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## **The influences of service innovation, service quality, satisfaction, and trust on loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis**

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**Abstract**---Extensive research has been carried out to examine the customer behavior in the hotel industry. The loyalty behavior is extensively studied in the literature in hotel industry; however, the phenomenon of loyalty is rarely addressed in the non-hotel homestay guesthouse businesses. Particularly, the loyalty behavior among the non-hotel homestay guesthouse business is not addressed by the literature in Bangkok Metropolis, Thailand. Hence, this study is an attempt to carried out loyalty behavior along with service innovation, service quality, satisfaction and trust among the non-hotel homestay guesthouse business of Thailand. Mixed method research approach is carried out to examine the relationship between variables. Questionnaire survey and in-depth interviews are carried out for data collection. It is found that; service innovation and service quality have positive role to promote the business of non-hotel homestay

guesthouse. The promotion of service innovation and service quality increases the satisfaction and trust which further causes to increase the loyalty behavior. This study has vital implications for the management of non-hotel homestay guesthouse which further causes to increase the loyalty behavior among the customers through service innovation, service quality, satisfaction and trust.

**Keywords**---Service innovation, service quality, satisfaction, trust, non-hotel homestay guesthouse.

## **Introduction**

In the current competitive environment, the competition in hotel industry is increasing significantly (Chang & Sokol, 2022; Sampaio, Hernández-Mogollón, & Rodrigues, 2018). Due to the increase in competition in the hotel industry, the achievement of higher performance become a challenge. Although this industry is growing significantly, however, the increase in competition has negative effect on various small hotels. Therefore, in such market the achievement of performance is one of the crucial issues which is based on several elements. All the businesses cannot achieve high performance by fulfilling all the requirements of the market, therefore, few businesses can achieve higher performance. In this way, the survival of their businesses is a challenge in the competitive market. Although hotel industry is one of the important industries globally which has relationship with various other industries including the tourism, however, despite the significant potential in this industry the success is a challenge due to the stiff competition.

Although the hotel industry is considered several times by number of previous studies in the literature (Fernandes Sampaio, Hernández Mogollón, & de Ascensão Gouveia Rodrigues, 2020; Islam, Hack-Polay, Haque, Rahman, & Hossain, 2022), but the non-hotel homestay guest houses are not considered significantly. These guest houses remained ignored by the previous studies and various important phenomena are not considered in this industry. Non hotel homestay guest houses also have significant importance in hotel industry because the guest houses also playing their role in various activities such as economic development as well as the welfare of the community by promoting various opportunities for the people to earn money. Similarly in Bangkok Metropolis, Thailand, these guest houses also have major importance because these guest houses are promoting the hotel industry and contributing towards the development of the communities.

However, these guest houses are lacking in various elements which is needed to address by the management of these hotels. Especially these hotels are lacking to develop customer loyalty (Fernandes Sampaio et al., 2020) which has negative effect on the performance of these guest houses. The customer loyalty is higher among the other hotels but it is at lower level among the non-hotel homestay guest houses. The low customer loyalty among these guest houses can decrease in the performance because the demand of these guest houses is quite lower than other hotels. This element has effect on the customers satisfaction as well as

various other elements. Therefore, the behavior of the customers is most important particularly loyalty behavior has major importance for the hotels which required to achieve significant level for the achievement of higher performance by these hotels. In this way, this industry is facing several issues related to the performance because the issues related to the customer satisfaction having negative effect on these guest houses. Although number of guest houses are achieving higher performance (Hounnaklang, 2016; Iqbal, Hassan, & Habibah, 2018; Taimenas, Pellokila, Rihi, & Day, 2019) but most of the homestay guest houses are lacking in performance.

