Understanding the Determinants of Hotel Consumer Trust : A Perspective Commitment-Trust Theory

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Abstract - *Hospitality services are significantly affected by the pandemic, inseparable from Bali's province, known as the highest contributor of tourism revenue in the affected country of Indonesia, where the occupancy rate of hotels in Bali is also decreasing. This investigation will analyze the impact of services, Communication reduction on Bali hotels' occupancy during the Covid-19 outbreak. The research objective is to develop a conceptual model of consumer trust by implementing health protocol services and setting low prices. The research method used is descriptive quantitative with questionnaire instruments that have been disseminated, then each answer is processed and analyzed with a statistical application, namely PLS-SEM. Determination of the sample using non-probability sampling with 100 respondents. The findings also show that the influence on services, especially in the current health protocol, becomes significant in the hospitality service industry. The low Communications also directly affect tourists to choose hotels in the middle of a pandemic like this.*
Keywords: Health protocol services, communication,, consumer trust

I. INTRODUCTION

Research informs that humans like to reduce social uncertainty. In other words, humans look for ways to understand, predict, and sometimes try to control others' behavior. When social tension cannot be reduced through rules and customs, humans use a lower level ofTrust and familiarity as the primary method of reducing social complexity. (Luhmann, 1979). Trust is one of the most enduring characteristics of human interactions (Blau, 1964; Luhmann, 1979; Rotter, 1980). especially when the expected outcomes of interactions with others are not entirely governed by rules and guarantees (Blau, 1964; Kelley & Thibaut, 1978; Thibaut & Kelley, 1959). Trust is also a central element in many commercial activities (Fukuyama, 1995). especially when the trusted party has no control over the trusted party and where, consequently, the belief that the trusted party will behave as expected can serve as a substitute for formal agreements on commercial exchanges (Fukuyama, 1995; Hart & Saunders, 1997; Kumar, 1996; Luhmann, 1979). Trust is an essential subject from many disciplines and a significant factor in building and maintaining relationships (Özbek et al., 2014). The commitment-trust theory of relationship marketing positions trust and the accompanying sense of commitment as the basic building blocks on which to base strong relationship marketing (Morgan & Hunt, 1994)

Service is an activity with an intangible element (intangibility), which involves interaction with consumers or property in their ownership and does not result in a transfer of ownership. Hotel services are an industry that has been significantly affected by the pandemic, which is inseparable from the province of Bali, which is known as the highest contributor to tourism revenue in Indonesia, where the island province of the gods has been affected by
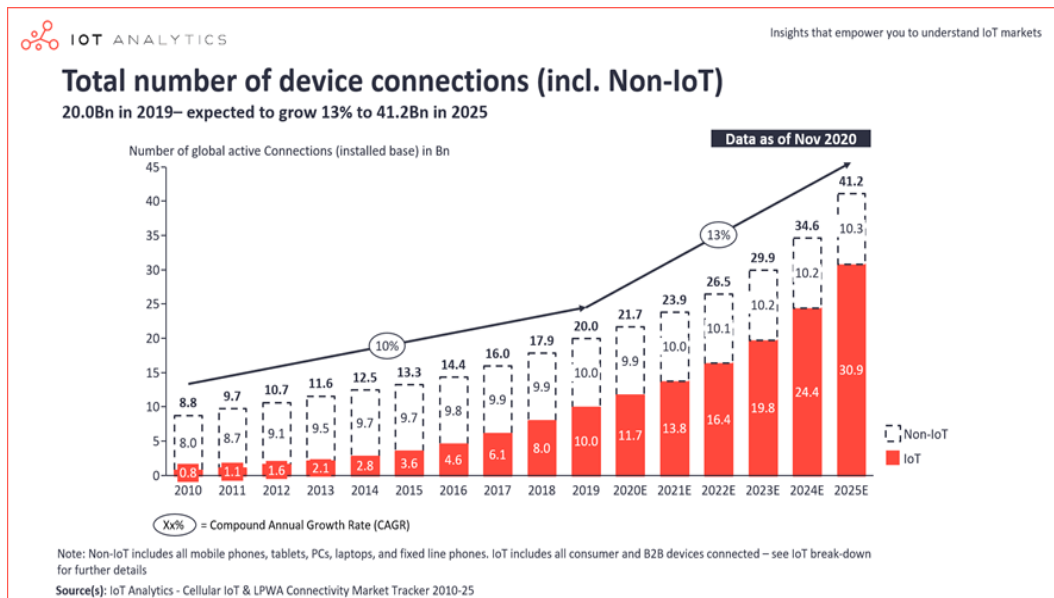
indications of declining hotel occupancy rates in Bali. Even the Senior Associate Director of Colliers International Indonesia, Ferry Salanto, revealed that Bali's hotel industry is experiencing a downturn due to Covid-19 (Andi. Link, 2020). The Covid-19 pandemic has completely paralyzed tourism activities in Bali. The impact is that most hotel businesses in Bali have closed from early April 2020 (Covid.go.id, 2021) (Kompas.com, 2020). According to the Bali Central Statistics Agency, during May 2020, there was only 2.02% of room occupancy, including star and non-star hotels. If totaled during January to May 2020, the number of hotel room occupancy in Bali only reached 27%, while in the same five months in 2019, the number was around 55% (Bali.bps.go.id, 2020). Figure 1 below shows that the increasing impression on the IoT internet of things. One of the uses for this increase in IoT is the company's incessant digital marketing (Budi Sulistiono, 2010).

