



## **The Factors That Affect Customers' Revisit Intention of Hotels: An Empirical Study Applied on Saudi Arabia**

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## **The Factors That Affect Customers' Revisit Intention of Hotels: An Empirical Study Applied on Saudi Arabia**

**Dr. Mohamed AbdelKader AbdelHamid and Dr. Shaymaa Farid Fawzy**

### **Abstract:**

This study aimed to empirically test the factors that affect customers' revisit intention of hotels based on the importance of this promising sector to the Saudi economy.

The study adopted the S-O-R model to investigate how consumers' emotional reactions (O) were influenced by environmental stimuli (S), and how these emotional reactions affected customers' behavioral responses (R) by investigating how atmospheric variables and perceived quality trigger hotel customer satisfaction and in return affect their revisit intention.

A self-administered questionnaire was distributed on 5-star international hotels located in Riyadh in Saudi Arabia, with 134 valid responses. The structural equation model was used to empirically test the proposed hypotheses with AMOS statistical package.

The research found that "assurance" as one of the service quality dimensions had a significant impact on the hotel customer satisfaction. In addition, "word-of mouth" and "customer satisfaction" had a direct and positive impact on customers' revisit intentions to the same hotels.

From a practical point of view, the study recommends that hotel managers ensure continuous training to their employees, even for part-timers, to ensure that their employees are knowledgeable and can make better decisions in the future, especially to handle guests' queries or complaints.

**Keywords:** Atmospherics, servicescape, service quality, word-of-mouth, customer satisfaction and revisit intention.

## **INTRODUCTION**

United Nations World Tourism Organization (UNWTO) declared a considerable decrease in the percentage of tourists, degrading by 60-80% (UNWTO, 2020). The world pandemic had a negative impact on hotels' profitability and continuity. Hospitality management was negatively affected, and managers needed to work on understanding more about satisfying their customers after the pandemic and the great loss that occurred. A better understanding of the provided products or services can be established when customers use their senses while interacting with them. Researchers have reached an agreement that it is necessary to take into consideration that individuals interact with their surroundings through their senses, to understand human cognition or perception (Schwarz et al., 2014). Physical environment and atmospherics impact customers' intention to revisit hotels. This has not been clearly investigated after the wide changes in consumer behavior and the adoption of artificial intelligence in hotels sector. This study aims to investigate the factors that affect customers' revisit intentions through investigating the impact of physical environment and service quality on customer satisfaction, while also investigating the impact of word-of-mouth and customer satisfaction on customers' revisit intentions towards hotels. The stimulus–organism–response (S-O-R) paradigm, proposed by Mehrabian and Russell (1974), serves as the theoretical foundation for this research. In this study, the S-O-R model was used to explain how consumers' emotional reactions (O) are influenced by environmental stimuli (S), and how these emotional reactions affect customers' behavioral responses (R). The S-O-R model demonstrates how atmospheric variables trigger reactions and satisfaction of customers, resulting in approach or avoidance behaviors. The model supports the impact of the servicescape on customers' psychological and behavioral responses (Jani & Han, 2015 and Lee & Chuang, 2021). Therefore, based on Mehrabian and Russell, 1974, in this context, the atmosphere is the stimulus (S) that causes a consumer's evaluation (O) and causes some behavioral response (R). With the importance of the service

sector and its impact on the economy, it is essential to obtain customer satisfaction and enhance the quality of services. This study aims to investigate the factors that affect customers' revisit intentions towards hotels service sector, through investigating the impact of physical environment and service quality on customer satisfaction, while also investigating the impact of word-of-mouth and customer satisfaction on customers' revisit intentions towards hotels based on the importance of this sector to the economy.

## **CONCEPTUAL FRAMEWORK AND HYPOTHESES**

### **HOTEL ATMOSPHERE**

In a competitive market environment, such as the hospitality industry, hotel managers strive to create innovative, creative designs and lots of entertainment that would set them apart from the competition and sustainably continue in the business even in turbulent environments. Physical environment provides hotels a competitive advantage when the service is accompanied by high value. Based on studies of consumer behavior, the physical environment influences consumer behavior (Reimer & Kuehn, 2005; Jani & Han, 2015; Lee & Chuang, 2021). Décor, artifacts, layout, music, lights, and odor are identified as the physical environment. It includes all the physical settings and conditions as opposed to the natural environment. In other studies, it is called servicescape. Servicescape refers to the comprehensive physical environment perceived by users and is composed of physical elements, such as facilities, interior, arrangements, furniture, signs, temperature, noise, and cleanliness (Bitner, 1992). Milliman (1986) illustrated the term "atmosphere" as an illustration of human feelings towards the shopping experience. Nerveless, Kotler (1973) identified atmospherics as the environment that triggers individuals' stimulus, making it more intense and stronger with the combination of different signal cues, like lighting, color, music melody, and scent (Han et. al. 2011 and Lee & Chuang ,2021). The atmospherics play a major role in creating value for customers as well as the hotel. For example, the

atmosphere creates a positive or negative hotel image. This factor also provides a positive or negative customer experience. Moreover, the atmosphere may play a role in attracting or retaining customers. Knutson & Patlon (1995) and Dube et al. (1999) indicated in their studies that physical surroundings, such as decor, artifacts, guest room design/cleanliness, are highly correlated with guest satisfaction in the hotel industry. Furthermore, it was noted previously in some studies that using colors and designs would affect people's moods, emotions, and feelings (Bellize & Hite,1992; Crowley, 1993; Gorn, Chattopadhyay, Yi & Dahl, 1997). Based on Gestalt of consumer perception, customers do not perceive the hotels in a piecemeal fashion, but it is perceived based on the total configuration of music, lighting, cleanliness, fragrance and temperature, and other cues. Figure (1) concisely depicts the conceptual model.

