporate identity* | 4.14 | Good |
| 2 | *Reputation* | 4.10 | Good |
| 3 | *Personality* | 4.13 | Good |
| 4 | *Responsibility* | 3.35 | Enough |
| 5 | *Overall image scale* | 3.36 | Enough |
| Service quality | | | |
| 1 | *Communication* | 4.20 | Good |
| 2 | *Responsivenes* | 4.20 | Good |
| 3 | *Courtesy* | 4.19 | Good |

| 4 | *Cost* | 4.16 | Good |
|---|---|---|---|
| 5 | *Cleanliness* | 4.24 | Very good |
| 6 | *Tangibility* | 4.06 | Good |
| 7 | *Reliability* | 4.27 | Very good |
| Consumer value | | | |
| 1 | *Reputation for quality* | 4.15 | Good |
| 2 | *Value for money* | 4.16 | Good |
| 3 | *Prestige* | 4.06 | Good |
| Consumer satisfaction | | | |
| 1 | Satisfied with professional hotel management | 4.24 | Very good |
| 2 | Satisfied with transaction security | 4.21 | Very good |
| 3 | Satisfied with the speed of the administration process | 4.20 | Good |
| Word of mouth | | | |
| 1 | *Intensity wom* | 4.01 | Good |
| 2 | *Positive valence wom* | 4.25 | Very good |
| 3 | *Negative valence wom* | 4.07 | Good |
| 4 | *Wom content* | 4.23 | Very good |

From Table 2, it can be seen that there were 22 items with the highest and lowest mean values related to each variable, so the hotels need to pay attention.

The results of the SEM analysis in the early stages in full can be seen in Figure 2 below:
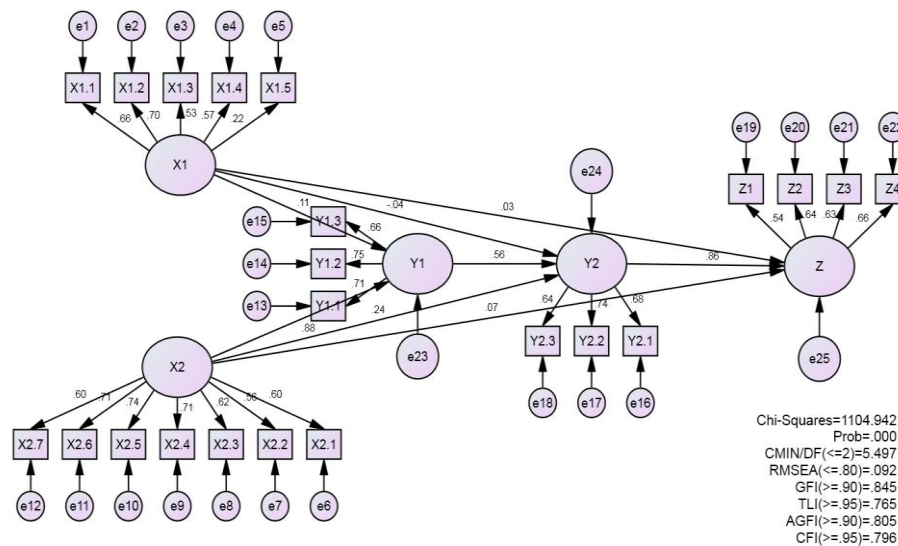


