

The effect of e-service quality on purchase decisions with E-WOM as a moderating variable on 4-star hotels in West Sumatra

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Abstract—This research is based on changes in consumer behavior in deciding to purchase hotel room services in West Sumatra, post-covid-19 consumer behavior has an impact on hoteliers in determining marketing strategies, this study aims to see the relationship between variables, namely E-Service Quality on purchasing decisions and see the effect of the E-wom variable as a moderator on purchasing decisions. This research was conducted in West Sumatra with a sample of 120 hotel guests, using a purposive sampling technique, where the sample was determined by the criteria of having stayed at a hotel and making hotel room reservations online. This study uses the help of PLS techniques to determine the inner and outer variables, where the variables measured are E-Service quality, Purchase Decision, E-WOM as a moderating variable. The results show that E-Service Quality has a significant positive effect on purchasing decisions and E-WOM moderates E-Service quality significantly positive on purchasing decisions.

Keyword: *E-Service Quality, E-WOM, Hotel, Purchase Decision*

I. INTRODUCTION

Entering a new phase after the COVID-19 era, the hotel business is active again where this is in line with the increasing number of tourist visits to various regions in Indonesia, the Ministry of Tourism and Creative Economy revealed that foreign tourist visits (WISMAN) to Indonesia experienced a significant increase in June 2022, namely reached 350,000 visits or an increase of almost 2,000 percent compared to June 2021 (Jelita, 2022). In addition to the increase in foreign tourists, the activities of local tourists also increased, after the expiration of the large-scale social restrictions (PSBB) and the implementation of restrictions on community activities (PPKM) imposed by the government. Along with this, the province of West Sumatra, which is famous for its tourism diversity, has begun to aggressively promote its tourist attractions. One of the participating cities is the city of Padang, which currently has prepared as many as 32 tourism activities for 2022 (Wahyudi, 2022).

Based on this, the hotel have a benefits from the presence of various tourism agendas in West

Sumatra. This can be proven from the following data from the “*Badan Pusat Statistik*” (BPS) of West Sumatra Province which explains the increasing occupancy rate of hotel rooms in West Sumatra in 2022 show in Table 1.

Table 1. Occupancy Rate of Hotel Rooms January-June 2022 West Sumatra

Province	Jan.	Feb.	Mar.	Apr.	May	Jun.
West Sumatra	45.19%	45.84%	46.37%	25.13%	57.85%	51.94%

From the tabel 1 , it can be stated that the hotel business entered a new stage after the COVID-19 pandemic era. An interesting thing at this time is related to the behavior of consumers who are experiencing a transition during the COVID-19 pandemic, especially in terms of making transactions, both from the service sector business and products, experiencing changes, the limited interaction between individuals during the pandemic resulting in consumer dependence on a supporting device. technology-based in this case E-commerce which

resulted in many researchers interested in discussing this.

Research conducted by Aryani et al (2021) suggests that the use of digital marketing platforms will continue to grow in the future, especially after the COVID-19 pandemic phase, where the level of consumer dependence on digital marketing platforms in conducting transactions is very high. Likewise, the decision of hotel guests in choosing the hotel room services they will use.

Referring to the growing use of digital marketing platforms in current business activities, the researchers are interested in seeing the extent to which the service quality of an application device influences purchasing decisions for hotel room services by moderating electronic word of mouth (E-WOM) variables. Based on previous research conducted by Audria et al (2021) stated that "in addition to electronic service quality, word of mouth (WOM) is also an effective promotional tool because it is generally delivered from consumers by consumers and for consumers, so that satisfied consumers can become an advertising medium for the company". With the development of technology, WOM has turned into E-WOM. Electronic word of mouth (E-WOM) as one of the digital marketing that provides actual hotel information from guests who have stayed to guests who are making hotel selections.

According to Kazandzhieva, et al (2017) "currently tourists use technology extensively in selecting the best places and services according to the specific needs they want. Each guest can have expectations of the condition of the hotel without first visiting or seeing the physical condition of the hotel directly, the initial information that is owned is related to the hotel's products and services.

