

IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: MEDIATING EFFECT OF TRUST IN THE TOURISM INDUSTRY WITH CONTEXT TO HOTELS

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Abstract

In the present study, tourist behaviour and their perceptions about travelling are being observed to know about the short term and long term impact on the customer loyalty. Customer loyalty have been one of the critical factors in the business success of hotel operators. There are scores of factors and antecedents which leads to customer loyalty. The rationale of the study is to define the relationship between service quality using different variables like physical attributes, price, empathy, convenience to peruse cause of these factors on trust, customer satisfaction and customer loyalty. As the hotel industry adds to the growth of overall countries economy it has become important to conduct research on this sector. The research is based on exploratory design of research with convenience sampling which supports to the extent of understanding the relationship between different variables and customer loyalty in hotel companies. Secondary data is also used to analyse the past researches. The research at its best provides the exploratory analysis

of the quality of the service on the consumer loyalty and provide measures, subjected to limitations.

Keywords: *Tourism, Hotels, Customer Loyalty, Service Quality*

Introduction

Travel and vacation industry is seen as one of the financial and societal indicators of growth of any country (Sofronov, 2018). In the past few decades' tourism industry has been one of the fastest growing global economic sectors (Sharpley & Jepson, 2011) and at the same times it is being observed as an as an effective driver which increases regional or national growth of all the countries especially emerging countries which are at their development level or stages (Seyfi & Hall, 2018). According to the report by the WTO, the tourism industry is expected to continue growth and eventually reach 1.488 billion by 2030 with the double revenue from the previous years (UNWTO).

Hotel is often referred to as a place, hotel is a place which provides full range of accommodations and services like suits dining banquet lounge and entertainment aptitudes with the additional services in addition there are variety of services offered like that of the airline tickets, reservation. Hotels are directly linked to the tourism industry and also plays an important role in the economic growth of a country (Sebastian & Brako, 2017).

In the volatile nature of market and cut throat competition businesses are striving to get an edge against each other. Also, the unpredictable scenarios like pandemic have greatly affected the corporations as well as individuals worldwide. It has been observed that retaining customers and quality of services is considered as areas of interest in both academia and practical world (Hamad, 2014). With the advancement in technology and other innovations it has become more opportune to convince and satisfy customers but what majorly is not opportune it to have customer's loyalty and strong brand image which is one of the important pillars in bridging the gap between customers and businesses. Our study focuses on the grounded theories and research to identify the factors influencing customer loyalty and long-term relationship between an organization and its customers. Hotel industry have become one of the World's strongest service providers throughout the globe (Hamad, 2014). Hotel industry provides diverse services from accommodation, restaurants, lifestyle etc. which are not being observed as extraordinary activities but as part of the daily life. At present, tourism industry is seen as major source of income especially for the developing economy as they tend to grow the GDP of countries. Therefore, many countries are trying to catch the attention of

travellers and guests to the destinations in their nation (Gardi et al., 2020). Due to the increasing rivalries in the industry, hotels have to make magic bullet decisions to catch the attention of guests and retain them for long terms (Anwar & Abdullah, 2021) therefore hotel managers are concentrating on enhancing the service quality in pursuit of the competition (Anwar & Abd Zebari, 2015).

Service quality refers to meet the desired expectations of the customers and almost all hotels are able to satisfy their customers through higher service quality (Top & Ali, 2021). Service quality have direct impact on satisfying the customers through performance as customer satisfaction directly leads to create a strong relationship between hotel and guest and creating guest loyalty (Anwar & Balcioglu, 2016). For gaining customers loyalty it becomes evident to satisfy the guests with great service quality and performance. Customer satisfaction is the tool that events the enactment of services or products that provided to meet customer expectations (Anwar & Louis, 2017). As a consequence, the direct and indirect relationship between service quality, satisfaction and customer loyalty leads to the factors that contributes to the success in hospitality industry. According to the past researches in different service industries like banking, life insurance, ecommerce reveals that when customers are gratified from the performance and perceived quality against the expectations of the services it becomes easy for them to remain loyal with services (Akbar & Parvez, 2009). Customer loyalty refers to the customers who consume from same service providers whenever possible and maintain positive attitude towards the service provider (Kandampully & Suhartanto, 2000). Therefore, the study is motivated by increasing importance of service quality in the hotel industry which helps in achieving competitive advantage through customer satisfaction which leads to loyalty.

This study attempts to answer the following specific research questions:

RQ1: What is the impact of service quality on customer satisfaction?

RQ2: What is the impact of customer satisfaction on customer loyalty?

RQ3: What is the mediating impact of trust between customer satisfaction and customer loyalty?

Purpose of the Study

Rationale of the study is to define the relationship between service quality using different variables like physical attributes, price, empathy and to peruse cause of these factors on trust, customer satisfaction and customer loyalty. As the hotel industry adds to the overall growth of countries economy it has

become important to conduct research on this sector. The significance of this research is that there are few studies and grounded theories which have focussed on customer loyalty in this sector.

Review of Literature

In the volatile nature of market and cut throat competition businesses are striving to get an edge against each other. Also, the unpredictable scenarios like pandemic have greatly affected the corporations as well as individuals worldwide. It has been experiential that recalling customers and quality of services is considered as areas of interest in both academia and practical World (Hamad, 2014).

