

MEASURING TOURIST SATISFACTION AND REVISIT INTENTION USING LODGESERV IN BOUTIQUE HOTEL

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ABSTRACT

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Boutique hotel recently gained popularity in Malaysia. However, there is no absolute information on boutique hotel due to unclear segmentation of the type of accommodation for boutique hotel in Malaysia. However, some literature referred boutique hotel as small, luxurious hotels with furnished rooms less than 100 in numbers. Due to its unclear segmentation, the quality of facility and services are also insufficient. Therefore, the objectives of this study includes to determine the relationship between guest satisfaction and customer revisit intention. —This study measured consumer service experience using LODGSERV in boutique hotel. This study uses ten items in LODGSERV dimensions to determine guest revisit intention. Respondents are recruited among the guests who checked out from boutique hotels in Malacca. Four hundred local and international tourists in Malacca participated in this study however only 391 usable data were received. Data were collected between the month of October until November 2018, and later processed with SPSS for descriptive and regression analysis. The findings revealed that using LODGSERV, it was showed that there is significant relationship between guest satisfaction and their revisit intention when measured using LODGSERV. Thus hotel managers and owners need to improve boutique hotels physical facility and services should they want to compete with the other accommodation services.

KEYWORDS: *LODGSERV, SERVQUAL, Boutique Hotel, Revisit Intention, Guest Satisfaction*

INTRODUCTION

The lodging business has been playing a crucial role for long time in supporting the growth of tourism. State lodging or accommodations have become one of the important factors of tourism product to the tourists (Tourism Malaysia, 2018). The service experience can provide guests' exceptional individual tastes and spread value-added segments to its product and service contributions (Arifin, 2018).

Asmara and Mohi (Kiatsongchai & Choibamroong) shows that Malaysia continues to become the world's leading tourist destinations with an increase of tourists from MYR24.6 billion in 2010 to MYR27.4 billion (Lwin, Phau, Huang, & Lim, 2014). The top five international tourist visiting Malaysia in 2016 were from Singapore (Trip Advisor), Indonesia (Khosravi, Malek, & Ekiz, 2014), China (Knutson, Stevens, Wullaert, Patton, & Yokoyama, 1990), Thailand (Ali, Hussain, Konar, & Jeon, 2017) and Brunei (Tefera & Govender, 2016). Due to the fast progress of tourist arrival in Malaysia, hotels play an important role for the development of accommodation in serving the guest needs (Krasnoperova, Shchetkina, Martyn, Gizbrekht, & Mlynar, 2016). It has become one of the most competitive industries in Malaysia where more than 1978 hotels registered under Tourism Malaysia (Parasuraman, Zeithaml, & Berry, 1988).

Many different types of accommodation for leisure are built and developed to serve the complex demands of tourists (Zeithaml, Parasuraman, & Berry, 1990). One of the accommodation is boutique hotel. However, there is no absolute and actual information on a clear definition to this accommodation segment mentioned by the Ministry of Tourism in Malaysia in the Guidelines for Tourist Accommodation Premises Classification (Day, Quadri, & Jones, 2012). According to Lwin, Phau, Huang, and Lim (2014) boutique hotel are known as small, luxurious hotels with furnished rooms less than 100. Siggs (Goh) said boutique hotel provide experience to tourists owing to the freshness and innovation that they put in hotels, which differs from other travel lodging industry (Sekuliř & Mandariř, 2014).

Based on Trip Advisor (Han & Back) the highest number of Boutique hotel in Malaysia is located in Kuala Lumpur (Chin, Law, Lo, & Ramayah), Melaka (Kumar & Zikri) and Penang (6) (Arifin & Jamal, 2018). Since the boutique hotel in Malaysia is rather new, this study uses the existing LODGSERV measurement that focus on the improvement of quality and services of lodging industry especially the boutique hotel. In line with this, some of the elements in LODGSERV includes product and service that will enhance guest purchase decision (Khosravi, Malek, & Ekiz, 2014). SERVQUAL which measures service quality proposed five dimensions to be measured in hospitality service industry (Knutson, Stevens, Wullaert, Patton, & Yokoyama, 1990). Guided by this work of five dimensions, a modified version called LODGSERV were developed (Knutson et al., 1990). This measurement called LODGSERV is specifically made to measure the lodging and other industry such as food service, spa and wellness and analysis of military in tourist institution (Albayrak, Caber, & Öz, 2017). It initially contains 36 items designed to various aspects of the lodging service dimensions to gain customers expectation for service quality in a hotel experience and proposed ten dimensions namely tangibility, reliability, responsiveness, competence, credibility, courtesy, access, security, communication and understanding.