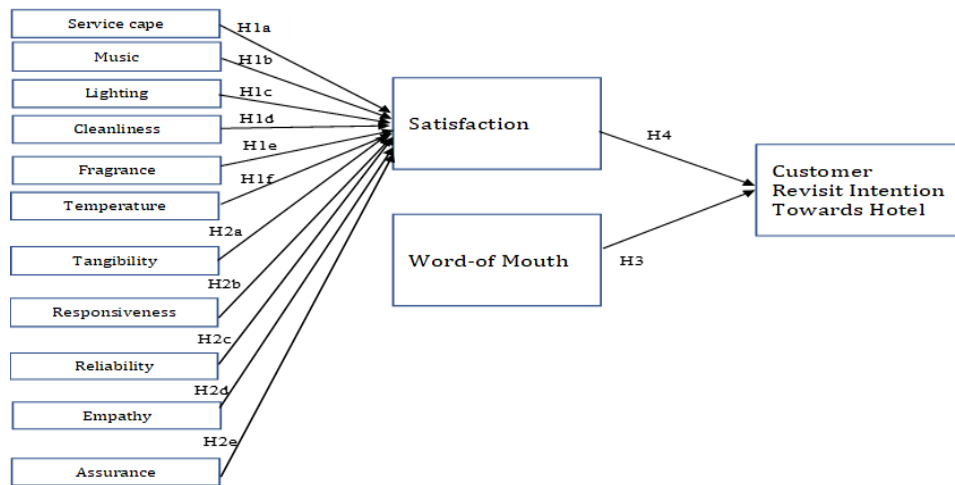


Figure (1) Proposed Model

According to Hui et al. (1997), playing music adds a favorable environment to the service and a more positive evaluation of the service provided. For example, in the retail industry, Mattalia and Writz (2001) study indicated that the most important to evaluate positively the store environment is through ambient scent and music. Both lead to the high evaluation of the store environment and high favorable behavioral responses. In further research applied on hotels, it was clearly stated that with different cultural settings, music has an impact on customers' evaluation of services. Customers' levels of passion and satisfaction can be increased by providing ambient scent and music or space in a hotel (Anjani et al., 2021). Even restaurants' physical environment, such as lighting, has proven to have an impact on the level of comfort, the quality of service, and would affect individuals' emotional responses (Kumari & Venkatramiah, 1974; Kurtich & Eakin, 1993; Ryu & Jang, 2007).

Previous studies examined the effect of servicescape while adding cleanliness as an important part of servicescape for services, such as hotels, hospitals, and banks. Wakefield and Blodgett (1994) empirically examined the effect of servicescape in a leisure service setting. He examined servicescape in leisure and entertainment service while adding the cleanliness of the facility as an important part of servicescape. Lee and Kim (2014) identified the main factors that influence customers while taking a service. They found that these factors were attractiveness, cleanliness, layout, and comfort. They also investigated the effects of servicescape on perceived service quality and behavioral intention while adding cleanliness as an important factor that affects the evaluation of services and affects customers' level of satisfaction of services (Anjani et al., 2021). Moreover, temperature in previous psychological research was studied to examine whether they affect consumer behavior or not. It was suggested that certain temperatures are associated with negative emotions. In Bell and Baron (1977) study, they argued that low temperatures (e.g., around 62oF or lower) were associated with negative affective states.

Accordingly, it is hypothesized that:

H1a: servicescape has a positive influence on customer' satisfaction of hotels.

H1b: Music has a positive influence on customer satisfaction of hotels.

H1c: Lighting has a positive influence on customer satisfaction of hotels.

H1d: Cleanness has a positive influence on customer satisfaction of hotels.

H1e: Fragrance has a positive influence on customers' satisfaction of hotels.

H1f: Temperature has a positive influence on customer satisfaction of hotels.

### **PERCEIVED QUALITY**

Service quality is the result of a comparison that customers consider between their service expectations and their actual perception of the service performance. Perceived quality can be identified as the expected service quality in the mind of the customer. Yet importantly, over the years, research has proved that service quality could attract new customers, increase customer loyalty, increase employee commitment, and overall enhance business performance. Customer evaluation of hotel services results in customers' attitudinal and behavioral outcomes. (Parasuraman et al., 1995). However, in the hotel industry, implementing an effective service quality strategy will be a crucial requirement because service quality is the primary component in ensuring visitors' pleasure. In the hospitality industry, poor service quality will result in disappointed guests. Naturally, this will decrease the desire to revisit the hotel among customers and lead to the diminishing of its competitive advantage over time (Gúnaydin , 2022). A study conducted by Kanyama (2022) showed that in the hospitality industry, responsiveness, assurance and empathy had a positive impact on hotel customer loyalty, while the most predictor of service quality was empathy. On the other hand, in Kanyama study, tangibility and reliability had no impact on customer loyalty. Based on Margaretha et al., (2022) three factors were identified as dimensions of assurance: 1) competence of staff members based on their skills and knowledge, 2) courtesy related to staff politeness with guests and 3) credibility or guests' confidence in the hotel business.

Previous studies on physical environment indicated that interior design, such as furniture, pictures, paintings, plants or flowers, and all decorations, enhances the perceived quality of the store, restaurants, and similarly of hotels (Wakefield & Blodgett, 1994). The customer perceived quality towards the hotel services has a positive result on customer's satisfaction of the hotel.

The overhead outline demonstrates the need to experiment with how tangibles, reliability, assurance, responsiveness, and empathy affect the hotel's service quality (SERVAQUAL). This study investigates the impact of five independent variables, which are tangibles, reliability, assurance, responsiveness, and empathy, and their impact on customer satisfaction of hotels. Accordingly, the relationship and effect of the variable has been examined via the development of five hypotheses as follows:

H2a: Tangible factors have a positive influence on customer satisfaction of hotels.