Service Quality

Service quality refers to meet the desired expectations of the customers and almost all hotels are able to satisfy their customers through higher service quality (Top & Ali, 2021). Service quality have direct impact on satisfying the customers through performance as customer satisfaction directly leads to create a strong relationship between hotel and guest and creating guest loyalty (Anwar & Balcioglu, 2016). According to (Ishaq, 2012) customers experiencing more positive feeling and attitude while consumption of services is more likely to be loyal towards the service provider.

The past, several research has showed the significance of service quality as a research topic, especially in the marketing, due to its relationship with customer satisfaction (Boulding et al., 1993), customer retention (Bennett & Higgins, 1988), market share, sales revenue (Siu & Cheung, 2001). Service quality is known to be based on the multi-dimensional structure (Gronroos, 1990) and there is no structured agreement as to the nature of the content because service quality features are heterogeneous and inseparability in nature (Wirtz & Bateson, 1995). From the decades, researchers have developed several conceptual models based on the service quality in a structure and which helps them to measure the consumer perceives service quality in different Industries like banking, finance, hotels, tourism, etc.

Dimensions of Service Quality

Price

Price is determined by the amount of value customers put into the service or product to avail the desired benefits. Price is being observed as one of

the most flexible components under the marketing mix that can be quickly changed according to the demand of the product or service (Dovaliene & Virvilaite, 2008). According to some scholars (Ostaseviciute & Sliburyte, 2008), price is the main element of marketing mix that brings income to the service enterprises. Price becomes an important component in satisfying the customers and also helps in maintaining faithfulness towards company (Kim & Choi, 2009). Many service providers pay less attention to the price, setting comparatively different rates than the competitors slightly higher which hinders the performance of the company. Price of the services or products play a major role in the perception about services which indirectly affects the services quality. Hence it becomes important for the hoteliers to understand the determination of price according to the competition. Fair prices tend to sustain a long-term relationship with the consumers hence maintaining customer loyalty.

Price in the previous literature has been classified into two parts first objective price and second perceived price. The first objective price is the actual price of any product or service while the perceived price is the belief of a consumer about the price in relation to the quality of any service or product (Lichtenstein & Burton, 1989). It has been observed that the consumers associate product deep down with this price. For instance, a low-priced product is with low quality and vice versa.

The economic conditions, have a great impact on the buying behaviour of consumers (Hoch & Banerji, 1993). As their incomes are decreasing, consumers become more price conscious and shift their preferences to private label Brands, rather than the National Brands, even when it comes to the tourism industry. The consumer segment which thinks that the price is an indicator of quality, the company reduces the price by compromising the quality of product or service to minimize the cost. Thus to those consumers high price, is the signal of better quality.

Empathy

Empathy is described as the ability of a person to sense the thoughts and understanding the feelings of others and react accordingly to the experience of another person. In past literature empathy is being observed as a fruitful element for more productive employees and customer communication which leads towards motivated behaviour (Itani & Inyang, 2015). Research probes that there are two dimensions for empathy one is cognitive and the other is emotional (Jones & Shandiz, 2015). Empathy is being observed as an analyzing tool of consumer's future buying perspectives which measures

behavioural pattern like revisit, retention, recommendation to peers and friends (Spreng et al., 1995). According to the research in hotel industry, display of genuine feeling like caring for the consumers or showing concern towards them is viewed as an essential ingredient in service quality and loyalty (Chuu & Murrman, 2006). Customers have perceived larger emotional service gap in the hotel settings (Juwaheer & Ross, 2003). So, it becomes important for the service providers to understand the emotional service expectations of consumers to create pleasantly satisfying services for the guests (Lin, 2004).

Empathy is seen as the driving force to achieve high-quality in-service settings of customer experience journey (Parasumaran et al., 1988). Empathy serves as the key for the positive relationship and a mechanism to foster a relationship between a consumer and service provider and thus helps us adding the positive experience of service encounter (Pavlovich & Krahnke, 2012). Consumers are directly or indirectly affected through the attitude and behavior of employees, which further affects their satisfaction and loyalty. So, it becomes evitable for the employees to adapt such traits and behaviors that have positive effect on customer loyalty and satisfaction (Itani & Inyang, 2015). In a service setting, for instance, any hotel bank or restaurant service, it is noticeable that the employees are the first one which interact with the customers to produce a service. So, during this type of interactions if the employee gives extra empathy and compassion towards the communication with customers it will lead towards a satisfying encounter of service (Felleson & Salomonson, 2016). Researchers further elaborate that during these types of interaction if employees are not associated in communication with the customers it could lead to the customers' dissatisfaction, or even could result into anger and annoyance. Hence, during these types of interactions the employees should adopt empathy, which is one of the frontline traits, which every service employee should inherit, which can lead to building trust and satisfaction while dissemination of the service.