Furthermore, previous researcher give evidence that positive image of hotel can influence guest revisit intention to the property and willing to recommend it to others thus eventually will increase profit (Suh, Moon, Han, & Ham, 2015). Recent scholars agree that satisfaction is a complex evaluative process towards multiple experiences. Thus, it should be measured using multi-item scales (Ali, Hussain, Konar, & Jeon, 2017) such as LODGSERV. Hence this study engaged with tourist to obtain their satisfaction and their intention to revisit to boutique hotel in Malacca. Statistic of tourist arrival in Malacca has shown that the number of tourist increased to 16.7 million in 2017 (The Star Online, 2018). Therefore, knowing the reasons for revisit intention of tourist towards boutique hotels could improve its facilities and services available.

LITERATURE REVIEW

Service Quality Measurements

Various measurement scales, such as LODGSERV, HOLSERV, LODGQUAL, and DINESERV have been created for service quality evaluation purposes in hospitality and the tourism industry. Past researcher developed a modified version of SERVQUAL, named LODGSERV (Knutson et al., 1990), which measured the expectations of hotel guests in terms of service quality using a 26 items index based on the five dimensions of SERVQUAL (Tefera & Govender, 2016). These are examples of hospitality service quality instruments including LODGSERV, which is a 26 item index designed to measure the five SERVQUAL dimensions within the context of a hotel setting (Knutson et al., 1990). In addition, the foundation of hotel business is to provide lodging and service to the guest (Krasnoperova, Shchetkina, Martyn, Gizbrekht, & Mlynar, 2016). Getty and Getty (2003) found the quality of services in hotel industry in the USA and developed a new five-level scale named Lodging Quality Index (LQI) covering the dimensions: tangibility, reliability, compassion, trust and communication.

Various measurement scales, such as LODGSERV, HOLSERV, LODGQUAL, and DINESERV have been created for service quality evaluation purposes in the tourism industry. LODGSERV by Knutson et al. (1990) and HOLSERV by Mei et al. (1999) are utilized in the accommodation industry. According to Lee et al., (2016) reliability is the most basic component in LODGSERV.

These LODGSERV measurement dimension propose ten items which are tangibility, reliability, responsiveness, competence, courtesy, credibility, security, access, communications and lastly understanding (Ladhari, 2012). According to Getty & Getty (2003), tangibility refers to the physical characteristic associated with the service encounter. In a lodging context, this consists of the general appearance and functionality of the property. While, reliability in the SERVQUAL instruments includes correctness of order fulfillment, prompt delivery, and billing accuracy (Santos, 2003). It includes performing the service right at the first time and extent to which staff hotel can be depended on to perform service correctly and consistently (Getty & Getty, 2003). Responsiveness in service quality dimensions includes prompt responses to customers' enquiry, calls or email (response to customer within a promised time), information retrieval, search speed and search friendliness (Arun Parasuraman et al., 1988). Other than that, service attributes for the accommodation by service providers is important which include aspects such as check in procedures, payment procedures and luggage transfer

process (Nunkoo, Teeroovengadam, Thomas, & Leonard, 2017).

Possession of the required skills and knowledge to perform the service (Zeithaml, Parasuraman, & Berry, 1990), continued with competence measure the employees' ability to perform a job accurately and be able to address customers questions with correct answers (Getty & Getty, 2003). The courtesy dimension quality describes how politeness, respect, consideration, and friendliness of contact personnel are toward guests (Zeithaml et al., 1990). According to past researcher, trustworthiness, believe-ability, honesty of the service provider (Zeithaml et al., 1990) are included in credibility item. It also stated that credibility refers to the business history on online retailers, special rewards or discounts and referral banners on other web sites (Santos, 2003). Item in security is best describes as secure on personal information and minimal online purchase risks, freedom from danger, risk, or doubt (Zeithaml et al., 1990). Travellers all over the world are very concerned about safety and security aspect. In addition, safety is not only involved protecting people but embrace protecting hotel property in order to ensure guest felt safe during stay (Nunkoo et al., 2017). Therefore, it becomes an essential factor for hotel service quality.