H2b: Reliability has a positive influence on customer satisfaction of hotels.

H2c: Assurance has a positive influence on customer satisfaction of hotels.

H2d: Responsiveness has a positive influence on customer satisfaction of hotels.

H2e: Empathy has a positive influence on customer satisfaction of hotels

#### **WORD-OF-MOUTH**

Although Positive WOM is more desirable, it can create a negative effect when it increases expectations. In a study done by Dı'az-Martı'n, Iglesias, Va' zquez, and Ruiz (2000), it is illustrated that when WOM increased expectations of tourists, it made it more difficult to satisfy these expectations. The value of word-of-mouth (WOM) in the service and tourism industries has long been acknowledged by several studies. In these studies, it has been hypothesized that word-of-mouth has a direct impact on revisit intention. Customers should be expected to suggest the service to their friends, family, colleagues and return to the same hotel if they are satisfied with their service experiences (Cantalops and Salvi, 2014). It was found that word-of-mouth boosted revisit intention and act as an essential antecedent for future behavioural intentions to revisit hotels.

H3: The customer's word of mouth towards the hotel services has a positive impact on customer's intention to revisit the hotel.



### **SATISFACTION**

Based on Dewi and Ekawati (2019), customer satisfaction was defined as the consumer feelings in comparison with the expectations they hold compared to what is obtained after using a product or a service. According to Dewi and Ekawati (2019), customer satisfaction has a favorable and considerable impact on repurchase intention. In other studies, customer satisfaction mediates the relationship between perceived value and customer revisit intention (Juliana et al., 2021). It is hypothesized that:

H4: Customer satisfaction has a positive impact on customer intentions to revisit the hotel.

### **REVISIT INTENTION**

In the hospitality sector, revisit intention has two dimensions: mainly the intention or willingness to recommend the hotel to others and intention or willingness to revisit the hotel (Juliana et al., 2021). According to Thipsingh et al., (2022), revisit intention is a crucial variable to consider for the growth and survival of hospitality businesses. In their study of sustainable hospitality, customer satisfaction had a direct impact on their intention to return and revisit the hotel again. Also, customers' behavioral intentions to recommend the hotel were influenced by how much customers were satisfied with their stay. According to Van Nguyen et al., (2020) in their study, they found that revisit intention is directly influenced by the superior quality provided, satisfaction of customers, and perceived risk towards tourist destinations.

### **METHODOLOGY**

A self-administered questionnaire was used in this study to examine the factors that affect customers' intention to revisit the hotel. The questionnaire objectives were presented to participants. Previous literature was the basis for designing the questionnaire. Some of the items were rephrased to make them more applicable to the hotel industry. Also, the

researchers sent the questionnaire to academic professionals before distributing it for pilot testing. The questionnaire was divided into four parts. The first part was designed to measure the atmosphere of the hotel. Atmosphere factors, such as servicescape, music, lighting, temperature, and fragrance, were adopted from Susana and Maria (2009) study. Respondents were able to indicate the level of their agreement or disagreement through a five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree. The second part of the questionnaire measured the service quality factors of the hotel (SERVQUAL), such as Tangibles, Responsiveness, Assurance, Empathy, and Reliability. A five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree was used to assess the overall service quality of the hotel. Another part was to assess the effect of word of mouth (WOM) on guests' revisit intentions towards the hotels. Guests were provided with a semantic differential scale, ranging from (1) least likely to (7) extremely likely. The final part was the customer's intention to revisit the hotel. Guests were provided with a semantic differential scale, ranging from (1) extremely unlikely to (7) extremely likely.

A pilot testing that included 50 respondents has been carried out to ensure the reliability of the scale and that the statements were clear to ensure that the wording of the statements was clearly understood by the respondents. The data were gathered through convenience sampling due to the difficulty of reaching hotels 'guests easily and the difficulty of obtaining permission of hotel management for the distribution of the questionnaire. The questionnaires were distributed on guests of three Riyadh's prestigious hotels. Out of 150 questionnaires, only 134 were completed. The response rate was 89%. The research problem was investigated based on the sample drawn. The sample size was 134. Out of them 99 were males (74%) and 35 were females (26%) of the research respondents. The majority were not married, and 60% were employed. 70% of respondents' monthly income ranges from 10 to 25 thousand Riyals.

Table (1) indicates all conceptual and operational definitions of the study constructs.

**Table 1. Conceptual and operational definitions of the study constructs**

<b>Construct</b>	<b>Conceptual Definition</b>	<b>Operational Definition</b>
<b>Atmosphere:</b>	“A silent form of communication such as noises, shapes, colors, and sizes that contribute to consumers’ behavior” (Kotler,1973) including music, lighting, cleanliness, fragrance and temperature.	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Susana and Maria (2009)
<b>Perceived Quality:</b>	“The amount or level and direction of the difference between customers’ perceived service and their expectations” (Parasuraman et al., 1985). “(SERVQUAL) scale includes: tangibles, reliability, responsiveness, assurance, and empathy” (Parasuraman et al.,1988)	
<b>Responsiveness</b>	“Willingness to help customers and provide prompt service” (Parasuraman et al., 1988)	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Parasuraman et al., (1991)
<b>Assurance</b>	“Knowledge and courtesy of employees and their ability to inspire trust and confidence” (Parasuraman et al., 1988)	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Parasuraman et al., (1991)
<b>Tangibles</b>	“Physical facilities, equipment, and appearance of personnel” (Parasuraman et al.,1988)	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Parasuraman et al., (1991)