Empathy in Service Sector

In a service setting, for instance, any hotel bank or restaurant service, it is noticeable that the employees are the first one which interact with the customers to produce a service. So, during this type of interactions if the employee gives extra empathy and compassion towards the communication with customers it will lead towards a satisfying encounter of service (Felleson & Salomonson, 2016). Researchers further elaborate that during these types of interaction if employees are not associated in communication with the customers it could lead to the customer's dissatisfaction, or even could result in to anger and annoyance. Hence, during these types of interactions the employees should adopt empathy, which is one of the frontline traits, which every service

employee should inherit, which can lead to building trust and satisfaction while dissemination of the service. Empathetic behaviour of employee is seen as a positive trait that can build trust and also increases the customer satisfaction with the service employee that could further lead to the loyalty of the consumers (Aggarwal et al., 2005). Therefore an employee should be showing a empathetic behaviour during the interaction with the consumers, which could lead to positive results in the future (Zeithaml et al., 1988).

Empathetic behavior of employee is seen as a positive trait that can build trust and also increases the customer satisfaction with the service employee that could further lead to the loyalty of the consumers (Aggarwal et al., 2005). Therefore an employee should be showing a empathetic behavior during the interaction with the consumers, which could lead to positive results in the future (Zeithaml et al., 1988). Studies in the financial service sector states that to acquire a new customer is five-time expensive than to retain the connection with the existing customers (Itani & Inyang, 2015). More studies conducting in the banking sector also revealed that when the relationship is improved through the empathetic behaviour of an employee the customer would not possibly go for the substitute in the banks (Athanassopoulou, 2006).

Physical Attributes

The physical evidences and environment are considered to be tangible along with employees and other communication material. There are many dimensions to be considered but physical environment is one of the main which is necessary to analyze for the guest satisfaction (Zeithaml et al., 1988) Researchers have took keen interest in studying physical environment and its effect on individuals.

Bitner in 1992 researched about the importance of tangible products in the service industry especially in tourism sector which makes a positive impact on customer behaviour and perception. There are scenarios where in tourism industry we can see the combination of both tangible and intangible environments where in the hotels or accommodations tangibles plays an important role which could be furniture and equipment's, appearance of the staff and facilities in the hotel (Vassiliadis, 2008). Physical factors are known as "servicescape" a space where services are delivered (Bitner, 1992). The "servicescape" refers to all the physical factors which can be controlled by the firm to enhance customer experience. Servicescape could have a positive influence on customers and brand image as it has the affirmative influence on customer's expectations of service quality because guests need a tangible clue which they can attached to an intangible service in order to estimate the quality (Bitner, 1992).

Basic noticeable elements of physical environment like decor, aesthetics, comfortable furniture, bedding, functioning washroom, proper light, ambiance as well as its location could be the reason for increasing customer satisfaction or may decrease due to lack of performance (Bitner, 1992).

Convenience

Service convenience is seen as an integral part in the hospitality literature. There are few dimensions of service convenience like choices, profit and transaction etc. which are very crucial for the consumers especially in the hotel industry. Service convenience have positive effect on the behavioural intention of consumers, once the consumers receive service convenience from the hospitality service providers across their purchase journey, they are more likely to show loyalty towards the providers. When customers receive remarkable experience against the money and time consumed, they tend to spread positive word of mouth and reuse the hotel and its services (Berry et al., 2002). Service providers aiming at creating long term relationship with the consumers must focus on purchaser convenience (Liang and Wang, 2006). Many researchers have examined strong and positive association between service convenience and customer satisfaction. Consumers with higher perceived value of service convenience shows greater effect on customer satisfaction (Kaura et al., 2015).

Customer Satisfaction

Customer satisfaction is the tool that measures the performance of services or products that provided to meet customer expectations (Anwar & Louis, 2017). Customer satisfaction leads to the last stage of the consumer evaluation process which results in perceived benefits obtained from using a particular service (Oliver, 2010). Customers perceive the value of services and products only after fulfilment of customer satisfaction (Zameer et al., 2015). Therefore satisfied customers tends to become the loyal customer of the particular service. As the last process of customer evaluation process customer satisfaction tends be the first stage of reaching towards customer loyalty, therefore creating a long term relationship between the enterprise and the customer. According to the results of (Dominici & Guzzo, 2010) studies state that neglecting on paying attention to customers by the hotel staff leads to dissatisfaction among the consumers which leads to have negative impact on the customer loyalty. Consequently, satisfying the customers should be the strategic target for the hotels to mark their existence in the competitive market. Customer satisfaction can be seen as the driving and motivating force for the hotel managers to take strategic and innovative decisions for maintaining excellence in the consumer market.

Customer satisfaction is observed as a tool for evaluation of purchase and consumption process of goods or service over the time (Fornell et al., 1996). Customer satisfaction is seen as a parameter that helps in predicting the customer behaviour in future (Hill, Roche & Allen., 2007). Nowadays customer satisfaction is seen as one of the crucial components of the business strategy as well as it also helps the companies to retain the customers for long terms (Khadka & Maharjan, 2017). Most of the researchers have focused on the fact that the company should sell the ideas and the usage of the product of the service first to attain or maximize the customer satisfaction (Khadka & Maharjan, 2017).