Therefore, this study proposed that service innovation and service quality may have most critical role. The promotion of these two services has the ability to increase the loyalty behavior which may influence positively on the overall business. Better service quality and innovation in services can add new features to the services which further lead to the higher performance. Additionally, this study proposed that service innovation and service quality may lead to the satisfaction and trust which ultimately shows positive influence on loyalty behavior. Finally, the whole mechanism increases the loyalty behavior among the customers. It is needed to upgrade the services by the management of guest houses. Therefore, the upgrading of service innovation towards sustainable excellence is very important in the non-hotel homestay guesthouse business in order to cope with the changes in the world with the creation of up-to-date service innovation with modernity and creation of unique difference in the accommodation. Finally, this study has three major objectives which include; 1) to study the levels of service innovation, service quality, satisfaction, trust, and loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis (2) to study the influences of service innovation, service quality, satisfaction, and trust on loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis; and (3) to develop a model of loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis.

## **Literature review**

### ***Loyalty Behavior***

Loyalty is concerned with re-purchase activity, regardless of any internally held attitudes or preferences. Behavioral loyalty is when a customer continues to buy/use a specific product, service or brand. Therefore, loyalty is majorly based on the repurchase intention of the customers of a specific product from a specific company. The behavioral loyalty is based on the continuous buying a product from a specific company (Lai, Pham, Nguyen, Nguyen, & Le, 2019). The loyal customer always visits the same company to use different products, however, the customer having low level of loyalty may not want to repurchase the product from the same company. Therefore, loyalty is majorly based on the attitude of customer towards the specific company products. In a similar way, the loyalty among the hotel industry is based on to purchase various services from the same hotel industry. Hotel industry is based on the services, therefore, the loyalty in relation to the service industry is based on the availability of hotel services related to the food as well as residence from the same hotel (Alauddin, Ahsan, Mowla, Islam, & Hossain, 2019). Number of studies carried out research on hotel loyalty, but the

research is lacking on non-hotel homestay guest houses. Therefore, the current study considered this neglected area of the literature and identified the loyalty behavior among the customers of non-hotel homestay guest houses. The investigation of loyalty behavior among these guest houses has the potential to contribute significantly by filling the literature gap. The loyalty behavior of these guest houses is considered in relation to the service innovation, service quality, customer satisfaction as well as customer trust. All these elements have significant contribution to promote loyalty behavior among these hotels.

### ***Service Innovation***

Non-homestay guest houses are facing several issues related to the service innovation. Customers always require innovative features in various services which can protect the customers. Innovation in the services lead to several advantages for the customers because it helped to reduce the overall cost and increase the efficiency of the services (Fernando, Jabbour, & Wah, 2019; Tang, Zhang, Lu, Wang, & Tsai, 2020). The increase in the innovation in services as low cost and more benefits has major importance for the customers and it increases the loyalty among the customers. The innovative ideas in the hotel service delivery have the potential to attract the customers because it is based on valuable innovative ideas providing various additional features to the customers among these hotels. However, innovation in services of these hotels is lacking and due to the lack of innovative services, the homestay guest houses are behind the traditional hotels because these guest houses have not achieved the higher quality. However, the low level of loyalty behavior among the customers of guest houses can be improved with the help of service innovation. Several previous studies identified that service innovation can play most significant role in hotel industry (Hameed, Nisar, & Wu, 2021). Therefore, the introduction of service innovation in various guest houses can improve the performance of these guest houses and businesses based on non-hotel homestay guest houses can be improved significantly. Although few of the studies has carried out research on these guest houses, however, it is very rare which have not covered the element of service innovation. In this way, the current study can play most critical role to promote behavioral intention of customers towards the guest houses. According to the literature, service innovation can play important role to enhance the customer loyalty in hospitality sector. Therefore, the current study proposed the important relationship between service innovation and loyalty behavior of the customers through satisfaction and trust.

### ***Service Quality***

Service innovation is not sufficient to promote loyalty among the customers in relation to the homestay guest houses, but the introduction of service quality is most significant (Nian et al., 2019). Service quality is based on the quality of various services provided to the customers in relation to the food, residence as well as other services in hotels. A better quality of services provided to the customers to repurchase the same services from the same hotel has the potential to increase the loyalty behavior among people. In the hotel industry, quality in the services can play most influential role (Alauddin et al., 2019; Sampaio et al., 2018).