<b>Empathy</b>	“Caring, individualized attention the firm provides its customers” (Parasuraman et al. 1988)	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Parasuraman et al., (1991)
<b>Reliability</b>	“Ability to perform the promised service dependably and accurately” (Parasuraman et al.,1988)	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Parasuraman et al., (1991)
<b>Satisfaction</b>	“Customer satisfaction is the rate of a one’s pleasure from the comparison of his expectations on a product and what he obtains from that product or service.” (Juliana et al., 2021)	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Juliana et al., (2021)
<b>WOM</b>	Word-of-mouth (WOM) can be defined as “An informal person-to-person communication between consumers about specific product, service or company” (Huete Alcocer, 2017). In this research, WOM is relevant to existing hotel customer recommending the hotel to others.	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Mattila (2001) and Wong & Sohal (2002)
<b>Customers’ Intention to revisit the hotel</b>	Originates from cognition of travel experience by individual tourists earlier on (Guest, 1995), and whether the tourists willingly would like to go back to the hotel (Baker and Crompton, 2000)	A 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, adopted from Mattila (2001) and Maxham111 & Netemeyer (2002)

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### Hypothesized Model Analysis

The needed statistical analysis was carried out using the AMOS statistical software. The Cronbach Alpha coefficient was used to assess the reliability of the variables. The alpha values of the study variables are shown in (Table 2). According to Nunnally (1978), Cronbach Alpha value should not be less than 0.5. Based on the study's reliability values, all constructs were not less than 0.5 and within the alpha coefficient's suggested range. While the scale's overall reliability was greater than 0.9, indicating a high level of consistency among the items of each construct. The alpha coefficient value should always be high since the higher the coefficient, the more reliable the scale.

**Table 2. Presents the alpha values of the study variables**

sn	Variable Name	$\alpha$
1	Services	0.836
2	Music	0.920
3	Lighting	0.870
4	Cleanness	0.890
5	Fragrance	0.896
6	Temperature	0.754
7	Tangibility	0.894
8	Reliability	0.850
9	Responsiveness	0.865
10	Assurance	0.860
11	Empathy	0.837
12	Satisfaction	0.713
13	Word of Mouth	0.956
14	Intention	0.939
Overall reliability		0.955

Maximum Likelihood was utilized to assess the hypothesized structural model because it gives impartial, reliable, and efficient parameter estimates based on Jaccard & Wan (1996). The goodness-of-fit indices of a model are the most important factor in its evaluation. As demonstrated in Figure (1), structural equation modelling (SEM) with AMOS provides an estimate of goodness-of-fit indices as shown in Figure (2). Chi-square/Degrees-of-freedom (CMIN/DF) is the most frequent model goodness-of-fit metric. The (CMIN/DF) ratio should not be greater than 5. (Bentler & Bonnett, 1980). Table (6) includes goodness-of-fit. Convergent and discriminant validity were assessed using confirmatory factor analysis (CFA). The significant critical ratio (C.R) of each item estimated path coefficient on its assigned construct factor was used to assess convergent validity based on the measurement model (Anderson and Gerbing, 1988). According to Hair et al., (2006), the relative importance and significance of each item's factor loading greater than 0.3 are considered significant; loadings greater than 0.4 are considered important, and loadings of 0.5 or greater are considered very significant. Table (3) summarizes the research regression weights and hypotheses testing of the hypothesized research model.

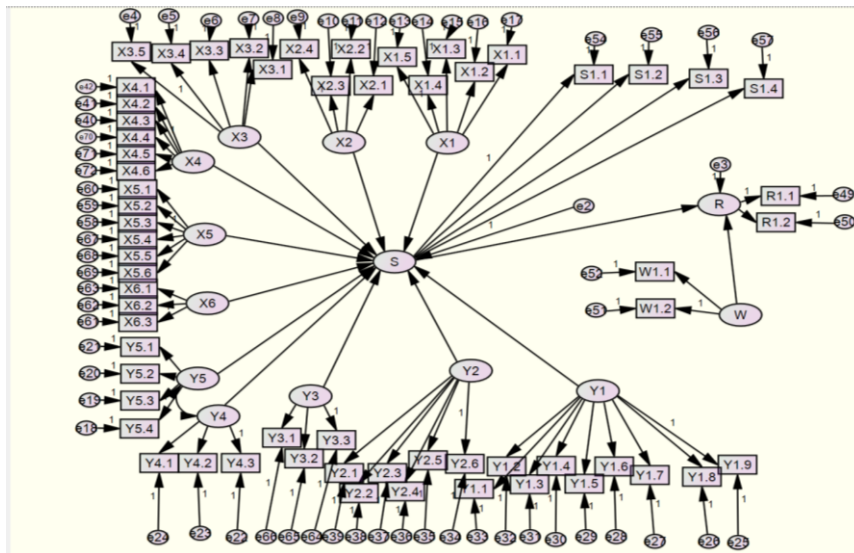


Figure (2) Research hypothesized model

**Table 3. Regression weights and hypotheses testing of the hypothesized research model**

Latent variables & its Observed items	Items	SFL	C.R	Sign.
<b>Services (X1)</b>	X1.1	.671	Fixed	***
	X1.2	.756	8.968	***
	X1.3	.717	8.557	***
	X1.4	.686	8.230	***
	X1.5	.682	8.191	***
<b>Music (X2)</b>	X2.1	.780	Fixed	***
	X2.2	.810	11.881	***
	X2.3	.943	14.473	***
	X2.4	.925	14.159	***
<b>Lighting (X3)</b>	X3.1	.661	8.203	***
	X3.2	.686	8.589	***
	X3.3	.724	9.489	***
	X3.4	.815	9.717	***
	X3.5	.839	Fixed	***
<b>Cleanliness (X4)</b>	X4.1	.816	12.861	***
	X4.2	.702	10.384	***
	X4.3	.829	Fixed	***
	X4.4	.681	13.158	***
	X4.5	.717	9.984	***
	X4.6	.830	10.692	***
<b>Fragrance (X5)</b>	X5.1	.723	Fixed	***
	X5.2	.737	9.472	***
	X5.3	.701	8.998	***
	X5.4	.804	10.347	***
	X5.5	.862	11.090	***
	X5.6	.775	9.976	***
<b>Temperature (X6)</b>	X6.1	.735	7.334	***
	X6.2	.615	9.112	***
	X6.3	.805	Fixed	***
<b>Tangibility (Y1)</b>	Y1.1	.654	Fixed	***
	Y1.2	.680	8.136	***
	Y1.3	.680	8.139	***
	Y1.4	.699	8.329	***
	Y1.5	.684	8.174	***
	Y1.6	.718	8.526	***