Trust

Trust is being defined as the willingness of the consumers to rely on the company or service provider based on the confidence of consumers (Moorman et al., 1993). Research shows that trust is one of the major factors in maintaining long term relationship (Singh & Sirdeshmukh, 2000). Trust is seen as one of the significant component of customer loyalty and customer satisfaction. Trust is seen as an emotional component which affects consumer purchase decisions and satisfaction. Trust is also characterized as the feelings of customers and dependability on the service provider to act in the customer's greatest interest. Trust provides significant amount of security which influence the customer for repeat purchase (Gronros, 1988). The word credibility indicates the perception of the consumer that the promises are the words of a service form which are kept by and can be trusted on the other hand benevolence indicates the belief of the customer that the firm's motives and intentions are an advantage for the consumers. Similarly, trust is seen as the belief of behaving socially responsible in this society are in deep business project (Gefen, 2000). On the same regard trust enables the customers do believe that the information which they share is based on the belief and will stay confidential (Ponder et al., 2016). When the customer thinks the service provider is trustworthy and there are high chances that the customer will share their more detailed personal information to grow the relationship with that firm (Cazier et al., 2007).

Customer Loyalty

Customer loyalty has been an important factor of attention especially in the service sector as it contributes in developing the sustainable competitive advantage for the service providers (Lee & Cunningham, 2001). Consumer loyalty plays an important role in the profitability of hotels, most of the renowned hotel chains operators have reward systems for their loyal customers

to retain and attract them (Tanford et al., 2012). Customer loyalty is observed as time specific rather than permanent it demands continuous improvement and consistent investment. Hotels must strive to maintain a consistent and healthy relationship with the customers to maintain their customer loyalty (Kamdampully & Suhartanto, 2000). Loyalty is being defined as a deep commitment which helps in rebuilding the relationship with a service or product in the future despite of the unpredictable circumstances and marketing influence both external and external (Oliver, 1999). Customer satisfaction is seen as the crucial component of the business growth but it cannot be taken itself to the top in market place, it also increases the overall profit of an organization but due to increasing market competition developing loyalty among customers and maintaining it is difficult than in the past (Khadka & Maharjan, 2017).

Customer loyalty has been divided into three different categories behaviour, intentional and emotional loyalty (Gremler & Brown, 1999). Repeat purchase behaviour of the consumer's is defined under the behaviour loyalty, whereas the intention to buy the product or service is intentional loyalty (Khadka & Maharjan, 2017). Emotional loyalty is only achieved when the customers feel connected to the brand like their vision, ideas and values etc. (Khadka & Maharjan, 2017). In the literature customer loyalty is seen as one of the most profitable component as the expense to gain the new customer is more than retaining the customers (Thomas & Tobe, 2013). Loyal consumers will help in generating and encouraging more customers and will think twice before switching to another product (Khadka & Maharjan, 2017). Gaining customer loyalty is not a quick game nor any accident it is generated with accurate designing and sourcing (Khadka & Maharjan, 2017).

Relationship between the Variables

Service Quality and Customer Satisfaction

Ruyter et al. (1997), states that service quality should be treated as antecedents of customer satisfaction, higher service quality tends to increase the customer satisfaction. Further research also suggests that service quality leads to better customer gratification in the hotel industry (Choi & Chu, 2001). Service quality refers to meet the desired expectations of the customers and almost all hotels are able to satisfy their customers through higher service quality (Top & Ali, 2021). Service quality have direct impact on satisfying the customers through performance as customer satisfaction directly leads to create a strong relationship between hotel and guest and creating guest loyalty (Anwar & Balcioglu, 2016).

Customer Satisfaction and Trust

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Service Quality and Customer Loyalty

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Customer Satisfaction and Customer Loyalty

Customer satisfaction leads to the last stage of the consumer evaluation process which results in perceived benefits obtained from using a particular service (Oliver, 2010). According to the scholar (Zameer et al., 2015) customers perceived the value of services and products only after fulfilment of customer satisfaction. Therefore, satisfied customers tends to become the loyal customer of the particular service. According to the results of (Dominici & Guzzo, 2010) studies state that neglecting on paying attention to customers by the hotel staff leads to dissatisfaction among the consumers which leads to have negative impact on the customer loyalty.

Trust and Customer Loyalty

Research shows that trust is one of the major factors in maintaining long term relationship (Singh & Sirdeshmukh, 2000). Trust is seen as one of the significant components customer loyalty. Trust between the customers and the service provider enhance the loyalty of customers towards a brand (Kassim & Abdullah, 2008). According to the study if the customer is loyal towards a service or product, he is basically trusting the service or product (Gul,

2014). Trust is significantly more powerful predictor of customer loyalty than satisfaction (Ranaweera & Prabhu, 2003).

Research Gap

At present, tourism industry is seen as major source of income especially for the developing economy as they tend to grow GDP of the countries. Therefore, many countries are trying to catch the attention of travellers and guests to the destinations in their nation. The preceding researcher's emphasis on the impact of service quality on customer satisfaction in hotel industry but there are only few studies which emphasized on the loyalty of customers in hotel industry. Therefore, the study is motivated by increasing importance of service quality in the hotel industry which helps in achieving competitive advantage through customer satisfaction which leads to loyalty.