In LODGSERV, access includes the list of the company's street and email addresses, phone and fax numbers, accessibility of service representative, availability of chat room, bulletin boards and other communication channels (Santos, 2003). Other than that are, approach-ability and ease of contact (Zeithaml et al., 1990). The communication quality dimensions refer to the ability of staff to keep guest informed. Good communication implies good listening skills and using language and term that guest can understand (Getty & Getty, 2003). While understanding means making the effort to know customers and their needs (Zeithaml et al., 1990).

Revisit intention

The boutique hotel is an ordinary small hotel that offer high levels of service which provide authentic cultural or memorable historic encounters experience and intriguing service to guests (Jones, Day, Quadri-Felitti, 2013). It is unique and characterized separately from other hotel types. The most essential deciding highlights of the boutique hotel are cultural, historical, and authentic. Other descriptors of boutique hotel incorporate, social spaces such as living rooms, libraries with social rooms and high quality in room features (Jones et al., 2013).

Tourism and hospitality studies have recorded the impact of customer satisfaction on behaviour intention. In a hospitality research, customer satisfaction is shown to be multidimensional and dynamic with links to the physical aspects of hotels and customers' perceptions of value. Guest satisfaction can be defined as a passionate reaction to the experience given by the vendor when a guest makes a specific product/service purchase (Suh et al., 2015).

Su, Swanson & Chen, (2016) demonstrated that tourist's satisfaction impacts revisit intention for the Chinese tourist.

Moreover, Ekinici et al. (2008) found that guest satisfaction had positive effects for customers to come back to the restaurant or hotel (Clemens et al., 2011), while Goh (2015) affirmed that expanded customer satisfaction reinforce the probability that a guest would come back to the hotel. It is generally accepted that there is a positive correlation between the quality of service and customers satisfaction. That is, quality of material and non-material components of hotel

product affects guests satisfaction, as well as future behaviour of customers and their loyalty (Sekulić & Mandarić, 2014). Apart from that, (Han & Back, 2007) stated that growing guest repeating intentions to visit by improving guest satisfaction is important in the hotel industry because obtaining the new guest is more difficult rather than maintaining a current guest. Despite maintaining current guest, dissatisfied guest outcome have the capacity and inspiration to act about changing to the another product, whining or triggering negative word of mouth (Han & Back, 2007).

Relationship between LODGSERV and guest satisfaction

The advantage of lodging service incorporates increase guest satisfaction, enhanced guest retention, positive word of mouth, less-ened employees turnover, diminished operating costs, an amplified piece of the market share, increased profitability, and improve financial performance (Ladhari, 2009). The evidence suggests that lodging service is related to guest satisfaction (Rauch, Collins, Nale, & Barr, 2015). In recent years, lodging service was viewed as a precursor to guest satisfaction. In accordance with this reasoning, lodging service quality upgrades are required to prompt guest satisfaction, help retain existing guest, draw in new visitor, and result in profit extension and a gained market share (Amoah, Radder, van Eyk, & Elizabeth, 2016).

Relationship between guest satisfaction and revisit intention

Guest satisfaction and guest revisit intention closely related. In addition guest revisit intention becoming as a part of outcome dimensions that relate to positive reactions of satisfaction (WONGSUCHAT & Ngamyan, 2013). It is believed that guest, when experienced with the services they have had, are more likely to establish loyalty resulting in repeat purchases and favourable word-of-mouth (Choi & Chu, 2001). Other than that, a study by (Raza, Siddiquei, Awan, & Bukhari, 2012) shows according to numerous past researcher which support relationships between guest satisfaction and guest revisit intention in hotel industry (Choi & Chub, 2001; Gill, Byslma, & Ouschan, 2007; Paul & Geoffrey N., 2009). Raza et al. (2012) believes that guest satisfaction is another vital element for the loyalty, behaviour intentions and word of mouth.