Figure 1. Total Number of Device Connections
Source: (Lueth, 2020)

With the decline in hotel occupancy rates (Ye et al., 2014), various policies have been carried out in the hotel industry to increase consumer trust in the community (Stephanie Djimantoro & Chandra, 2019) (Chen et al., 2015). In the current internet of things, people are getting smarter in filtering the information they want to consume (Parvez et al., 2018). The better the service the customer receives, the higher the trust point of view. Conversely, if expectations are not following actual implementation, customers will not be satisfied and will not believe (Guspul, 2014). High confidence in providing services and comfort shows thatTrust can increase loyalty (Unidha, 2017). Consumer confidence in utilizing and implementing information technology, especially in mobile commerce in application-based transportation, is a breakthrough for a service company in empowering internet technology. Therefore, researchers wanted to know whether policies such as lowering lodging prices, establishing strict health protocols could increase consumer confidence. In light of this situation, this paper undertakes to investigate the following research question: how do health protocol services increase consumer trust? How does the implementation of low prices increase consumer trust? The research objective is to develop a conceptual model of consumer trust by implementing health protocol services and setting low prices.

A. Health Protocol Services and Consumer Trust

Capacity, benevolence, and honesty are three factors that form one's confidence in others, according to (Hill et al., 2006; Mayer et al., 2015). Many different service quality assessment models have been suggested, but SERVQUAL is the most recent and commonly used (Parasuraman et al., 1985). Trust is an important component of any partnership, according to (Tjiptono 2014). The desire, integration, and encouragement of other parties to provide fulfillment in the form of needs can be translated as confidence. Customers are the crucial ones who

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describe service quality, and service quality is considered an important aspect for any customer (Saleem & Raja, 2014). According to Auka (2012), service efficiency is an overall customer evaluation. Consumers assess the disparity between service expectancy and opinions about how the service is delivered.

According to McQuitty et al. (2000), the discrepancy between belief and predicted success is the most important measure of consumer loyalty from the degree of confidence. He also said that when consumers receive a new product or service, they will turn from that product to another if they are dissatisfied with the nature of the first product's service. When people's impressions of a good or service are similar to or greater than their expectations, confidence is built.

According to Shu-Chiung et al. (2011), electronic service quality has a significant impact on satisfaction and trust in the Taiwanese sense, but the Malaysian paradigm of electronic service quality has a significant impact on satisfaction and trust. To build customer loyalty, businesses should aim to offer high-quality services. According to Sukmawati and Massie (2015), the standard of service has a significant positive impact on customer sentiment. This is consistent with the definition (Sarwar et al., 2012). According to Junaedi et al. (2020), service efficiency has a substantial impact on customer confidence. For e-vendors, trust is a critical principle in converting prospective customers into customers who can transact (Oliveira et al., 2017). According to (Hüseyin Ekizler, 2021), service efficiency affects customer confidence. As a result, the study's first hypothesis is as follows:

Hypothesis 1: health protocol services has a significant effect on consumer trust