**Description:**

X1 = Hotel image
X2 = Service quality
Y1 = Consumer value
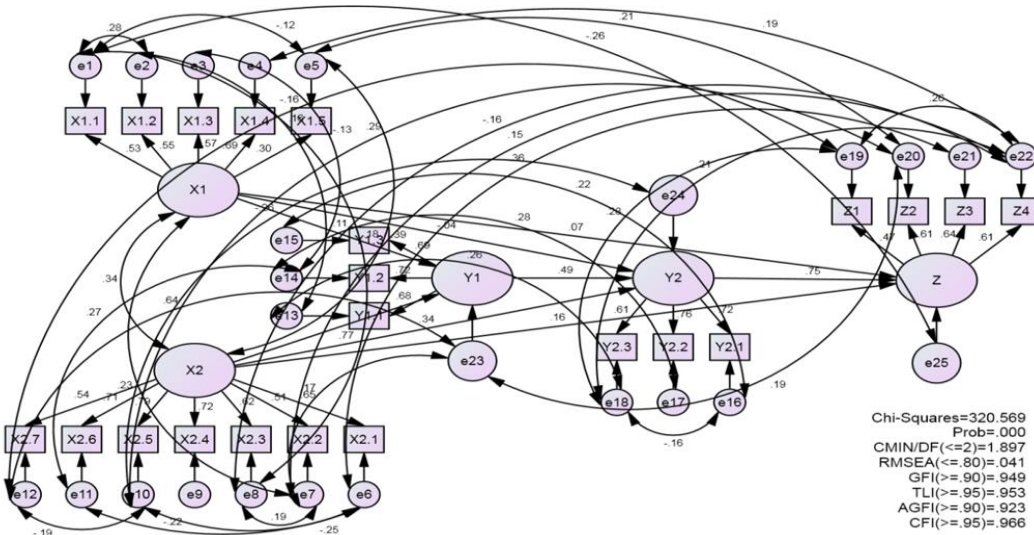Y2 = Consumer satisfaction
Z = Word of mouth

The final model construct test results presented in the image above were evaluated based on the goodness of fit indices, model criteria, and critical values that conform to the data. Based on the image above, it can be seen that the model was not feasible to use, wherein the image it appears that all criteria did not meet goodness of fit indices criteria; more details can be seen in table 3.

Table 3 Evaluation of Criteria for Goodness of Fit Indices Overall Structural Equation Modeling (SEM) Early Stage.

| Criteria | Cut-Off Value | Model Results | Model Evaluation |
|---|---|---|---|
| Chi-square | Expected small | 1104.942 | Not good |
| Probability | ≥ 0,05 | 0.000 | Good |
| CMIN/DF | ≤ 2,00 | 5.497 | Not good |
| RMSEA | ≤ 0,08 | 0.092 | Not good |
| GFI | ≥ 0,90 | 0.845 | Not good |
| TLI | ≥ 0,95 | 0.765 | Not good |
| AGFI | ≥ 0,90 | 0.805 | Not good |
| CFI | ≥ 0,95 | 0.796 | Not good |

**Final Stage Model Test**

The final model test of the relationship between variables included hotel image, service quality, customer value, customer satisfaction and word of mouth, is completely and concisely presented in Figure 2.



The final model constructed test results presented in Figure 2 above were evaluated based on the goodness of fit indices, model criteria, and critical values, following the data shown in Table 4.

Table 4 Evaluation of Criteria for Goodness of Fit Indices Overall Model Structural Equation Modeling (SEM) Final Stage.

| Criteria | Cut-Off Value | Model Results | Model Evaluation |
|---|---|---|---|
| Chi-square | Expected small | 320.569 | Good |
| Probability | ≥ 0,05 | 0,000 | Good |
| CMIN/DF | ≤ 2,00 | 1,897 | Good |
| RMSEA | ≤ 0,08 | 0,041 | Good |
| GFI | ≥ 0,90 | 0,949 | Good |
| TLI | ≥ 0,95 | 0,953 | Good |
| AGFI | ≥ 0,90 | 0,923 | Good |
| CFI | ≥ 0,95 | 0,966 | Good |

The overall model test results also show that 6 (six) dimensions formed the hotel image variable: corporate identity, reputation, personality, social responsibility, overall image scale, and each dimension had three statements. Furthermore, the service quality variable was formed by 7 (seven) dimensions: communication, responsiveness, courtesy, cost, cleanliness, tangibility, reliability, and each dimension had three statements (Table 4). About 3 (three) dimensions determined the customer value variable: a functional reputation for value, value for money, and prestige; each dimension was translated into three statements. The customer satisfaction variable was directly translated into three statements, and 4 (four) dimensions formed word of mouth; wom intensity, positive valence wom, negative valence wom, and wom content; each dimension was translated into three statements. From the evaluation of the proposed model, it turned out that all of the criteria used indicated the goodness of fit index criteria had been met, the results shown were only path coefficients explained the effect of hotel image and service quality on customer value and satisfaction, and their impact on word of mouth in star hotels, Central Sulawesi Province.

