SERVICE QUALITY AND IMAGE ON HOTEL CUSTOMER LOYALTY: (MEDIATION OF CUSTOMER'S TRUST)

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Abstract. The purpose of this study is to obtain empirical evidence of the effect of service quality and hotel image on customer trust and loyalty and to obtain empirical evidence of trust mediating the effect of service quality and hotel image on customer loyalty. This research was conducted on Santika hotel customers, Best Western OJ Hotels, Ultima Horison Malang Hotels, Atria Hotels & Conferences, Harris Hotels & Conventions and Aria Gajayana Hotels with 160 customers. Analysis of the data used in this study is the analysis of the data used in this study is the Structural Equation Modeling. The results showed that 4-star hotel customers in Malang will have high trust and loyalty towards the hotel if the quality of service and image of the hotel can be enjoyed by hotel customers. Increasing customer loyalty of 4-star hotels in Malang due to the role of trust and customer trust can mediate the influence of service quality and hotel image on customer loyalty of 4-star hotels in Malang.
Keywords: Service quality, hotel image, trust and customer loyalty

INTRODUCTION

The hospitality business is a service business that is a service industry, and can provide various facilities for business transactions, meetings and conferences, as well as recreation and entertainment. Abou and Kamar (2013) classifies hotels into service businesses whose processes are addressed to the customers themselves. For this reason, retaining customers is a necessity. One way to gain and maintain market share is that hotel management must be able to create marketing strategies that can bring the company closer to its performance goals.

Marketing strategy according to Cravens (2002), has important implications for interacting between companies and consumers, as a key to obtaining and identifying company goals, satisfaction and customer needs well compared to competitors. Given the importance of customer presence, the company needs to make various efforts to keep customers loyal to the company and not turn to existing competitors. So it can be understood that the concept of loyalty is more directed towards behavior (behavior) than attitude (attitude) and a loyal consumer will pay attention to buying behavior that is defined as an orderly purchase and behavior is displayed all the time by the decision maker.

According to Griffin (2002) that high customer loyalty is in accordance with the usual buying behavior shown by loyal customers. Zeithaml et al, (2009) the ultimate goal of a company's successful relationship with its customers is to form strong loyalty. Rousan, Ramzi and Mohamed (2010), Akbar, et al (2010), Malik, et al. (2012), Bostanji (2013), Poku, et al. (2013) concluded that service quality has a positive effect on hotel customer loyalty. Different results are shown by Oloughlin and Coenders (2002), Cristobal, et al. (2007) and Normasari, et al (2013) that service quality does not affect customer loyalty.

In addition to quality service, to get loyal customers, each hotel must create a good image in the eyes of consumers, because the image owned by consumers of the hotel will ultimately lead to consumer ratings of the existence of the hotel. Oloughlin and Coenders (2002), Lu and Cai (2009), Malik, et al. (2012) and Uttami, et al. (2014) concluded that imagery influences loyalty. Different results are shown by Beneke et al. (2011) found evidence that images do not affect consumer loyalty.

Reviewing customer loyalty is an interesting thing. Loyal customers will be influenced by several variables such as service quality and image, but the results of empirical studies on the effect of service quality and image on customer loyalty still cause gaps to be reviewed and to cover these gaps, we need variables that can mediate the effect of service and image quality towards customer loyalty. The variable that is estimated to mediate is customer trust. Flavian, et al. (2005) suggested that trust is an important element that influences the quality of a relationship. Maghzi et al. (2011) shows that service quality has a positive effect on hotel customer confidence in Dubai. Osman and Sentosa (2013) show that service quality increases trust and satisfaction in Malaysia.

Nguyen, et al. (2013) states that company image is one of the tools of publication (promotion) in increasing company trust. Bill et. al (2004) revealed that a company that has a positive image will reflect that the company has good and consistent service quality and has a good reputation and credibility. Flavian, et al. (2005), Ball, et al. (2003), Johnson, D. and Kent Grayson (2005) and Khalil (2013) concluded that the image has a direct effect on trust, meaning that companies with a good image can help gain consumer confidence and purchase interest for their products and services, this shows that a good corporate image in the minds of consumers can arouse consumer confidence.