Service quality is a measure of how an organization delivers its services compared to the expectations of its customers. Therefore, service quality is majorly based on the expectations of the customer. High service quality leads to the better expectations of customer, but low service quality lead towards the negative effect on the expectations of the customer. Therefore, customer always compare the product with the expectations, the quality of the product above the expectation increases customer satisfaction, but in case if the quality of the product it less than the expectations of the customer, it generally decreases the satisfaction of the customer. Therefore, service quality has central importance in hotel industry as reported in previous studies (Hoang, Ho, & Nguyen, 2022). It has significant effect to decrease or increase the loyalty behavior (Ahmed et al., 2022). The customers of various non-hotel homestay guest houses require high quality services which can lead to the increase in behavioral loyalty. In this way, the current study addressed that service quality of guest houses has effect on the loyalty behavior of the customers. To promote loyalty behavior of the customers, the service quality is needed to improve by the management of home guest houses. In this way this study proposed the effect of service quality on behavioral loyalty.

### ***Satisfaction***

Satisfaction is a measure of how products as well as services supplied by a company encounter or surpass customer expectation. Customer satisfaction is also based on the expectations of the customers (Alauddin et al., 2019; Chen, Chen, & Lee, 2011). The positive expectations of the customer can be approached with the help of providing better quality of services as well as products. To improve the level of customer satisfaction among the guest houses, the role of various services is key. Homestay guest houses in Thailand are facing several issues related to the satisfaction of the customers. The customers visiting these guest houses are less satisfied than other traditional hotels. Due to the decrease in the level of satisfaction among the guest houses, customers have majorly effect on the loyalty. Therefore, the loyalty of the customers is majorly dependent on the satisfaction of the customers (Khan, Salamzadeh, Iqbal, & Yang, 2022; Puspasari et al., 2022). Higher the level of customer satisfaction higher will be the loyalty. Behavior of the customers can also be changed with the help of better level of satisfaction. The positive behavior towards the guest houses is the indication of higher level of satisfaction. However, dis-satisfied customer has less positive behavior to avail the services of guest houses. Therefore, there is a positive relationship between customer satisfaction and loyalty behavior of the customers. Increase in the level of customer satisfaction can increase the loyalty behavior among customers. Similarly, previous studies also reported that customer satisfaction has vital importance among the hotels as well as guest houses. Therefore, while addressing various issues related to the non-hotel homestay guest houses business the role of customer satisfaction is most important to address. Although customer satisfaction is addressed by large number of studies in the literature (Alauddin et al., 2019; Iqbal et al., 2018; Zhong & Moon, 2020), however, still a significant gap exist in relation to the homestay guest houses. Therefore, this study considered to examine the effect of customer satisfaction on loyalty behavior.

## **Trust**

Another important element is based on the level of trust among the customers of homestay guest houses. A better level of trust among the customers leads towards the specific guest house to appear with different services. The customer who visits homestay guest houses and found valuable services along with a significant level of quality will always be willing to avail service again and again. Therefore, trust is one of the most valuable elements among the businesses (FATMAWATI & FAUZAN, 2021) which may have significant effect to increase or decrease the customer intention towards the hotel. Similarly in homestead guest houses the role of trust is most important. The role of trust can be described as the trust on various services of the organization. The positive trust indicated that the customer has positive intention to avail the services of the specific hotel. However, low-level trust indicated the negative effect on the services. It is identified by the previous studies that trust among the customers related to the services of organization is most important. It also has significant effect on the non-hotel home-based guest houses. The potential of customer trust among these guest houses cannot be neglected as it has the ability to influence the customer behavior. The influence on the customer behavior has effect on the level of customer loyalty (LAPAROJKIT & SUTTIPUN, 2021). Higher the customer loyalty higher will be the satisfaction among the customers to work with the specific services. It is reported in the literature that trust has important relationship with the loyalty (LAPAROJKIT & SUTTIPUN, 2021).