**Path Coefficient**

Table 5 Hypothesis Testing the Effect of Hotel Image and Service Quality on Value and Customer Satisfaction and Their Impact on Word of Mouth at Star Hotels in Central Sulawesi Province.

| Path | Regression Weight | Critical Ratio | Probability (p) | Information |
|---|---|---|---|---|
| (X1) Hotel Image → Customer Satisfaction (Y1) | 0.110 | 2.537 | 0.011 | Significant |
| (X2) Service Quality → Customer Satisfaction (Y1) | 0.768 | 11.011 | *** | Significant |
| (X1) Hotel Image → Service Quality (Y2) | -0.044 | -0.878 | 0.380 | Not significant |
| (X2) Service Quality → Service Quality (Y2) | 0.339 | 3.836 | *** | Significant |
| (Y1) Nilai Pelanggan → Service Quality (Y2) | 0.485 | 5.388 | *** | Significant |
| (Y2) Service Quality → Word of Mouth (Z) | 0.747 | 6.927 | *** | Significant |
| (X2) Service Quality → Word of Mouth (Z) | 0.159 | 2.117 | 0.034 | Significant |
| (X1) Hotel Image → Word of Mouth (Z) | 0.071 | 1.342 | 0.180 | Not significant |

Based on Table 5, it can be seen that the eight paths showed different effects in terms of their significance. The hotel image variable with customer value had significant results, $p = 0.000$ with a CR value >2.00 (2.537). The estimate value between the hotel image variable and the customer value was 0.110, which means that if the hotel image increased, the customer value would also increase. The service quality variable with customer value showed significant results, $p = 0.000$ with a CR value >2.00 (11.011). The estimate value between the service quality variable and the customer value wa 0.768, which means the service quality had increased. The hotel image variable with customer satisfaction showed insignificant results, $p = 0.380$ with the CR value <2.00 (-0.878). The estimate value between the hotel image variable and customer satisfaction was -0.044, which means that customer satisfaction would decrease if the hotel image increased. The service quality variable with customer satisfaction showed significant results, the $p = 0.000$ with a CR value >2.00 (3.836). The estimate value between the service quality variable and customer satisfaction was 0.339, which means that if the service quality increased, then customer satisfaction would also increase. The customer value variable with customer satisfaction had significant results, $p = 0.000$ with a CR value >2.00 (5.388). The estimate value between the customer value variable and customer satisfaction was 0.485, which means that if the customer value increased, customer satisfaction would also increase. The variable of customer satisfaction with word of mouth showed significant results, $p = 0.000$ with a CR value >2.00 (6.927). The estimate value between

the variable of customer satisfaction and word of mouth was 0.747, which means that if customer satisfaction increased, then word of mouth would also increase. The service quality variable with word of mouth showed significant results, p = 0.034 with a CR value > 2.00 (2.117). The estimate value between the service quality variable and word-of-mouth was 0.159, which means that if the quality of service increased, the word-of-mouth would also increase. The hotel image variable with word of mouth had insignificant results, p = 0.180 with the CR value < 2.00 (1.342). The estimate value between the hotel image variable and word of mouth was 0.071, which means that word of mouth would decrease if the hotel's image decreased.