The production of guest satisfaction is to a great extent recognized as a significant part of building quality relationships. In the marketing service literature, satisfaction has been noted as an imperative contributing element of loyalty behaviours. Guest satisfaction is a strong signature of revisit intention that make customers willing to recommend with others like family and friends which supported by Tourism hospitality-based studies (Su, Swanson, & Chen, 2015).

Guest satisfaction have constructive outcomes on aim to come back to a restaurant or hotel, as Clemes, Gan and Ren (2011), affirmed that expanded guest satisfaction reinforces the probability that a guest would come back to the hotel (Ahmad, Hemdi, & Othman, 2017). Guest satisfaction can leads to positive revisit intentions, such as return patronage or repeat purchase (Tichaawa & Mhlanga, 2015). Additionally, having high-quality products and services would secure thus contribute to the guest satisfaction (Mazumder & Hasan, 2014).

From the guest viewpoint, the service received is the experience they have during the procedure of the service. This experience later prompts results, for example, 'products',

benefits, emotions, judgement and intentions (Nguyen, 2017). Decisions will prompt to intentions respectively. On the off chance that the satisfaction level of the guest about a boutique hotel is high, all things considered, they will prescribe the hotel to other people or they will remain at the hotel on the off chance that they visit the city once more. Again, past studies Chin et al. (2018) stated that the important roles of revisit intention to the destination are its intention to create more dynamic and distinguished trip experiences for tourists and with that existence give strong relationship among satisfaction of the guest and revisit intentions.

Therefore, based on the arguments, these hypotheses are stipulated;

H1: There is significance relationship between LODGSERV and guest satisfaction

H2: There is significance relationship between guest satisfaction and revisit intention

METHODOLOGY

Population

The population for this study are among guests who stayed in Boutique hotel Malacca owing to the highest number of this hotel located in Kuala Lumpur, Malacca and Penang (Arifin AS, 2018). Besides, Malacca was chosen because heritage tourism has gained importance internationally and locally and Malacca was awarded as UNESCO World Heritage Site (WHS) in July 2008 (See & Goh, 2018). Further-more, it received 16.7 million tourists in 2017 (Mahrom, 2018) with the majority arrival comes from tourists China, Singapore, Indonesia, Hong Kong and Taiwan. Thus, based on Krejcie and Morgan (1970), if the population reached 1 million, the sample size of 384 is sufficient.

Data collection and sampling

Sample

Data collection period are between October and November of 2018. Four hundred questionnaires were distributed to the guests who stayed at seven boutique hotels in Malacca (Table 1). Convenience sampling procedure was used in the data collection and the sample was picked randomly among the guest of boutique hotel. Permissions were taken from the boutique hotels before the questionnaire were distributed to the guest when they check out from the boutique hotels. The questionnaires were returned to researcher on site immediately after it was completed. Three hundred and ninety one questionnaires were returned and processed.

Table 1: List of boutique hotel participated

Boutique Hotel Melaka

Courtyard @ Heeren Hotel

1825 Gallery Hotel

The Sterling Boutique Hotel

Jonker Boutique Hotel

Ramarama Designer Boutique Hotel – Taman 1Lagenda

The Neem Boutique Hotel – Jalan Parameswara

The Settlement

Intrumentation

Questions are adapted from (Lai & Hitchcock, 2016), (Albayrak, Caber, & Öz, 2017), (Getty & Getty, 2003), (Carman, 1990), (Tussyadiah & Pesonen, 2016), (Wongsuchat & Ngamyan, 2013), (Sumaedi, Bakti, & Yarmen, 2012), (Salazar, Costa, & Rita, 2004). All questions used 7-point likert scale in the questionnaire.

DATA ANALYSIS AND FINDINGS

Respondents profile

The sample profile for this study is shown in Table 2. The result showed 59.6% (233) was male respondents and balance 40.40% (158) was female respondents. This study involved the persons who are at the age 18 years old and above. Most of respondents is between 18-27 years old which having 45% (176) and 41.9% (164) at the age between 28-37 years old. There are only 10% (39) respondents come from group age between 38-47 years old. The balance was the smallest groups which are at the from the age of 48 and above that take part in this study only 3% (12) of respondents. In addition, there are 39.6 (155) single respondents single and the balance which is 60.4% (236) were married. It can be presumed that married couple are most likely to stay in boutique hotel due to its family friendly budget their have own family and furthermore, Malacca is the best place for family vacation. Most respondents who stayed in boutique hotels are local Malaysian 93.6% (366) while 4.3% (17), 1.8% (7), 0.3% (1) are tourist from Singapore, Indonesia and Thailand respectively. Most of the respondents are using the servicestayed for leisure purpose with highest respondents 96.7% (378) compared to the guest who stayed as for business purpose 3.3% (13).