	Y1.7	.692	8.264	***
	Y1.8	.759	8.932	***
	Y1.9	.699	8.332	***
<b>Reliability (Y2)</b>	Y2.1	.525	6.455	***
	Y2.2	.757	8.925	***
	Y2.3	.742	8.770	***
	Y2.4	.830	9.623	***
	Y2.5	.711	Fixed	***
<b>Responsiveness (Y3)</b>	Y3.1	.784	12.079	***
	Y3.2	.841	12.267	***
	Y3.3	.852	Fixed	***
<b>Assurance (Y4)</b>	Y4.1	.816	12.162	***
	Y4.2	.702	10.319	***
	Y4.3	.829	Fixed	***
<b>Empathy (Y5)</b>	Y5.1	.811	11.077	***
	Y5.2	.774	8.508	***
	Y5.3	.624	11.709	***
	Y5.4	.830	Fixed	***
<b>Satisfaction (S)</b>	S1.1	.860	Fixed	***
	S1.2	.964	19.039	***
	S1.3	.924	17.719	***
	S1.4	-.205	-2.697	0.007
<b>Word of Mouth (W)</b>	W1.1	.958	Fixed	***
	W1.2	.955	26.311	***
<b>Intention (R)</b>	R1.1	.945	Fixed	***
	R1.2	.880	16.359	***

Based on the previous findings, the model confirmed its ability to test the relationships between the investigated variables. In addition, needed modifications were made to enhance the goodness of fit of the hypothesized model. Many trials were conducted to determine the most



fitted model to the collected data. Consequently, variables were dropped from the model to enhance its goodness of fit, as will be shown in the next section. One observed variable (S1.4) connected with the ‘Satisfaction’ variable had been dropped from the model to enhance its goodness of fit, as shown in figure (3).

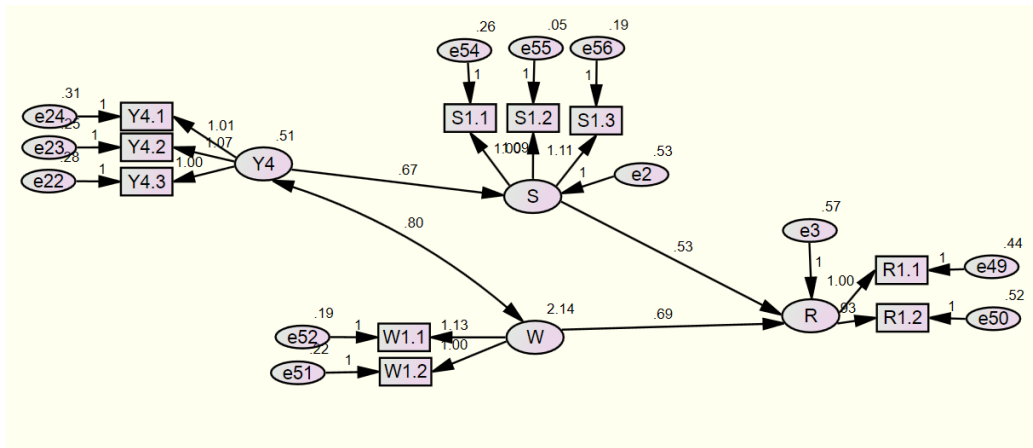


Figure (3) The modified hypothesized Research Model

Accordingly, based on the analysis, the confirmed research model is as follows:

Discriminant validity was performed by assessing whether a fit was improved when any pair of constructs collapsed into a single factor. The (AVE) was adopted to assess discriminant validity by examining whether the squared of the correlation coefficient between two variables is less than the average extracted (Fornell and Larcker, 1981). As for Average variance extracted (AVE), it could be calculated by (summation of squared factor loadings) / [(summation of squared factor loadings) + (summation of error variances)]. It has been suggested that AVE should not be less than 0.5 to demonstrate significant variance captured by the measurement model (Fornell and Larker, 1981). Table (4) shows that AVE values met the recommended level for all constructs. Table (5) shows that the average variance extracted by the correlated latent variables is greater than the square of the correlation between the latent variables, which also indicates the sufficiency of discriminant validities

**Table 4. Convergent validity, Discriminant validity, and Reliability**

Latent variables & its Observed items	Items	SFL	C.R	SMC	CR	AVE	$\alpha$
Assurance (Y4)	Y4.1	0.791	9.643	62.50%	0.87	0.74	0.86
	Y4.2	0.836	10.257	70%			
	Y4.3	0.804	Fixed	64.70%			
Satisfaction (S)	S1.1	0.864	Fixed	74.70%	0.94	0.85	0.713
	S1.2	0.973	16.999	94.60%			
	S1.3	0.913	15.317	83.40%			
Word of Mouth (W)	W1.1	0.966	23	93.40%	0.9	0.82	0.956
	W1.2	0.952	Fixed	90.60%			
Intention (R)	R1.1	0.913	Fixed	83.30%	0.77	0.65	0.939
	R1.2	0.886	14.22	78.50%			

**Table 5. presents the average variance extracted (AVE)**

	Word of Mouth (W)	Satisfaction (S)	Intention (R)	Assurance (Y4)
Word of Mouth (W)	0.82			
Satisfaction (S)	.610**	0.85		
Intention (R)	.778**	.646**	0.65	
Assurance (Y4)	.652**	.445**	.654**	0.74

*Note:* The values on the diagonal line (the shadowed parts) are the Average Variance Extracted (AVE). The remaining values are squared of the study variables correlation coefficients.