Trust is needed in establishing relationships between companies and consumers, with trust can lead to consumer loyalty to products or services. Trust is an important factor that influences a commitment. If there is no trust then no commitment will be created. With the commitment to be able to create loyal customers because they have trusted the performance or ability of products and services. Chiou and Droge (2006), Ball, et. al (2003), Luarn and Lin (2003) and Seigyoung (2005) prove that trust influences loyalty. Ranjbarian, et al. (2011) shows that there is a significant correlation between trust in customer loyalty in four-star hotels in Iran

This study tries to conduct a comprehensive study of customer trust as a mediator of the effect of service quality and hotel image on customer loyalty. As a differentiator of this research with research conducted by previous researchers is not seen any research that specifically conducts a study of the role of customer trust as a variable that mediates the effect of service quality and hotel image on hotel customer loyalty.

THEORITICAL REVIEW
Service Quality

In general, service quality is a global attitude or assessment of the superiority of services, even though the actual scope of this attitude is no uniformity of opinion. Service quality is often conceptualized as a comparison of expectations with the perception of the actual performance of services. Quality must start from customer needs and end on customer perception (Kotler, 2006). Some researchers use the dimension of hotel service quality in reference to the opinion of Parasuraman, et al. (1988) namely tangibles, reliability, responsiveness, assurance and empathy, as did Rousan, Ramzi and Mohamed (2010), Khattab and Aldehayyat (2011) and Bostanji (2013).

Image

Kotler (2006) revealed that an image is an impression that a person has about an object or item as a whole. Kotler's definition shows that the image of an individual or a group perceives a phenomenon while the image has been defined as a perception of the organization reflected in the association stored in the consumer's memory. From the above understanding that the image can be interpreted as a perception or impression a person has of a certain phenomenon. Indicators forming the image of a hotel that are used between researchers show mixed results. Peters and Olson (2002) suggest factors that influence the image as follows (1) leadership, (2) wisdom and strategy, (3) human resource policy, (4) wealth management, (5) process management, (6) consumer satisfaction, (7) employee satisfaction, (8) social responsibility, (9) results of operations. Milfelner, et al. (2011) shows that hotel image is formed by positive opinions about hotels, employees in hotels are friendly to guests, hotels have a unique image, hotels are popular or famous, hotel employees always pay attention to guests. Jani and Han (2014) use the hotel image indicators as follows, the hotel reputation is good, the overall image of the hotel is good, and compared to other hotels with the same classification, the hotel has a good image. Liason, et al. (2012) used hotel reputation indicators, information through websites, personal contacts and physical environment and provided a green area

Customer trust

Effective marketing depends on developing and managing customer trust so that customers specifically purchase a service before experiencing it (Shamdasani and Balakrishnan, 2000). Kreitner and Kinicki (2001) state that trust is a party's beliefs about the intentions and behavior of other parties. According to Baloglu (2002) the dimension of trust is defined as the dimension of business relationships which determines the degree to which people feel they can depend on the integrity of the promises offered by others. Shamdasani and Balakrishnan (2000) expressed a person's trust in the hotel because the hotel can be trusted / relied on, trust in comfort for resting, trust in the quality of equipment owned by the hotel, trust in the best service provided by the hotel / in accordance with the promise. Ratnasingam (2012) revealed types of consumer trust in hotels including competence trust, predictability trust and goodwill or relationship trust.

Ahmad and Replyreh (2012) use indicators to measure trust in hotels with employees who have good skills, have confidence by staying at the hotel, employees can be trusted, information obtained from the hotel is accurate, hotel management fulfills its promises, promising hotels such as as expected, the hotel provided the service as promised. Chuang, et al. (2012) used an indicator of hotel trust with hotel staff responsible, providing comfort for customers, prioritizing customer interests, paying attention to the food menu served, trustworthy service, hotel staff providing honest and reliable services.

Customer loyalty

Oliver (2010) expresses the definition of customer loyalty as follows: "Customer loyalty is de fi ned commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts with the potential to cause switching behavior". Bloemer, et al., (1998) measure indicators of customer loyalty are Word-of-mouth communications, Purchase intention, Price sensitivity and complaining behavior towards various dissatisfaction with services. Chuang, et al. (2012) revealed an indicator measuring hotel loyalty by promoting hotel excellence to others, would recommend friends and family to stay at the hotel, be willing to consider the hotel as the first choice, be willing to come back to the hotel. Liason, et al (2012) using the indicator of recommending hotels to friends and relatives, in the future, this hotel will be the first choice, recommending the hotel to anyone seeking advice, more likely to revisit hotels in the future and say things positive things about the hotel to others. Jani and Han (2014) use the indicator to be the first choice every time choosing a hotel, are willing to return to this hotel in the future, recommend this hotel to friends and loyal to the hotel.