B. Communication and Consumer Trust

The authenticity, timeliness, and accuracy of the information communicated are all aspects of communication (Anderson & Narus, 1990). Anderson and Narus (1990) define communication as the formal and informal exchange of relevant and timely information between companies. Morgan and Hunt (1994) concluded that contact has a positive and indirect effect on the retailer-supplier relationship in the motor vehicle tire industry. On the other hand, Anderson and Narus (1990) stressed the importance of coordination in forming collaboration and confidence in partnerships. Morgan and Hunt (1994) found that contact directly impacts trust and an indirect impact on commitment through faith. Consumer faith has been linked to communication (Morgan & Hunt, 1994; O'Mahonya et al., 2013). Consumers are more likely to trust online hotel vendors who make their rules public, remind them of new deals, and validate transactions quickly. As a result, the following is the second hypothesis for this study:

Hypothesis 2: Communication has a significant effect on consumer trust

C. Research Framework

According to Sekaran & Bougie (2018), a theoretical structure is a basis for the whole research project. Hypotheses should be constructed in the academic setting and checked to see if the assumption is valid. It can then be calculated using practical statistical tests. Lewis and Weigert (1985) described trust as having three dimensions: intellect, compassion, and action, all of which are considered central elements in forming a stable relationship (Garbarino and Johnson, 1999). People value their trade exchange partners because they are skilled, dependable, truthful, and straightforward (Morgan and Hunt, 1994). In their analysis of the impact of service quality on customer loyalty, Singh and Sirdeshmukh (2000) argue that competence and virtue are two requirements for building consumer trust. The loyalty confidence theory discusses how long-term partnerships evolve between trading partners. Commitment refers to the parties' unwavering desire to sustain a valuable and necessary friendship (Moorman et al., 1992). It also applies to a collection of requirements for maintaining a positive relationship and resisting transition (Shankar et al., 2003). If one party has confidence in the exchange partner's honesty and dignity, trust is a multi-disciplinary term (Morgan and Hunt, 1994). Five antecedent variables (cost termination, partnership advantage, mutual worth, connectivity, and behavioral opportunities) and five outcome variables are explained by the commitment-trust hypothesis (consent, tendency to leave, cooperation, functional conflict, and decision-making uncertainty). This theory's core principle is that establishing and sustaining business relationships between exchange parties requires simultaneous acceptance of partnership loyalty and confidence as vital inseparable variables (Wang et al., 2016). According to Morgan and Hunt (1994), the commitment-trust principle can be used to establish and sustain trade relationships between vendors, consumers, and employees. As a result, the authors create a research model as seen in Figure 2 below, based on previous theory and research.
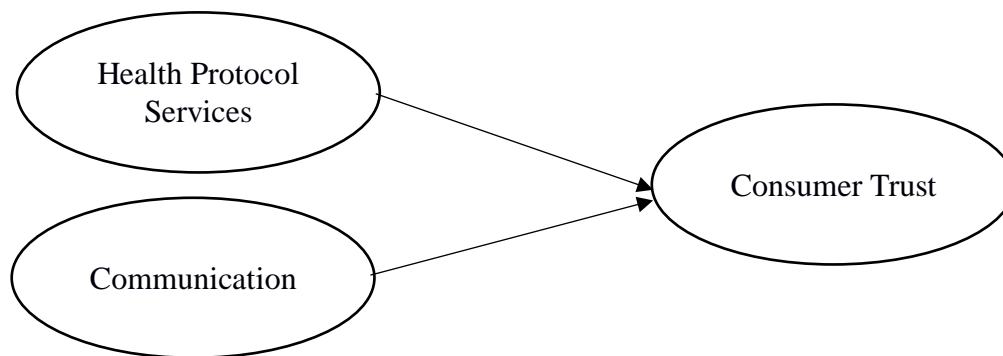
Figure 2. Research Model
Source : (Agag & El-Masry, 2016; Halim et al., 2014)

II. METHODS

The quantitative analysis technique was used in this study. Data was gathered by handing out questionnaires to everyone. Except for questions/statements about the respondent's name, the questionnaire is structured as a semi-open questionnaire. Each closed question/statement object has six possible responses: Rate 6 if you strongly agree and 1 if you strongly disagree. The data is processed by using PLS and the SmartPLS version 3.0 platform as a guide. An online questionnaire survey was used to gather data for the study. The study's participants are domestic visitors who have toured Bali. The online questionnaire revealed that the respondents were 100 Indonesians who were at least 16 years old and had visited Bali at least once. A non-probability sampling methodology was used in the sampling. .