**Table 6: Summary of results based on research hypotheses testing**

Path direction			Standardized Regression Weights	Sig.	C.R	H <sub>0</sub>
Y4	➡	S	0.548	0	5.876	Rejected
S	➡	R	0.31	0	4.827	Rejected
W	➡	R	0.684	0	10.163	Rejected
X1	➡	S	-6.111	.420	-.806	Supported
X2	➡	S	1.002	.493	.686	Supported
X3	➡	S	6.206	.395	.850	Supported
X4	➡	S	-1.454	.497	-.679	Supported
X5	➡	S	-.615	.515	-.651	Supported
X6	➡	S	.352	.494	.685	Supported
Y1	➡	S	6.427	.806	.420	Supported
Y2	➡	S	-4.592	-.822	.411	Supported
Y3	➡	S	-.602	-.412	.680	Supported
Y5	➡	S	.326	.539	.590	Supported

The modified hypothesized model analysis shows no significant effect of the servicescape, music, lighting, cleanliness, fragrance, temperature, tangibility, reliability, responsiveness, and empathy on the hotel customer satisfaction. On the other hand, “Assurance” showed (0.548) with a high level of significance (\*\*\*)  $p < .001$  on the hotel customer satisfaction. Moreover, “hotel customer satisfaction” and “Word of Mouth” have a positive impact on the customer intentions with a high level of significance (\*\*\*)  $p < .001$  with (0.31) and (0.684), respectively. Table (7) shows the model fit indices were met (CMIN/DF 3,3, GFI, .904, CFI .935, NFI .935).

**Table 7: The model fit indices were met (CMIN/DF 3,3, GFI, .904, CFI .935, NFI .935)**

<b>Confirmatory Factor Analysis CFA (Goodness-of-fit measure)</b>	<b>Recommended Value</b>	<b>Value</b>
Chi-Square (CMIN)	-	72.983
Degree of freedom	-	31
P-value	$p \leq 0.05$ (Hair et al., 2006)	0
CMIN/DF	Social measurement: Current issues Sociological methodology 1977"... different researchers have recommended using ratios as low as 2 or as high as 5 to indicate a reasonable fit." (Marsh & Hocevar, 1985).	2.354
GFI	The goodness of fit index is less than or equal to 1. A value of 1 indicates a perfect fit	0.904
Comparative fit index (CFI)	$\geq 0.90$ (Hair et al., 2006)	0.953
Normal fit index (NFI)	$\geq 0.90$ (Hair et al., 2006)	0.935

## **DISCUSSION**

Particularly, the service sector has seen significant growth throughout the years. Service sectors have grown to the point that their global GDP influence significantly exceeds all other sectors. This study investigates different quality aspects of hotels' services and investigates their impact on customer satisfaction and in return on customers' revisit intentions. People's desire to travel is still strong, fueled by numerous restrictions and the inability to see loved ones. Customer satisfaction in various services provided to them is based on the quality of service provided. If customers are satisfied, they will engage in positive WOM and consequently will have positive behavioral intention towards revisiting the hotel again (McDougall and Levesque, 2000 Han & Ryu, 2009). According to d'Astous (2000) and Jani & Han (2015) in their studies, it was mentioned that ambience factors, such as temperature, lighting, noise, music, and perfume, were below the level of immediate consciousness of customers, especially in the hotel industry. Such factors are vital in such an industry and affect hotel service evaluations, image, and customer satisfaction (Jani & Han, 2015; Lee & Chuang, 2021). Increased hotels cleanliness and sanitization to prevent or limit the transmission of disease or virus can be exploited and considered important aspects. It was suggested by several studies that hotel managers should consider the benefits sought and atmospheric factors (physical environment) that promote the effective surroundings and management of hotel facilities. Moreover, it was highlighted that hotel managers should pay attention to the hotel lightings, music, temperature, cleanliness, and servicescape in their strategies. Based on the study results, none of these ambience factors had an impact on Saudi customer satisfaction, as customers were more concerned with the assurance of the services provided by the hotels compared to ambience factors, such as servicescape, cleanliness, temperature, lighting, music, and odor. The key to sustaining a competitive advantage is to provide high-quality services that result in satisfied customers. Consequently, when customers are

satisfied with the obtained hotel services from the service providers, they will have the willingness to revisit the hotel and will speak positively about it. This is critical when hotel managers demonstrate their willingness to meet customers' needs. This is in line with Quan et al., 2022; Keisidou et al., 2013; Morgan and Rego, 2006). Investing in technology and equipment may also be required to achieve a better level of cleanliness and safety. Accordingly, customers will feel comfortable and at ease that everything is under control, preventing the spread of viruses and boosting customers' satisfaction levels.