Finally, from the aforementioned discussion, the current study proposed different hypotheses. These hypotheses are divided into the direct effect of different factors on the loyalty behavior and mediation effect. The mediation effect of satisfaction and trust is considered. Thus, following direct and indirect effect hypotheses are proposed;

- H1:** Service innovation has positive effect on trust.
- H2:** Service innovation has positive effect on satisfaction.
- H3:** Service quality has positive effect on trust.
- H4:** Service quality has positive effect on satisfaction.
- H5:** Satisfaction has positive effect on trust.
- H6:** Satisfaction has positive effect on loyalty behavior.
- H7:** Trust has positive effect on loyalty behavior.
- H8:** Satisfaction mediates the relationship between service innovation and trust.
- H9:** Satisfaction mediates the relationship between service quality and trust.
- H10.** Trust mediates the relationship between satisfaction and loyalty behavior.

## **Methodology**

The current study is based on the basic research in which qualitative and quantitative research is employed. Qualitative research is based on to conduct the interviews from the respondents and these interviews are used to get the results of the study. On the other hand, quantitative research is based on to collect data with the help of survey questionnaire. The data collected in numerical form used to analyze with the help of statistical tool to examine the effect of independent variables on dependent variables. Furthermore, this data is also used to examine the indirect effects. Development of questionnaire is completed with the help of

previous studies as the questionnaire used by other studies are adapted for the current study. Few minor changes in the questionnaire were made and used for the current study. Furthermore, development of the questionnaire is grounded on five variables including service innovation, service quality, satisfaction, trust and loyalty behavior. Service innovation is measured by considering various innovative initiatives by the guest houses to promote the services. It is also based to the introduction of new services along with the existing services. Satisfaction of the customer is measured by considering the level of happiness by using the required services. Additionally, the trust of the customer is considered by considering the purchase of services from the same guesthouse. Finally, the loyalty of the customer is considering by examining the intention of the customer to revisit the same guest house.

In the quantitative study, the research sample consisted of 380 service users of non-hotel homestay guesthouses in Bangkok Metropolis obtained by stratified random sampling. The sample size was determined based on the criterion of 20 times of the observable variables. A questionnaire was used as the data collecting instrument. Data were analyzed by using structural equation modeling (SEM). In the qualitative study, data were collected by in-depth interviews of the target group comprising 17 persons classified into guesthouse entrepreneurs, employees, and personnel of concerned work agencies.

## Results

Data statistics are provided in Table 1. After the collection of data with the help of questionnaire survey the data is entered in the excel sheet and data screening is carried out in which the missing value and outliers in the data are considered. It is found that the study data has no missing value as well as no outlier. Furthermore, normality of the data is also considered in this study as shown in Table 1. Additionally, the data statistics also shows significant value with the help of the p-value and standard deviation.

Table 1. Statistical test of empirical variables (n=380)

ตัวแปร	M	S.D.	%CV	Sk	Ku	$\chi^2$	P-value
newn	4.28	.69	16.12	-3.048	-1.372	11.170	.004
uniq	4.04	.78	19.31	-2.160	-1.818	7.970	.019
orig	4.20	.71	16.90	-2.597	-1.664	9.513	.009
diff	4.26	.70	16.43	-3.103	-1.786	12.819	.002
conc	4.22	.70	16.59	-2.727	-1.344	9.246	.010
cftr	4.25	.70	16.47	-2.961	-1.683	11.604	.003
resp	4.13	.75	18.16	-2.504	-1.234	7.793	.020
cmcf	4.19	.69	16.47	-2.419	-.947	6.751	.034
unde	4.32	.70	16.20	-3.709	-2.095	18.148	.000
equa	4.28	.70	16.36	-3.313	-1.888	14.541	.001
intm	4.28	.68	15.89	-2.993	-2.089	13.322	.001
enou	4.16	.75	18.03	-2.713	-1.557	9.785	.008
coti	4.26	.70	16.43	-3.037	-2.016	13.292	.001
prog	4.24	.70	16.51	-2.832	-1.209	9.481	.009
reli	4.31	.67	15.55	-3.237	-1.792	13.688	.001