Conceptual Framework

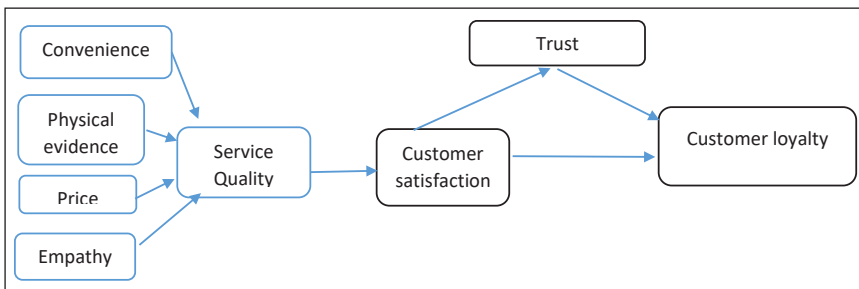


Fig. 1: Conceptual Model

Hypothesis Development

H_1 : Service quality has positive and significant impact on customer satisfaction.

H_{1a} : Price has positive and significant impact on customer satisfaction.

H_{1b} : Empathy has positive and significant impact on customer satisfaction

H_{1c} : Physical Attributes has positive and significant impact on customer satisfaction.

H_{1d} : Convenience has positive and significant impact on customer satisfaction.

H₂- Customer satisfaction have positive and significant relationship with trust.

H₃- Customer satisfaction has positive and significant impact on customer loyalty .

H₄- Trust has positive and significant impact on customer loyalty.

Research Methodology

A structured questionnaire covered descriptive inquiries and qualitative questions to collect data of 210 respondents from the different age groups pertaining to Indian context using a structured, self-administered and internet mediated survey. Likert scale used was with a range of Strongly Disagree (SD) = 1 to Strongly Agree (SA) = 5. The main importance of the Likert scale questions to statistical community is that they use a universal method of collecting data, which means it is easy to understand them and easy to draw conclusions, reports, results and graphs from the responses. The sources of constructs in the questionnaire include Blesic et al. (2011), Reeves and Bednar (1994), Buttle (1996), Ladhari (2008), Adetunji et al. (2013), Attallah (2015) and Cronin and Taylor (1992). The study is cross sectional which studies the relationship between variables and influence of the service quality, customer satisfaction and trust on the customer loyalty in hotels. Sample was selected based on convenience sampling. The research potentially covers the hotel visitors which reduces the uninformed occurrence of responses. There are 5 defined hypothesis based on relationship between independent and dependent variables. It aims to examine the relationship between independent variables physical attributes, convenience, price and empathy which have mediating outcome on customer satisfaction, trust and customer loyalty of hotels. These variables are defined based on the existing theories applied to the specific situations.

Further, this study is exploratory based on qualitative research with the purpose of understanding the study through descriptive inquires and qualitative questions from the respondents. The major data was collected based on the primary information i.e., Sample was selected based on convenience sampling. The primary information gathered from respondents is not published hence it is more authentic and specific. Secondary data was also consulted in the present study. Smart PLS (Partial Least Squares) was used to analyse the relationship between constructs using SEM also known as Structural Equation Modeling (Hair, Babin & Anderson, 2010).

Analysis and Interpretation

Descriptive Analysis

Male respondents were higher than the female respondents, more respondents were between the age 18-24 and were active social media users. The income is distributed evenly and 23% of the respondents prefer not to disclose their income.

Table 1: Sample Characteristics

Descriptors	Percentage %	Mean	Standard Deviation
Gender			
Male	52.22		
Female	47.78	2.01	0.74
Age			
Under 18	34		
18-24	37	1.99	0.87
25-34	25		
More than 35	4		
Monthly Income			
Less than 10,000	14		
10,000-50,000	21		
50,000-1,00,000	25	3.14	1.36
More than 1,00,000	17		
Prefer not to say	23		

Source: Data compilation by the authors for the present study.

Factor Loading

Factor loading interprets the correlation in the matrix by showing the correlation between the items and the principal component also known as the latent variable. The range of the factor loading can lie between -1.0 to

+1.0, higher value shows the higher correlation of absolute values with the latent factor (Pett et al., 2003). Factor loading shows how correlated is the item with the latent factor or underlying construct. Therefore, no more items were removed for the factor analysis. Factor loading for each of the item and construct is presented in the Table 2.

Table 2: Factor Loading Results

	Conve- nience	Cust- omer Loyalty	Customer Satis- faction	Emp- athy	Physical Attribute	Price	Trust
CL 2		0.894					
CL 3		0.907					
CL 1		0.871					
COV 4	0.734						
COV 1	0.846						
COV 2	0.816						
COV 3	0.676						
CS 3			0.804				
CS 1			0.731				
CS 2			0.837				
EMP 1				0.722			
EMP 2				0.897			
EMP 3				0.856			
EMP 4				0.795			
PA 1					0.934		
PA 2					0.927		
PC 1						0.904	
PC 2						0.861	
TRST 1							0.947
TRST 2							0.953

Source: Data compilation by the authors for the present study.

According to Pett et al. (2003), the range of the factor loading can lie between -1.0 to +1.0, higher value shows the higher correlation of absolute values with the latent factor. As seen in the Table 2 all the variables have defined factor loading between the range of -1.0 to + 1.0, therefore we accept

the loadings of the variables which shows the high correlation between latent variables and absolute variables. No further items were removed for further analysis, hence we moved to check the reliability and validity of the variables.