Table 2 Respondent's Profile

Characteristics	Items	Frequency	Percent
Gender	Female	233	59.6
	Male	158	40.4
Age	18-27	176	45.0
	28-37	164	41.9
	38-47	39	10.0
	48 and above	12	3.1
Marital status	Single	155	39.6
	Married	236	60.4
Frequency of travel	Once a year	61	15.6
	Twice a year	122	31.2
	3-5 times a year	178	45.5
	More than 5 times	30	7.7
Purpose of staying	Business	13	3.3
	Leisure	378	96.7
Household Income	1000-3000	184	47.1
	3001-6000	188	48.1
	6001-9000	19	4.9
Origin and state	Malaysia	366	93.6
	Singapore	17	4.3
	Indonesia	7	1.8
	Thailand	1	.3

Reliability Coefficients

Reliability test is to determine to what extent the questionnaire are valid and reliable. The most common reliability test that used by researcher is Cronbach's alpha analysis. Below are the table of alpha coefficient result for the study;

Table 3 Reliability Test

Sections	Dimensions	Cronbach's Alpha	No of items
A	LODGESERVE		
	Tangibility	0.93	7
	Reliability	0.87	6
	Responsiveness	0.93	5
	Competence	0.91	5
	Security	0.84	5
	Access	0.83	5
	Credibility	0.85	5
	Courtesy	0.75	5
	Communication	0.86	5
	Understanding	0.85	5
B	Guest Satisfaction	0.89	5
C	Guest Revisit Intention	0.94	6

Regression analysis

To test the formulated hypothesis, a hierarchical regression analysis was undertaken. Specifically, re-gression analysis was conducted to test the relationship between LODGSERV and revisit intention while guest satisfaction was determined using Sobel Test.

Table 4 Regression Analysis between LODGSERV dimension and revisit intention

Variable	B	P value
	1.859	.000
Tangible	.046	.433
Reliability	.133	.197
Responsiveness	.079	.338
Competence	-.055	.548
Courtesy	.223	.003**
Security	-.042	.541
Access	.274	.000***
Credibility	-.097	.241
Communication	.028	.753
Understanding	.123	.009**
R ²	.181	
Adj.R ²	.160	
F	8.41	

Note: *p< 0.05, **p< 0.01, *p<0.00**

Based on Table 4, the R² value was 0.181. This indicates that 18.1% of variation of revisit intention was explain by tangibility, reliability, responsiveness, competence, courtesy, credibility, access, security, communication and understanding, while balance 81.9% can be explain by other factor. Based on F-Statistics, F value is 8.41 and the p-value was 0.00, less than $\alpha=0.05$ which is highly significant. Therefore, the alternative hypothesis is accepted and the model is significant. Means that there is linear relationship 13 between tangibility, reliability, responsiveness, competence, courtesy, credibility, access, security, communication and understanding with revisit intention. Therefore, there are only three variables were significant which having p-value less than 0.05. Thus courtesy, access, and understanding must be included in a model that contribute to guest revisit intention.

Regression Analysis between LODGSERV and Guest Satisfaction

Based on table 5, the R² value was 0.159. This indicates that 15.9% of guest satisfaction was explain by tangibility, reliability, responsiveness, competence, courtesy, credibility, access, security, communication and understanding, while the balance 84.1% can be explain by other factor. Based on F-Statistics, F value is 7.167 and the p-value was 0.000, less than $\alpha=0.05$ which is highly significant. Therefore, the alternative hypothesis is accepted and the model is significant. This indicates that there is a linear relationship between tangibility, reliability, responsiveness, competence, courtesy, credibility, access, security, communication and understanding with revisit intention. Additionally, there are five variables that are significant with p-value less than 0.05. Therefore reliability, courtesy, access, credibility and understanding must include in the model that contribute to guest satisfaction.