West Sumatra Province currently has 17 4-star hotels, including Pusako Hotel Bukittinggi, Nuansa Hotel Maninjau, Rocky Plaza Padang hotel, Grand Rocky Bukittinggi, Novotel Bukittinggi, Balcone Hotel Bukittinggi, Santika Premiere Hotel Padang, Emersia Batusangkar, Prince Beach hotel, The Axana hotel, Mercure hotel, Kyriad Bumiminang hotel, Truntum Hotel Padang, ZHM premiere Hotel, Imelda Hotel WaterPark Padang, Grand Royal Denai Bukittinggi and Premier Basko hotel. (Dinas Pariwisata Kota Padang, 2022). These hotels are hotels that have used promotional services online or based on digital marketing platforms. Online promotion efforts are made to pay attention to E-service quality and also E-WOM (electronic word of mouth). In the 4.0 era, hotel industry players compete with each other in providing the best service to guests,

with the hope of increasing the number of guest visits to hotels so that the profit targeted by hotel management can be achieved.

The problem of room service buyer decisions is a topic that is often considered by researchers, "this is related to changes that can quickly occur from consumer behavior, purchasing decisions are a series of processes that start from consumers recognizing the problem, seeking information about certain products or brands and evaluating products. or brand how well each alternative can solve the problem, which then a series of processes that lead to a purchase decision" (Tjiptono, 2014).

Sunyoto (2013) argues that a process is carried out by consumers to make choices on an alternative that has been provided which alternative is following their needs. Determining the choice in question is a selection process to meet a need maximally which is considered the most profitable it consists of 5 factors: 1) Recognition of needs, 2) Information seeking, 3) Evaluation of alternatives, 4) Purchase decisions, 5) Behavior after purchase.

At this time many factors influence the decision to purchase hotel room services, one of which is the quality of service, along with the times, the shopping process or making decisions on a product and service has changed, and the existence of technology affects this. According to Gounaris et al., 2010 "the biggest challenge in the online shopping process is to provide what is needed and maintain customer satisfaction. The key success factor to survive in the fierce e-environment competition is a service-focused strategy. A company must provide a superior service experience to its customers so that they will repurchase and be loyal to the company". Based on this, E-service quality needs special attention for hotel business players today, E-service quality is defined as consumer expectations for the quality of web-based services presented by marketers.

Zeithaml et al. (2000) define "E-service quality as the extent to which a website facilitates efficient and effective shopping, purchasing, and service delivery activities". In the view of Parasuraman et al. (2005) e-service quality involves all phases of interaction between the customer and the website. To better understand this, Zeithaml et al. (2002) reviewed the traditional service quality gap model and proposed an electronic-based service quality gap model, which is a refinement of the previous and well-accepted service quality gap model. This change is important because e-service quality is delivered to customers through technology, and there is a need to incorporate human-technology interactions. E-Service Quality includes seven dimensions according to Parasuraman et al. (2005) namely:

A. E-Service Quality core service scale:

1. Efficiency: the ability of customers to find product-related information and the ease of accessing and leaving the website
2. Fulfillment: product perfection and timely and correct service provision required by customers
3. Reliability: the ability to perform the promised service accurately and reliably
4. Privacy: ensuring the security of customer data and transactions safely and without giving it to other parties that can harm customers.

B. E-Service Quality recovery service scale:

1. Responsiveness: the ability to provide accurate information to customers when problems arise and have a guarantee mechanism;
2. Compensation: compensate the customer in the event of an error or system failure;
3. Contact: when customers need information regarding products and services, the company can provide convenient communication between customers and employees online or by telephone.