## *Discussion*

### The Effect of Hotel Image on Customer Value

There was a significant effect of corporate image on customer value. It can be concluded that the higher the company's image, the higher the customer value. The company's image is formed and developed by customers through communication and experience that can affect the customer value given by the hotel, which is a consequence of the attributes of using products and services. Hotel image is part of the factors considered when customers choose a brand (So et al. 2013). Hotel image is a comprehensive construct that is likely to have a strong relationship with customer value. Aspects of the image, such as being a world-class company, will influence customer value perception (Johanis, Rumokoy, and Tumiwa 2017). Several studies have shown that company reputation influences perceived value (Hai Quynh et al. 2018; Wijaya, Surachman, and Mugiono 2020).

Based on the results of hypothesis testing, it was found that service quality had a positive and significant effect on customer value at hotels in Central Sulawesi. This means that the better the quality of service provided by the hotel to customers, the value felt by customers will increase. This finding follows the statement of Malik and Saif Ullah (2012) that every consumer who has consumed a product or service will gain experience, the next experience will affect the perceived value, for that every company needs to focus on a pleasant morning customer experience, and this ensures that experience is one to gain a competitive advantage (Malik 2012).

Customer value is an emotional bond between the customer and the company after the customer feels the service that has been consumed and then finds that the product or service provides added value (Wahyuningsih 2005). The quality of interaction between customers and employees, the quality of the environment and atmosphere of the gaming venue, and additional qualities will determine the quality of service; the quality of service will positively impact customer value and corporate image (Wakefield and Blodgett 1996). The perception of service quality perceived by a customer contributes positively to customer value (Malik 2012). Every university must provide the best quality service to students to form better customer value and provide good service regardless of the university's size and major (Royo 2017).

Information quality, website efficiency and integration between online marketing and offline product retrieval are the dominant factors forming service quality in online multichannel retail companies, and overall that good service quality will increase customer value which in the next stage will increase loyalty interest (Ismanto 2020). The opinions and statements mentioned above follow the findings on hotel services in the province of Central Sulawesi. The quality of services provided by the hotel can positively increase customer value at hotels in the province of Central Sulawesi.

### The Effect of Hotel Image on Customer Satisfaction.

There was no significant effect between corporate image and customer satisfaction, evidenced by the p-value > the significance level of 5% or 0.05, which was 0.380 with a CR value < 2.00, which was -

0.878. Hasan (2009) found that image had no effect on patient satisfaction at the hospital (Hasan 2009); the company formed the image through advertising, word of mouth, and customer experience. Meanwhile, satisfaction was a comparison between expectations and performance, so that even though the image of a company is good, if it has not provided good service, the patient has not been able to feel satisfaction. Lestari et al. (2018) found that tourism image had no significant effect on tourist satisfaction (Lestari, Yasri, and Abror 2018). This means that an increase or decrease in tourism image will not significantly affect the increase or decrease in tourist satisfaction at the Bunaken marine park. This finding is supported by the results of other studies, which show that image does not affect satisfaction (Indarto et al. 2018; Muhiban 2020).

**The Effect of Service Quality on Customer Satisfaction**

Based on the analysis, there was a significant influence between service quality and customer satisfaction at hotels in Central Sulawesi. These findings align with other studies that have found that service quality significantly affects customer satisfaction (Andalusi 2018; Sari 2020).

Seven dimensions in measuring service quality, including communication, responsiveness, courtesy, cost, cleanliness, tangibility, and reliability, show that the results influenced hotel customer satisfaction in Central Sulawesi. This finding was influenced by the service standard applied by the hotel was a service standard generally also applied by other hotels. Thus, the service at a hotel would be no longer pleasant and finally effected on satisfaction. If the hotel wants to increase customer satisfaction related to service quality, the hotel must provide services that exceed existing standards or provide more service to consumers (Yosep, Kindangen, and Tumewu 2016).