As the sector recovers, it is vital to learn from the previous period to improve its future resilience. It is recommended to use NFC technology through customers' mobile phones, through which instead of sharing a room card or keys from one customer to the other, customers can access the room through the hotel app. Moreover, using mobile hotel reservation systems (MHRS) can also help in customer satisfaction, less involvement, and interaction with people. The adoption of artificial intelligence in room service and the use of robots as hotel employees will minimize or eradicate the conventions and practices that entailed sharing spaces or products. Moreover, assurance was crucial in building credibility and had a positive impact on customer satisfaction (Margaretha, et al., 2022). Accordingly, respondents were more concerned about assurance; therefore, robotic assistance can act as helpers. They are recently valued by restaurants, airports, hotels, and many other sectors. This aimed to decrease human interaction, prevent spread of viruses, and improve customers' experiences and satisfaction. Such positive experiences will be reflected on customers' word-of-mouth and revisit intentions of hotels. Hotel visitors with positive behavioral intentions are more likely to return and spread positive word of mouth, which is in line with Quan et al., 2022; Keisidou et al., 2013; Morgan and Rego, 2006).

According to the literature, service quality dimensions affect customer satisfaction in different industries. In hospitality industry, some of the service quality dimensions had a different and significant impact on customer satisfaction, and others showed no evidence as a predictor of service quality. Services are intangible and significantly have an impact on determining the level of perceived quality based on customers' experience. Based on the findings, tangibility had no influence on customer satisfaction. This finding is also in line with Kanyama & Siripipatthanakul (2022). Moreover, based on several studies, responsiveness had a positive impact on customer satisfaction, but the findings showed no significance. This is in line with Leninkumar (2016) study, where responsiveness was not statistically significant.

### **Managerial Implications**

Based on the study findings, hotel managers will be able to have stronger and more sustainable competitive advantage when continuously measure their customers' satisfaction and identify the reasons that affect them to revisit their hotel. The study provides insights to hotel managers to develop marketing strategies that help to maintain customer satisfaction and avoid service failures. Service assurance affects customers' satisfaction and strengthens the reliability of the service provider and cultivates trust. Hotel managers need to ensure continuous training to their employees, even for part-timers to assure their employees are knowledgeable and can make better decisions in the future, especially to handle guests' queries or complains.

### **LIMITATIONS AND FURTHER STUDY**

A few limitations were encountered during conducting the study. Researchers were confronted by difficulty in the approval of participants to complete the survey. Most of the hotel guests took some time to accept to participate and respond to it. Participants were selected based on their willingness to participate, which reduces the ability of the results to generalize to the entire population.

Another limitation that was also faced during the distribution process was the cautiousness of some of the hotel management in allowing us to conduct the survey at their hotel premises due to conflict of interest and rivalry reasons. Also, the research focused on luxurious hotels only. The classification of hotels and the number of stars awarded to the hotel might be interesting for further research to determine whether there are differences among customers' intention to revisit hotels and the type of hotel. Also, it is recommended that interior designs would be examined to determine the influence of different interior styles on customer satisfaction and revisit intentions.

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**Appendix: study questionnaire**

**Table 8. Atmosphere Questionnaire**

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Services cape and Settings</b>					
The Front Desk is easily located.	1	2	3	4	5
The signs around the hotel facilities are helpful.	1	2	3	4	5
The layout of the lobby is elegant.	1	2	3	4	5
Check-in process went smoothly.	1	2	3	4	5
The overall environment of the hotel is delightful.	1	2	3	4	5
<b>Music</b>					
The music is delightful.	1	2	3	4	5
The background music makes me comfortable.	1	2	3	4	5
The volume level is reasonable and soothing.	1	2	3	4	5
The music playing is entertaining.	1	2	3	4	5
<b>Lighting</b>					
Variety of lighting in the lobby is adequate.	1	2	3	4	5
Hidden lighting around the hotel is elegant.	1	2	3	4	5
The lighting of the restaurant is suitable.	1	2	3	4	5
The light in the room is sufficient.	1	2	3	4	5
The overall lighting atmosphere of the hotel is satisfying.	1	2	3	4	5
<b>Cleanliness</b>					
The furniture is in good shape.	1	2	3	4	5
Cleanliness of bed and bath	1	2	3	4	5

<b>Amenities (soap, shampoo, hair comb, etc.) are well organized and well arranged.</b>	1	2	3	4	5
<b>Cleanliness of tableware in the hotel's restaurants</b>	1	2	3	4	5
<b>Hygienic washrooms</b>	1	2	3	4	5
<b>Overall cleanliness of the hotel is satisfying.</b>	1	2	3	4	5
<b>Fragrance</b>					
<b>The hotel's lobby has a specific scent.</b>	1	2	3	4	5
<b>The bedsheets and pillows have a certain aroma.</b>	1	2	3	4	5
<b>The spa has a relaxing odor.</b>	1	2	3	4	5
<b>Hotel sets fragrances in different locations.</b>	1	2	3	4	5
<b>The hotel has a remarkable scent.</b>	1	2	3	4	5
<b>Overall odor of the hotel is pleasant.</b>	1	2	3	4	5
<b>Temperature</b>					
<b>The hotel's lobby temperature is comfortable.</b>	1	2	3	4	5
<b>Outdoor facilities have water sprinkles during hot temperatures.</b>	1	2	3	4	5
<b>The overall hotel temperature is suitable.</b>	1	2	3	4	5

**Table 9. Service Quality Questionnaire**

<b>Factors</b>	<b>Very Low</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>	<b>Very High</b>
<b>Tangibles</b>					
<b>The hotel has visually appealing buildings and facilities.</b>	1	2	3	4	5
<b>The service units of the hotel have the adequate capacity (dining rooms, meeting rooms, swimming pools, business center facilities, etc.).</b>	1	2	3	4	5
<b>The hotel has modern-looking equipment (air conditioner, furniture, elevator, communication devices, etc.).</b>	1	2	3	4	5
<b>The equipment of the hotel works properly without causing breakdowns.</b>	1	2	3	4	5
<b>Materials associated with the services are adequate and sufficient (soap, shampoo, towel, etc.).</b>	1	2	3	4	5
<b>Employees of the hotel appear neat and tidy (as uniforms and personal grooming).</b>	1	2	3	4	5
<b>The hotel provides its guests a safe and secure place.</b>	1	2	3	4	5
<b>It is easy to access to the hotel (transportation, loading and unloading area, car parking area, etc.).</b>	1	2	3	4	5