HYPOTHESIS DEVELOPMENT

Quality must start from customer needs and end on customer perception (Kotler, 2006). Maghzi et al (2011) show that service quality has a positive influence on hotel customer confidence in Dubai. Osman and Sentosa (2013) show that service quality increases the confidence and satisfaction of tourism visitors in Malaysia. Quality of service to customer trust becomes a strong relationship model both in hospitality and tourism services. Flavian, et al (2005) concluded that corporate image has a relationship with the confidence of banking consumers who carry out traditional transactions and internet banking. Johnson, D. and Kent Grayson (2005) find evidence that corporate reputation influences trust. Based on the results of empirical studies, the hypothesis of this study is as follows:

H_1 Service quality directly has a significant effect on customer trust.

H_2 The hotel image directly has a significant effect on customer trust.

Bei and Chiao (2001) found evidence that service quality is the same thing as the basis for motivating customer loyalty towards hotels. Caruana (2002) states that service quality has a significant influence on loyalty. Puspita, et al (2006) concluded that there was a significant influence between service quality on customer loyalty of BNI credit cards. Ramzi and Mohamed (2010) show that the dimensions of service quality significantly predict customer loyalty in five-star hotels in Jordan. Akbar, et al (2010) concluded that service quality has a positive effect on hotel customer loyalty. Malik, et al (2012) also concluded that positive and significant service quality correlated with customer loyalty. Bostanji (2013) concluded that there is a strong impact of service quality on customer loyalty of five-star hotels in Riyadh. Poku, et al (2013) concluded that customer satisfaction is not only based on hotel ratings / classifications but the quality of service results in hotel customer loyalty. Oloughlin and Coenders (2002) concluded that images have an influence on loyalty, Lu and Cai (2009) concluded that images affect loyalty. Malik, et al (2012) show that the image influences hotel customer loyalty in Pakistan. Uttami, et al. (2014) shows that hotel image has a positive and significant influence on customer loyalty. This image becomes something important in increasing customer loyalty. Based on the results of empirical studies, the hypothesis of this study is as follows:

H_3 Service quality directly has a significant effect on customer loyalty.

H_4 The hotel image directly has a significant effect on customer loyalty.

Chiou and Droge (2006) prove that trust influences loyalty. Ball, et al. (2003) concluded that trust has an impact on loyalty. Luarn and Lin (2003), Seigyoung (2005) prove that trust does not affect commitment but affects loyalty. Ranjbarian, et al. (2011) shows that there is a significant correlation between trust in customer loyalty in four-star hotels in Iran. This customer trust becomes something important in increasing customer loyalty. Based on the results of empirical studies, the hypothesis of this study is as follows:

H5 Customer trust directly has a significant effect on customer loyalty.

Maghzi et al (2011) show that service quality has a positive influence on hotel customer trust. Osman and Sentosa (2013) show that service quality increases trust and satisfaction in rural Malaysian tourism. Chiou and Droge (2006) prove that trust influences satisfaction and loyalty. Ball, et al. (2003) concluded that trust has an impact on loyalty. Luarn and Lin (2003), Seigyoung (2005) prove that trust does not affect commitment but affects loyalty. Ranjbarian, et al. (2011) shows that there is a significant correlation between trust in customer loyalty in four-star hotels in Iran Based on the results of empirical studies, the hypothesis of this study is as follows:

H_6 Customer trust is able to mediate the effect of service quality on customer loyalty.

Gronroos in Jasfar (2005) defines the image as a representation of the assessment of consumers, both potential and disappointed. Their assessment varies, both between individuals and between groups. People develop knowledge systems (schemes) to interpret their perceptions about the company. Flavian, et al (2005) concluded that corporate image has a relationship with the confidence of banking consumers who carry out traditional transactions and internet banking. Johnson, D. and Kent Grayson (2005) find evidence that corporate reputation influences trust. Likewise, Chiou and Droge (2006), Ball, et. al (2003), Luarn and Lin (2003) and Seigyoung (2005) prove that trust influences loyalty. Ranjbarian, et al (2011) show that there is a significant correlation between trust in customer loyalty in four-star hotels in Iran

Based on the results of empirical studies, the hypothesis of this study is as follows:

H_7 Customer trust is able to mediate the effect of hotel image on customer loyalty.