III. RESULTS

A. Sample Description

That of the 100 respondents, 64 people or 64.4% were male as many as 36 people or 35.6%. Of the 65 female respondents, 18.75% were students aged 16-20 years, 26.56% were students aged 16-20 years, 9.38% were students aged 21-25 years, 14.06% were private employees aged 21-25 years, 4.69% private employees aged 26-30 years, 1.56% private employees aged 31-35 years, 3.13% private employees aged 31-35 years, 4.69% civil servants aged 26-30 years, 9.37% civil servants aged 31-35 years, 7.81% housewives over 40 years of age.

B. Test Results of the Validity and Reliability of Research Indicators

Checking for convergent and discriminant validity is part of the measurement model testing stage. Cronbach's alpha and composite reliability were used to assess build reliability. Suppose all metrics in the PLS model have fulfilled the criteria of convergent validity, discriminant validity, and reliability checking. In that case, the findings of the PLS study will be used to validate the research hypothesis.

1. Convergent Validity Testing

The loading factor value of each indicator is compared to the build in a convergent validity comparison. A factor weight of 0.7 or more is called sufficiently good validity to describe latent structures in most sources (Ghozali & Latan, 2015). This study's accepted loading factor is 0.7, provided that the AVE value of each construct is greater than 0.5. (Ghozali, 2015). Both indicators with a loading factor greater than 0.7 and an AVE greater than 0.5 have passed through SmartPLS 3.0 processing. As a result, this study model's convergent validity has fulfilled the criteria. Table 1 shows the importance of loadings, Cronbach's alpha, composite stability, and AVE for each full build.

2. Discriminant Validity Testing

Discriminant validity is used to ensure that the definitions of each latent variable are different from those of other latent variables. Assume that each exogenous construct's AVE squared value (diagonal value) exceeds the relation between that construct and other constructs (values below the diagonal). In that case, the model's discriminant validity is high (Ghozali, 2015). The discriminant validity testing outcomes are calculated using the

AVE square value, which is seen in Table 2 as the Fornell-Larcker Criterion Value. Table 2 shows the results of the discriminant validity test, which show that all constructs have a more meaningful AVE square root value than the correlation value with other latent constructs (via the Fornell-Larcker criteria). Table 1 shows that the cross-loading value of an indicator for all elements is greater than the other indicator products. Discriminant validity has been shown for the model (Fornell & Larcker, 1981).

A collinearity test is often performed to determine whether the model has a collinearity problem. To calculate collinearity, each build's VIF statistic for collinearity is required. If VIF is greater than 5, the model is collinear. Hair and colleagues (Hair et al., 2019). Table 3 indicates that all VIF scores are less than 5, meaning that the result of the structural collinearity model is a VIF score of less than 2. This indicates that the study model is not multicollinear.

3. Construct Reliability Testing

Cronbach's alpha value and the composite stability of each build will be used to measure construct reliability. More than 0.7 is recommended for composite stability and Cronbach's alpha (Ghozali & Latan, 2015). Both structures have composite stability and Cronbach's alpha values greater than 0.7 (> 0.7), according to the reliability test findings in Table 1. Finally, both constructs have achieved the necessary level of durability.

Table 1. Items Loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Health Protocol Services	X1.1	0.787	0.834	0.882	0.599
	X1.2	0.794			
	X1.3	0.760			
	X1.4	0.729			
	X1.5	0.799			
Communication	X2.1	0.773	0.713	0.838	0.633
	X2.2	0.791			
	X2.3	0.821			
Consumer Trust	Y1.1	0.825	0.759	0.847	0.580
	Y1.2	0894			
	Y1.3	0.855			
	Y1.4	0890			

Source: SmartPLS 3.0 Processing Results (2021)

Table 2. Discriminant Validity

Variables	Y	X1	X2
Consumer Trust (Y)	**0.762**		
Health Protocol Services (X1)	0.876	**0.774**	
Communication (X2)	0.869	0.677	**0.795**

Source: SmartPLS 3.0 Processing Results (2021)

Table 3. Collinearity Statistics Individual Creativity (VIF)