Assessment of Construct Reliability

The assessment of constructs and its reliability was measured with Cronbach alpha and composite reliability. Cronbach Alpha measures the multiple scale items which is a more conservative measure of the items. The reliability of the construct is achieved when the value is more than 0.7 or higher than it (Nunnally & Beinstein., 1994). The Cronbach Alpha for all the construct is presented in Table 3. The Cronbach Alpha is used for the non PLS model, composite reliability doesn't assume an equivalence it doesn't measure all the constructs as equally weighed (Chin et al., 1992). Composite reliability is more individualistic and focuses on the individual reliability referring to different outer loadings (Hair et al., 2017). The measurability of composite reliability is same as any measure of reliability, the cut off for composite reliability ranges between 0.6 and 0.7 (Hensele & Sarstede, 2013). The composite reliability is presented in the Table 3.

Table 3: Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Convenience	0.775	0.79	0.689	0.594
Customer Loyalty	0.87	0.873	0.644	0.793
Customer Satisfaction	0.703	0.715	0.698	0.627
Empathy	0.84	0.914	0.645	0.673
Physical Attribute	0.845	0.847	0.638	0.866
Price	0.717	0.732	0.696	0.778
Trust	0.892	0.894	0.682	0.902

Source: Data compilation by the authors for the present study.

According to Nunnally and Beinstein (1994), Cronbach Alpha measures the multiple scale items which is a more conservative measure of the items. The reliability of the construct is achieved when the value is more than 0.7 or higher than it. As we can see in the Table 3 the Cronbach Alpha for all the variables is more than 0.7, so it states the reliability of the data collected which shows high correlation between the variables and constructs. The

measurability of composite reliability is same as any measure of reliability, the cut off for composite reliability ranges between 0.6 and 0.7 (Hensele & Sarstede, 2013). Therefore, as we can observe from the Table 3 that composite reliability for all the variables and constructs is between 0.6 and 0.7. We move forward towards validity assessment. Average Variance Extracted (AVE) states that the average variance shared between constructs and its measures should be greater than that shared with the other constructs (Couchman & Fulop, 2006). The cut off for AVE is 0.50 or higher any item containing value less than 0.50 indicates more errors in the items than the AVE explained by the constructs (Hair et al., 2013). As we can see in the Table 3 all the values for AVE is more than 0.50.

Assessment of Validity

Validity can be measured using two scales convergent validity and discriminant validity (Sekaran & Bougie, 2010).

Convergent Validity

To examine the validity in PLS, average variance extracted and item loadings are examined (Hair et al., 2013). Convergent validity examines how much a measure correlates positively with an alternative measure of the same construct. AVE states that the average variance shared between constructs and its measures should be greater than that shared with the other constructs (Couchman & Fulop, 2006). The cut off for AVE is 0.50 or higher any item containing value less than 0.50 indicates more errors in the items than the AVE explained by the constructs (Hair et al., 2013). The AVE value is presented in the Table 3.

Discriminant Validity

Discriminant validity examines the uniqueness of the constructs, it is concerned with whether the phenomena analysed by the construct is unique or not represented by any other construct in the model (Hair et al., 2013). Discriminant legitimacy can be assessed by surveying the cross-loadings among builds, by utilizing Fornell-Larcker model (Table 4) and Heterotrait-Monotrait Proportion of relationship (HTMT). To begin with, to accomplish discriminant legitimacy, the loadings of the develop should be high on itself and coming up short on different builds (Vinzi, Henseler, Chin & Wang, 2010). The second discriminant legitimacy of a build can have evaluated by think about the square base of the AVE values with inert variable relationships (Fornell & Larcker, 1981). The square underlying foundations of AVE

Coefficients are introduced in the connection lattice along the askew. The squared foundation of each builds’ AVE ought to be more noteworthy than it’s most elevated relationship with some other develop to confirm discriminant legitimacy (Hair et al., 2013). At long last, another measure HTMT was presented by the new exploration done by the (Henseler, Ringle & Sarstedt, 2015) in light of their Monte Carlo Reproduction. To accomplish discriminant legitimacy, the HTMT score ought to be between certainty stretch worth - 1 and 1 (Henseler et al., 2015).

Table 4: Fornell & Larcker

Convenience	0.771						
Customer Loyalty	0.357	0.891					
Customer Satisfaction	0.644	0.476	0.792				
Empathy	0.097	0.153	0.185	0.82			
Physical Attribute	0.697	0.33	0.499	0.121	0.931		
Price	0.292	0.509	0.396	0.23	0.262	0.882	
Trust	0.356	0.704	0.475	0.102	0.407	0.573	0.95

Source: Data compilation by the authors for the present study.

Discriminant validity was checked by Fornell & Larcker method. The squared foundation of each builds’ AVE ought to be more noteworthy than its most elevated relationship with some other develop to confirm discriminant legitimacy (Hair et al., 2013). Another observation can be seen in Table 4 where the square value of each construct is greater than from its higher correlation with any other construct. So, the Table 4 proves evidence of the discriminatory validity.

Cross Loading

At the point when a variable is found to have more than one critical stacking (contingent upon the example size) it is named a cross-stacking, which makes it problematic to mark every one of the elements which are having a similar variable and in this manner difficult to make those elements be unmistakable and address separate ideas.