atti	4.28	.71	16.59	-3.409	-1.768	14.745	.001
beha	4.19	.73	17.42	-2.823	-2.365	13.561	.001
wocm	4.16	.71	17.07	-2.457	-1.314	7.761	.021
repu	4.21	.68	16.15	-2.526	-1.980	1.301	.006

After the data screening process, it is found their data is accurate to produce for further analysis. In this way, the current study considered SEM to examine the relationship between variables (Rahi & Abd Ghani, 2018). Before to examine the relationship between variables this study identified the factor loadings in which all the factor loadings having loading less than 0.5 were deleted, however, all the items were retained having factor loading above 0.5. Table 2 highlighted the factor loading values which shows that all the retained items have factor loading above 0.5. In this part of data analysis, the confirmation of factor loading is not sufficient, therefore, this study also considered composite reliability (CR) and average variance extracted (AVE). CR must not be less than 0.7 and AVE must not be less than 0.5 to achieve convergent validity. All the values have achieved the minimum threshold level. Furthermore, this study also highlighted the importance of discriminant validity and it is measured with the help of AVE square root (Hyland, Karatzias, Shevlin, & Cloitre, 2019). The achievement of reliability and validity in this study allowed the data analysis to proceed further to test the hypotheses.

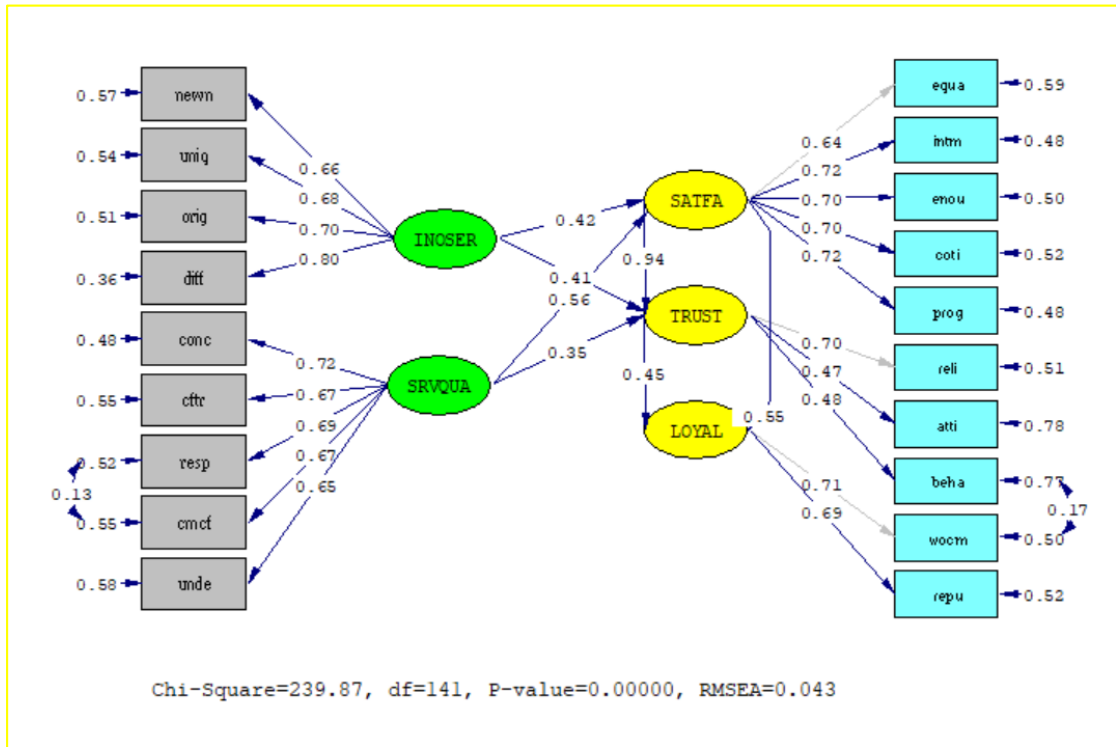
Table 2. Factor Loadings. (n = 380)