Table 5 Regression Analysis for LODGSERV Dimension and Guest Satisfaction

Variable	B	P value
	2.639	.000
Tangible	-.047	.539
Reliability	.352	.026 *
Responsiveness	-.046	.762
Competence	.064	.702
Courtesy	.310	.024 *
Security	-.006	.962
Access	.489	.001 *
Credibility	-.318	.036 *
Communication	.384	.017 *
Understanding	-.025	.775
R ²	.159	
Adj.R ²	.137	
F	7.167	

Note: *p< 0.05

Regression Analysis between Guest Satisfaction and Revisit Intention

Based on Table 6, it found R²=0.193. This indicates that, 19.3% of guest revisit intention can be explained by guest satisfaction. The balance of 80.7% could be explained

by other factors. It is also found that guest satisfaction is significant with the p-value of 0.000 which is less than 0.05.

Table 6 Regression Analysis for Guest Satisfaction and Guest Revisit Intention

Variable	B	P value
Constant	2.894	.000
Guest Satisfaction	.486	.000 *
R ²	.193	
Adj.R ²	.191	
F	92.808	

Note: *p< .05

Regression Analysis between Guest Satisfaction as Mediating towards LODGSERV and Revisit Intention

Table 7 showed computing Sobel Test of guest satisfaction towards LODGSERV and revisit intention. Since p=0.000

which is less than 0.05, it indicates that there was a significant indirect effect of LODGSERV on guest revisit intention through customer satisfaction toward the boutique hotel.

Table 7 Computing Sobel's Test

Results	Estimate	P value
Indirect Effect (a , b)	0.510	0.089
Z =Indirect Effect	5.752	0.000

DISCUSSION

The results of this study showed that, eight of the predictors in the LODGSERV dimensions are significant in relationship with guest revisit intention and guest satisfaction at boutique hotel. Using LODGSERV, it was found that three items which are accessibility, courtesy and understanding was significant in revisit intention while reliability, credibility, and communication was significant toward guest satisfaction.

Accessibility for a guest in which they felt easy to contact with the service provider (Zeithaml et al., 1990) contribute highly for guest revisit intention and it makes them satisfied. This is supported by the previous researcher result that showed a significant relationship too (Kumar & Zikri, 2018). A courtesy resulted in high contribution in descriptive analysis and has significant relationship ($p < 0.05$) toward guest revisit intention. The staff in boutique hotel knows how to entertain their guest and fulfill their need and wants during the staying process. Furthermore, the hotel staff also responded quickly to the guest such as booking for transportation. Lim (2017) stated that courtesy is an important aspect that will influence revisit intention and in this study, LODGSERV indicated that courtesy is also significantly related to guest revisit intention. The guests are satisfied with the staff undivided attention during check in and check out process thus, it affected their decision for revisit intention (Kumar & Zikri, 2018).

Reliability shows significant positive relationship toward guest satisfaction. Reliability is an important variable that has huge influence towards attractiveness of the hotel environment such as indicating hotel area with signs, maintaining high-quality service image so that the satisfied customers will repeat purchase (Filimonau & Krivcova, 2017). Credibility is also significantly related, a study found that LODGSERV works in different language environments and in different cultures (Patton et al. 1994). Every dimension in LODGSERV measurement had a positive effect on guest satisfaction and revisit intention (Yan et al., 2015).

The others predictors in LODGSERV are not significant, however, these need to be improve to add better service quality in lodging industry. Other factors such as guest experiential value, word of mouth recommendation; private label brand which has been study by past researchers Herstein, Gilboa, Gamliel, Bergera, and Ali (2018) were not included in the scope of this study. Study on lodging services found that customers were often driven to choose a hotel by hospitality specific factors, such as the location, facilities, service quality, price, reputation, exterior appearance, and security (Peng, Zhao & Mattila, 2015).

CONCLUSION

The inventory of the service attribute like LODGSERV in this study could help the Boutique Hotel itself to provide a better understanding and strategy to create an excellent service toward the guests. This is because boutique hotel usually has a unique and historic design. It also offers a high level of services, which make guest to return and reminiscing the memorable experience. Without quality of lodging, the guest will reserve other types of accommodation such as homestay, Air BnB and budget hotel. And even though this will eventually increase local accommodation income but this will not transpire into revenue for boutique hotel owners.

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