Table 5: Cross Loadings of Constructs

	Convenience	Customer Loyalty	Customer Satisfaction	Empathy	Physical Attribute	Price	Trust
CL 2	0.283	0.894	0.402	0.146	0.323	0.441	0.671
CL 3	0.315	0.907	0.426	0.114	0.275	0.489	0.662
CL 1	0.361	0.871	0.449	0.15	0.282	0.429	0.541
COV 4	0.734	0.347	0.617	0.121	0.515	0.292	0.322
COV 1	0.846	0.247	0.462	0.104	0.598	0.204	0.293
COV 2	0.816	0.293	0.481	0.013	0.625	0.234	0.308
COV 3	0.676	0.161	0.355	0.039	0.38	0.125	0.122
CS 3	0.464	0.372	0.804	0.169	0.314	0.31	0.365
CS 1	0.481	0.312	0.731	0.204	0.394	0.298	0.288
CS 2	0.576	0.436	0.837	0.083	0.466	0.332	0.459
EMP 1	0.08	0.191	0.123	0.722	0.102	0.181	0.116
EMP 2	0.083	0.074	0.209	0.897	0.112	0.192	0.059
EMP 3	0.099	0.112	0.109	0.856	0.088	0.172	0.07
EMP 4	0.06	0.163	0.13	0.795	0.088	0.214	0.109
PA 1	0.675	0.326	0.476	0.169	0.934	0.246	0.401
PA 2	0.622	0.287	0.453	0.053	0.927	0.242	0.355
PC 1	0.232	0.422	0.378	0.264	0.205	0.904	0.489
PC 2	0.29	0.484	0.318	0.132	0.264	0.861	0.527
TRST 1	0.336	0.656	0.424	0.082	0.394	0.556	0.947
TRST 2	0.34	0.681	0.477	0.111	0.379	0.533	0.953

Source: Data compilation by the authors for the present study.

Cross loading is used to find the validity which states that each latent variable should have values greater with its own constructs, similarly we can see in Table 5 each cross loading value is greater with its own construct hence it evident the discriminant validity.

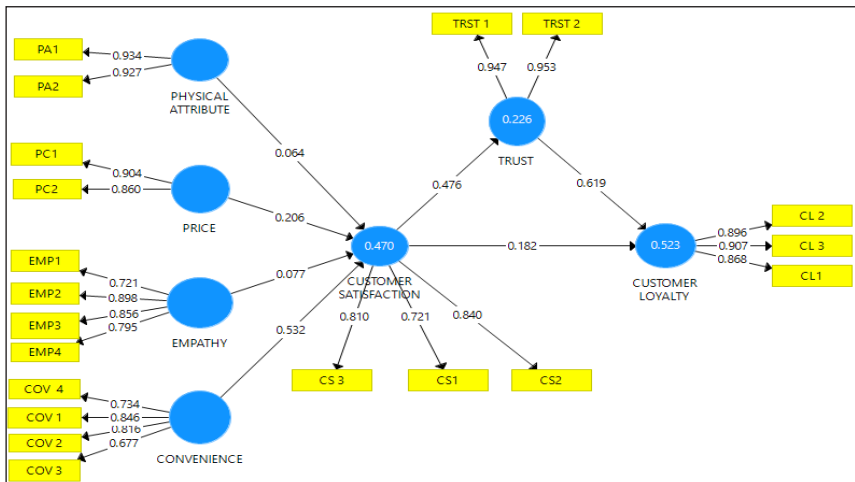
At long last, another measure HTMT was presented by the new exploration done by the (Henseler, Ringle & Sarstedt, 2015) in light of their Monte Carlo Reproduction. To accomplish discriminant legitimacy, the HTMT score ought to be between certainty stretch worth - 1 and 1 (Henseler et al., 2015). As we can see in the Table 6, all the values of HTMT are between -1 and 1 so we can say we have achieved the discriminatory validity.

Table 6: Heterotrait-Monotrait (HTMT)

	Convenience	Customer Loyalty	Customer Satisfaction	Empathy	Physical Attribute	Price	Trust
Convenience							
Customer Loyalty	0.415						
Customer Satisfaction	0.833	0.605					
Empathy	0.122	0.193	0.235				
Physical Attribute	0.846	0.384	0.641	0.139			
Price	0.376	0.649	0.554	0.29	0.341		
Trust	0.407	0.796	0.59	0.124	0.468	0.719	

Source: Data compilation by the authors for the present study.

Structural Equation Model (SEM)



Source: Data compilation by the authors for the present study.

Fig. 2: SEM Results

Measurement Model

The below Table 7 shows the path relationship between the variables in the construct model.

Table 7: Results of Measurement Model

		Path Coefficients	Standard Deviation (STDEV)	T Statistics	P Values
H1a	Price -> Customer Satisfaction	0.206	0.054	6.787	0
H1b	Empathy -> Customer Satisfaction	0.078	0.045	1.726	0.085
H1c	Physical Attribute -> Customer Satisfaction	0.065	0.074	0.88	0.379
H1d	Convenience -> Customer Satisfaction	0.531	0.085	6.212	0
H2	Customer Satisfaction -> Trust	0.475	0.067	7.055	0
H3	Customer Satisfaction -> Customer Loyalty	0.182	0.064	8.878	0
H4	Trust -> Customer Loyalty	0.617	0.056	11.055	0

Source: Data compilation by the authors for the present study.