METHOD

The study was conducted on customers who stayed at 4 star hotels in Malang, namely, Santika, Best Western OJ Hotel Malang, Horizon Ultima Malang Hotel, Atria Hotel & Conference Malang, Harris Hotels & Conventions and Aria Gajayana Hotel totaling 160 customers. The variables in this study are hotel service quality which includes the dimensions of service quality proposed by Khattab and Aldehayyat (2011), namely physical evidence, reliability, responsiveness, assurance and empathy. Hotel image with indicators refers to the opinion of Milferner et al. (2011) and Jani and Han (2014) namely the reputation of a good hotel, popular or well-known hotel, the employees in the hotel are friendly to the guests and hotel employees always pay attention to the guests. Customer trust with indicators refers to the opinion of Chuang, et al. (2012) Ahmad and Replyreh (2012) namely having the confidence to stay overnight, providing comfort for customers, prioritizing customer interests and trustworthy hotel services. Customer loyalty with indicators refers to the opinion of Chuang, et al. (2012) i.e. promoting hotel excellence to others, recommending friends and family to stay at the hotel, willing to consider the hotel as a first choice, willing to come back to the hotel. Data analysis using Structural Equation Modeling (SEM) and hypotheses were applied with a probability value of p, where if $p < 0.05$ indicates a significant effect and if $p > 0.05$ indicates no significant. Whereas the mediation test was carried out using the sobel test method.
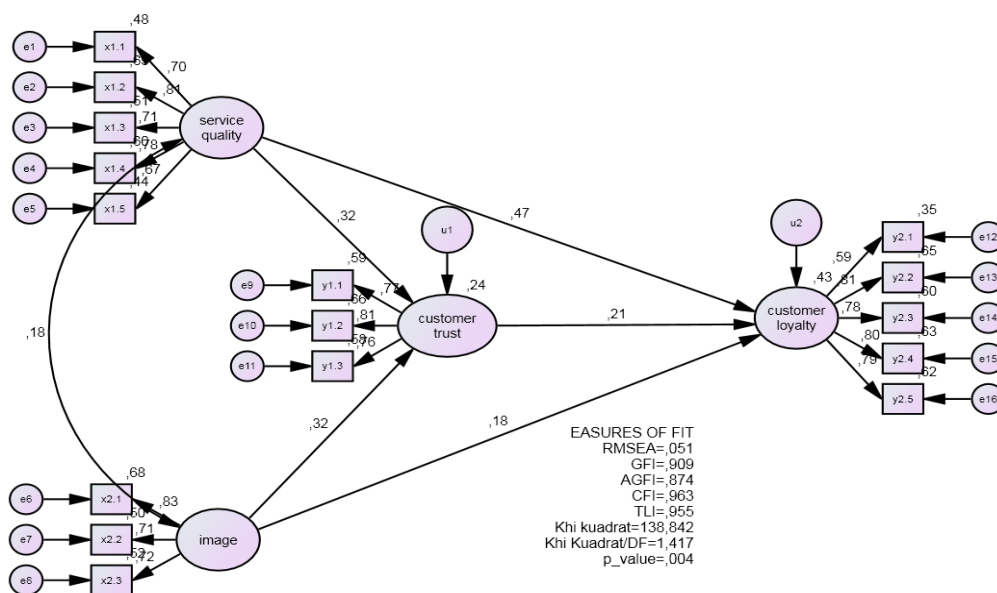
RESULTS

The model test results are evaluated based on the goodness of fit indices criteria in Table 1

Table 1 Evaluation of the Overall Goodness of Fit Indices Criteria SEM Model

Goodness of fit index	Cut-off Value	Hasil Model	Keterangan
X^2 – Chi square	Diharapkan kecil	138.842	Kurang Baik
Sign Probability	≥ 0.05	0.004	Kurang Baik
CMIN/DF	≤ 2.00	1.417	Baik
GFI	≥ 0.90	0.909	Baik
AGFI	≥ 0.90	0.874	Model Marginal
TLI	≥ 0.95	0.955	Baik
CFI	≥ 0.95	0.963	Baik
RMSEA	≤ 0.08	0.051	Baik

Based on the evaluation of the proposed model shows that the evaluation of the model of the construct even though as a whole has not produced a critical value above. According to Arbuckle and Wothke (1999: 617), the best criteria used as an indication of the goodness of the model are CMIN / DF values less than 2, and RMSEA below 0.08. In this study, the values of CMIN / DF and RMSEA have fulfilled the cut-off values, therefore the model can be categorized as suitable and suitable for use, so that interpretation can be made for further discussion.