<b>The hotel keeps accurate records for guests.</b>	1	2	3	4	5
<b>Reliability</b>					
<b>The hotel provides the services as they were promised.</b>	1	2	3	4	5
<b>The hotel performs the services right the first time.</b>	1	2	3	4	5
<b>The hotel provides the services at the time it promises to do so.</b>	1	2	3	4	5
<b>The hotel resolves guest complaints and compensates for any inconvenience.</b>	1	2	3	4	5
<b>The hotel provides consistent services (providing the same services and associated materials every time).</b>	1	2	3	4	5
<b>The hotel and its facilities have operating hours convenient to all their guests (kitchen hours, etc.).</b>	1	2	3	4	5
<b>Responsiveness</b>					
<b>Employees provide prompt service.</b>	1	2	3	4	5
<b>Getting information about the facilities and services of the hotel is easy (reaching information via phone, internet, etc., direction signs, etc.).</b>	1	2	3	4	5
<b>Employees are always willing to serve customers.</b>	1	2	3	4	5
<b>Assurance</b>					
<b>Help Desk employees have the knowledge to provide information and assistance to guests in areas they would require (shopping, museums, places of interest, etc.).</b>	1	2	3	4	5

<b>Employees inspire confidence in guests.</b>	1	2	3	4	5
<b>Employees have in-depth occupational knowledge (professional skills, foreign language, communication skills, etc.).</b>	1	2	3	4	5
<b>Empathy</b>					
<b>Employees are always available when needed.</b>	1	2	3	4	5
<b>The hotel provides flexibility in services according to guest demands.</b>	1	2	3	4	5
<b>Employees of the hotel understand the specific needs of guests.</b>	1	2	3	4	5
<b>Employees give guests individualized attention that makes them feel special.</b>	1	2	3	4	5

**Table 10. Customer’s Intention to Revisit the Hotel Questionnaire**

<b>Factors</b>	<b>Least Likely</b>						<b>Extremely likely</b>
<b>I consider this hotel as my first choice compared to other hotels.</b>	1	2	3	4	5	6	7
<b>I have a strong intention to visit this hotel again.</b>	1	2	3	4	5	6	7

**Table 11. Word of Mouth Questionnaire**

Factors	Least Likely						Extremely Likely
	1	2	3	4	5	6	
I would recommend this hotel to friends or family members.	1	2	3	4	5	6	7
I would tell other people positive things about this hotel	1	2	3	4	5	6	7

**Table 12. Satisfaction**

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Satisfaction</b>					
I am pleased with the overall service of the hotel.	1	2	3	4	5
Staying in the hotel is a delightful experience	1	2	3	4	5
I am completely satisfied with the hotel experience.	1	2	3	4	5
I am frustrated with the services provided in the hotel.	1	2	3	4	5

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**Demographics:**

**1. Gender:**

Male

Female

**2. Your age falls into the following groups:**

18-24

25-34

35-44

45-54

55-64

65 +

**3. Your marital status:**

Single

Married

Other.....

**4. Your occupation:**

Manager/Executive

Self-employed

Other.....

**5. Your approximate monthly income:**

5,000 - 10,000

10,001 – 15,000

15,001-20,000

20,001-25,000

25,001-30,000

30000 +

**6. The level of education you received:**

Student

Bachelor's Degree

Master's Degree

Doctorate

## العوامل التي تؤثر في نوايا العملاء لتكرار زيارة نفس الفنادق

### دراسة تطبيقية على المملكة العربية السعودية

د. محمد عبد القادر عبد الحميد ؛ د. شيماء فريد فوزي

#### المخلص

هدفت الدراسة إلى اختبار العوامل التي تؤثر على نية العملاء في إعادة زيارة نفس الفنادق، وذلك لأهمية هذا القطاع الواعد للاقتصاد السعودي.

اعتمدت الدراسة نموذج S-O-R لاختبار مدى تأثير المحفزات البيئية (S) على ردود الفعل العاطفية للمستهلكين (O)، وعلى الاستجابات السلوكية للعملاء (R)، وذلك بدراسة مدى تأثير متغيرات البيئة المحيطة وجودة الخدمة المدركة في إرضاء عملاء الفندق، والذي في المقابل يؤثر على نيتهم في تكرار الحصول على الخدمة من نفس الفندق.

تم توزيع استبيان مدار ذاتياً من قبل نزلاء الفنادق الدولية من فئة ٥ نجوم والتي تقع في مدينة الرياض بالمملكة العربية السعودية، وبتجميع عدد ١٣٤ استجابة صالحة للتحليل استخدمت الدراسة (SEM) Structural equation modeling لاختبار فروض الدراسة من خلال برنامج الحزمة الإحصائية AMOS

من نتائج البحث وجد تأثير معنوي لمتغير "الضمان" كأحد أبعاد جودة الخدمة كان له تأثير كبير على رضا عملاء الفنادق، بالإضافة إلى التأثير المعنوي لكل من "الكلام المنقول" و "رضا العملاء" على نوايا العملاء لإعادة زيارة نفس الفنادق.

وتوصي الدراسة مديري الفنادق بضمان التدريب المستمر لموظفيهم، حتى بالنسبة للموظفين بدوام جزئي، للتأكد من أن موظفيهم يمكنهم اتخاذ قرارات أفضل في المستقبل والتي تخص التعامل مع استفسارات وشكاوى النزلاء.

الكلمات الرئيسية: البيئة المحيطة، نموذج servicescapes، جودة الخدمة، الكلمة المنقولة، رضا العملاء، نية إعادة الشراء