Variables	Y	X1	X2
Consumer Trust (Y)			
Health Protocol Services (X1)	**1.845**		
Communication (X2)	**1.845**		

Source: SmartPLS 3.0 Processing Results (2021)

Table 4. Value of R Square

Variables	R Square	R Square Adjusted
Consumer Trust (Y)	0.908	0.906

Source: SmartPLS 3.0 Processing Results (2021)

Table 5. Hypotheses Testing

Hypotheses	Relationship	Beta	SE	T Statistics	P-Values	Decision
H1	X1→Y	0.531	0.065	8.130	0.000	*Supported*
H2	X2 → Y	0.510	0.073	6,967	0.000	*Supported*

Source: SmartPLS 3.0 Processing Results (2021)

C. Hypothesis Test

The inner model test is another name for hypothesis checking in PLS. A significance measure for direct and indirect impacts and the degree of exogenous variable impact on endogenous variables are used in this test. To see how health protocol programs affect customer trust, as well as how connectivity affects consumer trust. The impact test was performed using the SmartPLS 3.0 program and the t-statistic test in the partial least squared (PLS) research model. Tables 4 and 5 display the R Square value and the significance test value derived using the bootstrapping technique.

According to Table 4, the R Square value of customer trust is 0.908, implying that health protocol programs and contact can clarify 90.8 percent of consumer trust. Also, other factors not discussed in this study account for the remaining 9.2 percent. Meanwhile, Table 5 displays the t-statistics and p-values that demonstrate the impact of the study variables listed.

D. Q Squared Predict

According to Hair et al. (2019) Q^2 Predict > 0 – 0,25 : small predictive, 0,25 – 0,50 : medium predictive, 0,50 : large predictive. The research model has a large predictive value because it has a Q^2 predict value of 0.906.

Table 6. Q Squared Predict

Construct	RMSE	MAE	Q2 Predict
Consumer Trust	0.321	0.238	0.906

Source: SmartPLS 3.0 Processing Results (2021)

E. Discussion

The data review findings indicate that health protocol services have a strong and substantial impact on customer trust. The t-statistics value of 8.130 is more critical than 1.96, and the p-value of 0.000 is less than 0.05, demonstrating this. Hypothesis H1 is also approved. Second, connectivity has a significant and constructive impact on customer trust. The t-statistics significance of 6.967 is more critical than 1.96, and the p-value of 0.000 is less than 0.05, as evidenced by the p-value of 0.000.

Finally, the H2 theory has been accepted. The report's findings are consistent with previous studies (Agag & El-Masry, 2016; Halim et al., 2014). Communication was also discovered to be crucial in establishing buyer and hotel owner interests. Customers expect hotel managers to have high-quality answers and precise detail, and openness in connectivity, feedback, and response time. Consumer interest in staying at the hotel during the latest Covid 19 pandemic was also found to be bolstered by health protocol facilities.

IV. CONCLUSION

Variable clinical protocol services have been shown to have a positive and significant impact on customer trust, and connectivity has a positive and significant effect on consumer trust. This research has substantial managerial consequences for Bali hotels. Vital health protocol programs and coordination would cultivate customer trust in staying at hotels during the Covid-19 pandemic in hotel marketing. In practice, this study's results indicate that growing customer trust in a hotel by communicating and implementing health service procedures will help. There are a few flaws in this report that may lead to further testing in the future. The emphasis of this study is solely on the hotel industry. Future experiments in other fields, such as computing, finance, tourism, and fitness, can be replicated.

More research into the function of mediation, such as perceived risk and brand image, and moderating factors, such as demographic and geographic variables, can be done in this partnership. To validate this

analysis, it also relies on cross-sectional survey results. Future research will use longitudinal and laboratory designs to see how customer trust is affected. Variable clinical protocol services have been shown to have a positive and significant impact on customer trust, and connectivity has a positive and significant effect on consumer trust. This research has substantial managerial consequences for Bali hotels. Vital health protocol programs and coordination would cultivate customer trust in staying at hotels during the Covid-19 pandemic in hotel marketing. In practice, this study's results indicate that growing customer trust in a hotel by communicating and implementing health service procedures will help. There are a few flaws in this report that may lead to further testing in the future. The emphasis of this study is solely on the hotel industry. Future experiments in other fields, such as computing, finance, tourism, and fitness, can be replicated.

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