Hypothesis Testing Results

Structural Equation Model (SEM) analysis using AMOS 6.0 is used to test the hypotheses proposed by researchers. As a basis for testing the hypothesis Critical ratio (Cr) of Weight regression output results is used. The research hypothesis will be accepted if p value <of significance of 5%, then the null hypothesis is rejected. Each hypothesis is listed in the following Table 2

Table 2 Results of Regression Weight Analysis

correlation			Path coefficient	C.r.	p-value	
Customer trust	<-	Service quality	0.323	3.407	0.000	Significant
Customer trust	<-	image	0.318	3.280	0.001	Significant
Customer loyalty	<-	Service quality	0.472	4.310	0.000	Significant
Customer loyalty	<-	image	0.178	2.015	0.044	Significant
Customer loyalty	<-	Customer trust	0.209	2.146	0.032	Significant

The effect of service quality on customer trust produces a Cr value of 3,407 with a p-value of 0,000, so the better the quality of the services provided, the higher the customer trust in hotels in Malang. The effect of hotel image on customer trust produces a Cr value of 3,280 with a p-value of 0,000, so the better the image of a given hotel, the higher the customer trust in hotels in Malang. The effect of service quality on customer loyalty produces a Cr value of 4,310 with a p-value of 0,000, so the better the quality of the services provided, the higher the customer loyalty at

hotels in Malang. The effect of hotel image on customer loyalty produces a Cr value of 2,015 with a p-value of 0.044, so the better the image of a given hotel, the higher the customer loyalty at hotels in Malang. The influence of customer trust on customer loyalty produces a Cr value of 2146 with a p-value of 0.032, so the better the customer trust, the higher the customer loyalty in hotels in Malang.

The results of the analysis of the role of customer trust as a mediating effect of service quality on customer loyalty need to know the results of the significance of the effect of service quality on customer trust and the significance of the influence of customer trust on customer loyalty. Mediation analysis was carried out with the sobel t test. The results of the sobel t test can be seen in table 3

Table 3 Results of Customer Trust Mediate the Effect of Service Quality and Image on Customer Loyalty

Influence of Variables			T statistics	T Table	
Service quality	Customer trust	Customer loyalty	2.82	1.98	Significant
Image	Customer trust	Customer loyalty	2.33	1.98	Significant

Based on the results of the mediation test, the path of influence between service quality on loyalty through customer trust shows the value of t statistics is greater than t table, these results indicate that customer trust acts as a mediating effect of the indirect effect of service quality on customer loyalty. While the path of hotel image influence on loyalty through customer trust shows the value of t statistics is greater than t table, these results explain that customer trust acts as a mediator of the indirect effect of the effect of hotel image on customer loyalty.

DISCUSSION

Service quality is often conceptualized as a comparison of expectations with the perception of the actual performance of services. Quality must start from customer needs and end on customer perception (Kotler, 2006). This means that a good quality image is not based on the viewpoint or perception of the service provider, but based on the point of view on the perception of the customer. It is the customer who consumes and enjoys the company's services so that the customer should determine the quality of the service. Customer perception of quality is a comprehensive assessment of the service's superiority.

Customer perception of service excellence creates customer trust. Kreitner and Kinicki (2001) state that trust is a party's beliefs about the intentions and behavior of other parties. Conceptually, trust exists if a party has confidence in the integrity and reliability of the other party. According to Baloglu (2002) the dimension of trust is defined as the dimension of business relationships which determines the degree to which people feel they can depend on the integrity of the promises offered by others. Consumer trust is believed to play a role in shaping customer perception in their relationships with service companies (Taylor, 2001).

Osman and Sentosa (2013) show that the quality of service increases trust and satisfaction in rural Malaysian tourism. He also revealed that satisfaction partly mediates the relationship between service quality and trust. Maghzi et al. (2011) show that both service quality and customer satisfaction have a positive influence on trust. In addition, based on data analysis, the quality of service has a higher impact on brand trust compared to customer satisfaction.

Kotler (2002) revealed that an image is an impression that a person has about an object or item as a whole. Kotler's definition shows that the image of an individual or a group perceives a phenomenon while the image has been defined as a perception of the organization reflected in the association stored in the consumer's memory. From the above understanding that the image can be interpreted as a perception or impression a person has of a certain phenomenon.