The projected study model explains the hypothesis, H_{1a} shows relationship between price and customer satisfaction and states that price is positively related to CS. The results elaborate that price have significant impact on CS ($\beta = 0.206$, $t = 6.787$, $p < 0.00$). H_{1b} shows relationship between empathy and customer satisfaction and states that empathy is positively (partially) related to CS. The results elaborate that empathy have partial impact on CS ($\beta = 0.078$, $t = 1.726$, $p < 0.00$). H_{1c} shows no relationship between physical attributes and customer satisfaction and states that physical attributes are negatively related to CS. The results elaborate that PA has no impact on CS ($\beta = 0.065$, $t = 0.88$, $p > 0.00$). H_{1d} shows relationship between COV and customer satisfaction and states that convenience is positively related to CS. The results elaborate that convenience have significant impact on CS ($\beta = 0.531$, $t = 6.212$, $p < 0.00$). H_2 shows relationship between CS and trust and states that CS is positively related to trust. The results elaborate that CS have significant impact on trust ($\beta = 0.473$, $t = 7.055$, $p < 0.00$). H_3 shows relationship between CS and CL

and states that CS is positively related to CL. The results elaborate that CS have significant impact on CL ($\beta = 0.182, t = 8.878, p < 0.00$). H_4 shows relationship between Trust and CL and states that trust is positively related to CL. The results elaborate that trust have significant impact on CL ($\beta = 0.617, t = 11.055, p < 0.00$). All the results are presented in Table 7.

Table 8: Mediation Analysis

		Total Effect	Direct Effect		Indirect Effect			
	Coefficient	T-Value	Coefficient	T-Value	Hypothesis	Coefficient	T-Value	P-Value
CS -> CL	0.483	8.878	0.170	1.913	CS -> TRST -> CL	0.464	7.876	0.00

Source: Data compilation by the authors for the present study.

Last of all we examine the mediating effect of trust between Customer Satisfaction (CS) and Customer Loyalty (CL) or how trust mediates the relationship between CS and CL. The outcomes show (Table 8) that the complete impact was seen as sure and huge ($\beta = 5 0.483, t = 8.878, p < 0.001$). At the point when the arbiter was brought into the model the impact was diminished and the direct relationship was seen as irrelevant ($\beta = 0.170, t = 1.913, p > 0.05$) while the roundabout impact with the consideration of go between into the examination was viewed as huge ($\beta = 5 0.464, t = 7.876, p < 0.001$). Thus, the outcomes uncover a total intervention.

Discussion and Conclusion

The relationship between quality of the service, customer satisfaction, trust and Customer Loyalty was founded in all the directions. All the hypotheses were accepted and it is proved by the analysis except one hypothesis where Physical attributes shows no relationship with customer satisfaction. With instance, mediation analysis was also done to find the relationship between customer satisfaction and Customer Loyalty through trust, which was also supported through analysis. These service quality and customer loyalty is directly related to each other through customer satisfaction and trust. It is the high demand of the hotels to regularly innovate when they talk about the quality of the services or should improve their service. They are providing the services to satisfy and to retain more customers. Directly this satisfaction of the consumers leads towards the Loyalty of the consumers as proved in the

study. Not only customer satisfaction can directly lead to customer loyalty, but somewhere after satisfying the customer trust also plays an important role to retain the customers for the long term. In support to our study (Brodie et al., 2009) results also matches with our study. The consumer loyalty is essentially the target of the lodgings which make them to offer most extreme consideration. In this cut choke rivalry each business is endeavouring to achieve edge over the other. Consequently, they constantly are attempting to keep up with their ideal situation on the lookout.

The outcomes uncovered that service quality altogether affects consumer loyalty and trust, the investigations of (Gronoos, 1990) and (Dominici & Guzzo, 2010) likewise upheld this consequence of the review. The quality of the service likewise showed its huge impact on faithfulness of the clients. This outcome is equivalent to establish via (Caruana, 2002). The fact that the trust has its makes it moreover observed intervening impact between consumer loyalty and client faithfulness similar kind of the outcomes (gronoors) were found via Caruana, 2002) and (Kheng, Mahamad & Ramayah, 2010) yet trust was excluded.

Limitations of the Study and Recommendations

The findings of the research should be taken with some limitations. First of all, only Indian residents were surveyed, which means that the results can be applied in India, but care must be taken in application anywhere else due to the cultural background. Other issue is that respondents came mostly from Delhi, capital and Delhi NCR, which is more cosmopolitan than the rest of the state. This may affect the obtained responses as city residents tend to adopt more quickly new trends. The study doesn't cover the true rural population, which may bias the results. Other factors should also be studied to obtain customer loyalty in hotel industry. The findings of the study help the hotels to retain the customers for the long term and enhance the service quality which could lead to customer satisfaction and loyalty. For further different variables like technology should be studied in the same context to understand the perception and attitude of consumers with more large and stratified sample size.

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