ตัวแปร	Factor Loading ( $\lambda$ )	Error ( $\theta$ )	t	R <sup>2</sup>
Service innovation (INOSER)				
newn	.64	.59	12.47	.41
uniq	.74	.45	13.4	.55
orig	.78	.39	14.45	.61
diff	.73	.47	14.2	.53
$\rho_c = .81$ $\rho_v = .52$				
Service quality (SRVQUA)				
conc	.62	.42	11.95	.58
cftr	.63	.40	12.33	.60
resp	.77	.40	15.92	.60
cmcf	.76	.42	15.58	.58
unde	.61	.42	11.97	.58
$\rho_c = .85$ $\rho_v = .53$				
Satisfaction (SATFA)				
equa	.60	.34	11.26	.66
intm	.70	.31	13.59	.69
enou	.78	.39	15.59	.61
coti	.65	.58	12.23	.42
prog	.67	.55	12.80	.45
$\rho_c = .84$ $\rho_v = .51$				
Trust (TRUST)				
reli	.64	.39	8.02	.61

atti	.61	.34	7.21	.66
beha	.62	.33	7.27	.67
$\rho_c = .77$ $\rho_v = .52$				
Loyalty behavior (LOYAL)				
wocm	.95	.10	24.85	.90
repu	.52	.72	10.52	.28
$\rho_c = .72$ $\rho_v = .58$				

Note: Service innovation=INOSER; Service quality=SRVQUA; Satisfaction=SATFA; Trust=TRUST; Loyalty behavior=LOYAL

The current study tested various direct and indirect effects. The results of direct and indirect effects are shown in Table 3. To test these hypotheses, this study considered beta value and p-value. T-value higher than 1.96 is the indication of acceptance of hypothesis, however beta value shows the direction of the relationship. This study highlighted the relationship between service innovation and satisfaction which is significant. The relationship between service innovation and trust is also significant and positive. The results of the hypothesis shows that service quality has significant relationship with satisfaction and trust. Additionally, it is found that the t-value of satisfaction and trust is higher than 1.96 along with the relationship between satisfaction and loyalty behavior. Therefore, satisfaction has significant effect on trust and loyalty behavior. Additionally, trust also has significant relationship with loyalty behavior. In addition to this, it is also found that satisfaction has significant relationship between service innovation and trust. Satisfaction is a mediating variable between service quality and trust, service innovation and trust. Therefore, all the hypothesis including direct as well as indirect hypothesis are significant. Figure 1 shows the model of the study along with results.



Note: Service innovation=INOSER; Service quality=SRVQUA; Satisfaction=SATFA; Trust=TRUST; Loyalty behavior=LOYAL  
Figure 1. Model (n=380)

Table 3 Parameter estimation result of direct effect coefficient, indirect effect, and total effect from adjusting model (n=380)

Variable	R <sup>2</sup>	Effect	Variable			
			SATFA	TRUST	INOSER	SRVQUA
SATFA	.73	DE	-	-	.42*(10.75)	.56*(3.48)
		IE	-	-	-	-
		TE	-	-	.42*(10.75)	.56*(3.48)
TRUST	.94	DE	.94*(6.60)	-	.41*(10.17)	.35*(7.35)
		IE	-	-	.21*(5.76)	.30*(3.27)
		TE	.94*(6.60)	-	.62*(5.69)	.65*(3.59)
LOYAL	.83	DE	.55*(10.41)	.45*(10.50)	-	-
		IE	.31*(10.47)	-	.57*(8.19)	.78*(4.27)
		TE	.86*(3.34)	.45*(10.50)	.57*(8.19)	.78*(4.27)