Milfelner, et al (2011) show that hotel images are formed by positive opinions about hotels, employees in hotels are friendly to guests, hotels have a unique image, hotels are popular or famous, hotel employees always pay attention to guests. Jani and Han (2014) use the hotel image indicators as follows, the hotel reputation is good, the overall image of the hotel is good, and compared to other hotels with the same classification, this hotel has a good image. Liason, et al (2012) use hotel reputation indicators, information through websites, personal contacts and physical environment.

The perception or impression a person has of a phenomenon can create customer trust. This was revealed by Ball, et al. (2003) that the image has a direct effect on trust and satisfaction, the image has an indirect effect on loyalty through satisfaction and trust. Flavian, et al. (2005) concluded that corporate image has a relationship with consumer confidence in banking both traditional and internet banking. Beneke, et al. (2011) prove that store image influences trust and satisfaction but does not affect loyalty. Trust affects satisfaction but does not affect loyalty and satisfaction affects customer loyalty.

Service quality is a global attitude or judgment about the superiority of services, even though the actual scope of this attitude is not in agreement. Service quality is often conceptualized as a comparison of expectations with perceptions of the actual performance of services. Quality must start from customer needs and end on customer perception (Kotler, 2006). Customer perception of the desirability of service creates customer loyalty. Bei and Chiao (2001) found evidence that service quality is the same thing as the basis for motivating consumer loyalty.

Ramzi and Mohamed (2010) show that service quality dimensions such as empathy, reliability, responsiveness and tangibility significantly predict customer loyalty in five-star hotels in Jordan. Akbar, et al (2010)

concluded that service quality has a positive effect on hotel customer loyalty in Penang, Malaysia. Malik, et al (2012) concluded that service quality was positively and significantly correlated with customer loyalty variables. Bostanji (2013) concluded that there is a strong impact of the quality of service (rapid responsiveness, empathy and tangibility) on the loyalty of five-star hotel customers in Riyadh. Poku, et al (2013) concluded that customer satisfaction is not only based on hotel ratings / classifications but service quality generates customer loyalty at Golden Tulip, a 4-star hotel; Miklin Hotel, a 3 star hotel and Lizzie Hotel, a 2 star hotel in Kumasi, the city of Ghana.

Bloemer and Ruyter (1997) revealed that the image is a complex perception of the customer regarding the store based on several attributes attached to it. Customers will make an assessment of these attributes by seeing, hearing and feeling, then the results of these activities will be compared with information that has been obtained previously from other customers to then be used as a basis for evaluating the company (Bontis and Booker 2007).

The perception or impression a person has of a phenomenon can create customer loyalty. Oloughlin and Coenders (2002) show that images do not have an influence on values and satisfaction, but rather influence loyalty. Lu and Cai (2009) found evidence that images do not affect satisfaction but images affect loyalty. Uttami, et al. (2014) shows that the relationship between hotel images, has a positive and significant influence on customer loyalty. Beneke, et al. (2011) prove that store image influences trust and satisfaction but does not affect loyalty. Trust affects satisfaction but does not affect loyalty and satisfaction affects customer loyalty.

Effective marketing depends on developing and managing customer trust so that customers specifically purchase a service before experiencing it (Shamdasani and Balakrishnan, 2000). The management of trust is determined in the manner in which the services, personal, technological and system resources of the service are used so that the customer's trust in the resources involved and the company itself. Kreitner and Kinicki (2001) state that trust is a party's beliefs about the intentions and behavior of other parties.

The presence of customer trust can contribute to customer loyalty. as expressed by Chiou and Droge (2006) proves that trust affects loyalty. Ball, et al. (2003) concluded that trust has an impact on loyalty. Luarn and Lin (2003) prove that trust does not affect commitment but affects loyalty, satisfaction influences commitment and customer loyalty, perceived value influences customer commitment and loyalty, besides, commitment influences customer loyalty. Ranjbarian, et al. (2011) shows that there is a significant correlation between personalization, communication, trust and satisfaction with hotel customer loyalty and the most significant is customer satisfaction.

Research Limitations
In this study in general has tried to answer the formulation and objectives of the study, but there are limitations in this study, namely
1. This research is based on survey data that only presents an analysis of relationships in one time period (cross section) so that for analysis at different time periods will be greatly influenced by changes in the business environment which is certainly very dynamic.
2. The results of this study cannot generalize customer perceptions of star hotels as a whole, especially those related to the variables studied.
3. The object of this research is done in Malang City, it is possible to limit the ability to generalize the findings of this study to other customer segments

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