**The Influence of Customer Value on Customer Satisfaction**

There was a significant influence of customer value on customer satisfaction. This can be interpreted if the perceived value of the attributes customers received increases, then customer satisfaction with the hotel would also increase. Building loyalty starts from creating value, satisfaction, resilience, and loyalty (Kumar and Shah 2004). Increasing value to customers can increase satisfaction levels and can lead to higher levels of customer resilience. When customers stay because they are comfortable with the value and service, they are more likely to become loyal customers. A satisfied customer is a customer who feels he is getting value from a manufacturer or service provider (Muhammad, Militina, and Achmad 2020). This value can come from products, services, systems or something emotional. Value for this customer can be created through the company's marketing attributes that can stimulate the company to influence consumers in purchasing. If the purchases made can meet their needs and desires or provide satisfaction, repeat purchases will occur in the future (Sakti, Widiyanto, and Susanto 2021).

**The Effect of Customer Satisfaction on Word of Mouth**

From the results of hypothesis testing, it was found that satisfaction had a positive and significant effect on word of mouth, this means that if satisfaction increased, the desire of hotel customers in Central Sulawesi to do word of mouth would also increase. So that consumers are interested in consuming services provided by companies, the role of word of mouth is considered very important. Before consuming, information from other people who have experience consuming and experts based on their knowledge is often relied upon. A stimulus is needed that can affect the recipient of the information to make word-of-mouth work as desired (Dwivedi et al. 2021). Product or service quality, customer value, and price are often discussed in word of mouth (Albari 2019). If consumers are satisfied with the service, they will be willing to do positive word of mouth. Customers will be more active in doing positive word of mouth if there are triggers and conditions (Sweeney, Soutar, and Mazzarol 2008). The functional servqual and technical servqual variables found that both variables affected satisfaction (Kumar et al. 2008), then satisfaction would impact a positive attitude, mainly the willingness to recommend.

**The Effect of Service Quality on Word of Mouth**

There was a positive and significant effect of service quality on word of mouth. This can be interpreted if the quality of service customers receive increases, the customer's desire to do word-of-mouth would also increase. When consumers spend money to consume a product/service, they also directly consume a service, which then has an effect and ends at a level of satisfaction. This satisfaction will produce word of mouth, which may often appear accidentally, but can be planned with the right strategy and the company's desired goals. Product or service quality, quality, and price are often discussed in word of mouth (Syah and Wijoyo 2021). If consumers are satisfied with the service, they will be willing to do positive word of mouth. Customers will be more active in doing positive word of mouth if there are triggers and conditions (Sweeney, Soutar, and Mazzarol 2008).

**The Effect of Hotel Image on Word of Mouth**

There was no significant effect between corporate image and word of mouth; evidenced by the p-value >5% or 0.05 significance level, of 0.180, with the CR value < 2.00, of 1.342. Alma (2007) argues that the image of a university is formed from components of academic reputation, building appearance, tuition fees, lecturer and staff services, personal school preparation, social activities and available study programs (Alma 2007). Sutisna (2002) when the customer has a good experience of the product or service consumed, the consumer will have a good image of the company (Sutisna 2002). Nguyen (2002) argues that architecture, product or service variety, tradition, ideology, communication quality, interaction with customers and the facilities offered make up the company's image (Nguyen and Leblanc 2002).

The research implied that to increase positive word-of-mouth, the hotel needs to increase customer satisfaction by increasing the positive image of the hotel and increasing the value perceived by hotel customers. The hotel manager develops a good impression through good service to customers to affect the perceived value, which will form a positive word of mouth. To improve the positive image of the hotel, the hotel manager should increase customer confidence regarding the consistency of service and quality in every product offered to customers. The hotel manager should change the negative perception of customers so as not to speak about negative things by giving a positive image to customers. It is necessary to increase cooperation with local governments and the private sector so that employees and employees are willing to become customers at the hotel.

*Conclusion*

Hotel image and service quality significantly affect customer value at star hotels in Central Sulawesi Province. Hotel image has no significant effect on customer satisfaction at star hotels in Central Sulawesi Province. Meanwhile, service quality and customer value significantly affect customer satisfaction for star hotel customers in Central Sulawesi Province. Also, customer satisfaction and service quality significantly affect word of mouth for star hotel customers in Central Sulawesi Province. Hotel image had no significant effect on word of mouth on star hotel customers in Central Sulawesi Province.

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