$\chi^2 = 239.87$  df = 141 p-value = .00000,  $\chi^2 / df = 1.70$ , RMSEA = .043, RMR = .019, SRMR = .038, CFI = .99, GFI = .94, AGFI = .92, CN = 297.11

Note: Service innovation=INOSER; Service quality=SRVQUA; Satisfaction=SATFA; Trust=TRUST; Loyalty behavior=LOYAL

## Discussion

After collecting the data with the help of in-depth interviews and questionnaire survey, the current study proved several important results. Data collected from both sources highlighted that service innovation can increase the satisfaction among the customers because service innovation has positive effect on customer satisfaction. Furthermore, it is observed that service innovation also has influential role to enhance the trust. As the level of trust among the customers of guesthouses is most important to avail the services, therefore, it can be increased with the help of innovative features among the services. Furthermore, it is also highlighted that service quality has influential role in satisfaction and trust. Results of the study indicated that service quality has positive effect on satisfaction and it also has positive effect on trust. Therefore, increase in service quality can increase the satisfaction and trust. Previous studies also found the similar results and highlighted that service quality has positive relationship with satisfaction as well as customer trust (Uzir et al., 2021). Similarly, previous studies also show the positive relationship between service innovation along with satisfaction and trust (Nur Asnawi, 2021). Therefore, the results of the study are consistent with the previous studies. Both the current study as well as literature proved the same facts. Additionally, the relationship between satisfaction and trust, satisfaction and loyalty behavior are examined. It is found that satisfaction has positive effect on trust and loyalty. Literature identified that both the effects have important role in the hospitality industry. The increase in satisfaction can increase the customer trust as well as loyalty. As literature found a significant relationship between satisfaction, loyalty and trust (Latif, Bunce, & Ahmad, 2021). Additionally, the results of the study also shows that satisfaction can transfer the positive effect of service innovation on trust, additionally, it can also transfer the positive effect of service quality on trust. Finally, the trust has the potential to enhance loyalty behavior among the guesthouse's customers. Therefore, the results of the study shows that service quality and service innovation are the most important factors which can promote loyalty behavior among the non-hotel homestay guesthouses. The problems related to the loyalty behavior among the customers can be managed with the help of service Innovation and service quality.

## Conclusion

Finally, the current study concluded through the following important points; (1) the service innovation, service quality, satisfaction, trust, and loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis were rated at the high level; (2) the service innovation, service quality, satisfaction, and trust had significant influences on loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis, and (3) the model of loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis, developed by the study is named as "I Q S T L Model)" I =Service Innovation, Q =Service Quality, S =Satisfaction, T =Trust and L =Loyalty Behavior. This model of loyalty behavior of service users of non-hotel homestay guesthouses in Bangkok Metropolis can be applied as guidelines for promotion of non-hotel guesthouse entrepreneurs to creatively which may create value for dividing their houses to be guesthouses that are innovative with unique services

by upgrading the service innovation in order to attract the service users with sustainable international standards and quality.

### **Implications of the Study**

Non-hotel homestay guest houses are the most important part of hospitality industry. It has influential role among the hotels to promote various initiatives. However, this area is neglected by the previous studies which require the intention of the academicians as well as practitioners. In this way, the current study considered non-hotel homestay guest houses in Thailand to examine the loyalty behavior of the customers which is rarely addressed by the previous studies. Therefore, this study contributed significantly to the literature by considering the neglected area related to the homestay guest houses in Bangkok Metropolis, Thailand. The current study considered this area with the help of various other services such as service Innovation and service quality. Service Innovation and service quality along with the trust and satisfaction is neglected by the previous studies in relation to the non-hotel homestay guest houses. Therefore, the current study filled the major literature gap which has several implications.

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