Measurement of E-service quality according to Blut (2016) “consists of 4 dimensions, namely website design, customer service, security/privacy, and compliance”. Based on the opinion of Blut (2016) which combines the opinions of (Holloway and Beatty, 2008; Parasuraman et al., 2005; Wolfinbarger and Gilly, 2003) which measures E-Service Quality, in another finding, the dimensions of E-Service Quality can be operationalized as a type of reflective-formative (Ringle et al., 2012). According to Blut (2016), “the first dimension that needs to be considered is the website design itself which consists of eight attributes, namely information quality, website aesthetics, purchasing process, website convenience, product selection, price quotes, website personalization, and system availability”. Meanwhile, the customer service dimension consists of two attributes consisting of the service level itself and the handling/return policy. Meanwhile, the security/privacy dimension consists of two attributes, namely security and privacy. Finally, the fulfillment dimension consists of three attributes: on-time delivery, order accuracy, and delivery conditions.

Meanwhile, E-WOM is a form of review of customer satisfaction and assessment of the products they have used. EWOM becomes positive when buyers have had enough and give positive reviews on items that have been used and can be negative if buyers do not get satisfaction and have a bad

impression of items that have been used (Wijaya, 2014). In this study, E-WOM is placed as a moderating variable. Dimensions of EWOM (Electronic Word of Mouth) In the study of Goyette et al., (2010), EWOM has three dimensions as follows:

- 1) Intensity Goyette et al., (2010), explained that the intensity (intensity) in EWOM is some of the insights expressed by buyers on the digital promotion platform. Research conducted by Goyette et al., (2010) contained several indicators, including social media channels in distributing information, frequency of relationships by fellow social media users, and various product reviews expressed by social media users.
- 2) Valence of Opinion It is a buyer's review that is positive or negative about goods, services, or brands. The valence of Opinion has two negative and positive characteristics, namely positive reviews from social media users, and evaluations from social media users.
- 3) Content, is the content of consumer reviews in social networks related to goods and services. Indicators of Content, namely: Reviews of various choices of goods consumed, Reviews in the form of advantages (taste, texture, temperature) of goods consumed, Reviews on the price offered.

Based on the explanation above, a conceptual framework can be drawn up as follows:

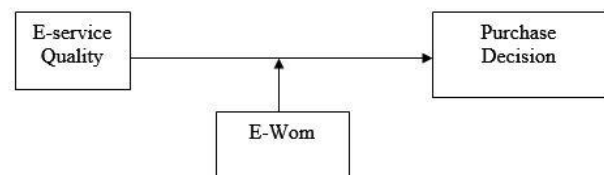


Figure 1. Research framework

Hypothesis:

Based on the limitations of the problems described previously, the hypothesis can be formulated as follows:

H1a : There is an influence between E-service Quality on Purchase Decision at 4-star hotel in West Sumatera

H1b : There is an influence between E-service Quality on Purchase Decision at 4-star hotel in West Sumatera with the moderating E-WOM

II. METHODS

This research was conducted on 4-star hotel guests in West Sumatra, where there are 17 4-star hotels, using a purposive sampling technique, where the criteria determined are guests staying at 4-star hotels, who make hotel room reservations using online applications, travel agents (OTA). The number of samples in this study was 120 samples which was considered to have met the established criteria where the sample measurement was using the Lemeshow formula. According to Lemeshow (1997), this is because the population is unknown. Here's the Lemeshow formula:

$$n = \frac{z^2 p(1-p)}{d^2}$$

N= 22(1-P)/d2
 =1,962 (1-0,5)/0,12
 = 3,842 x 0,5 (1-0,5)/0,01
 = 1,9208 x 0,5/0,01
 =96,04

Information:

n = Number of samples
 z = Standard value = 1.96
 p = Maximum estimate = 50% = 0.5
 d = alpha (0,10) or sampling error = 10%

From the calculation of the formula above, obtained a minimum sample of 96.04, but due to the unknown and changing population size, the researchers set the number of samples used in this study as many as 120 samples with the assumption that the larger the number of samples, the greater the statistical power of the sample. research (Handayani, 2020). Meanwhile, the data analysis in this study used moderating regression with the help of PLS (Partial Least Square) consisting of the results of the description data, testing the measurement model, Outer Loading, Internal Consistency, Discriminant Validity.

III. RESULTS AND DISCUSSION

A. Measurement model evaluation

1. Outer loading factor

All data are acceptable, Outer loading results, Ideal Cut off Value above 0.7 but 0.6 to 0.5 is still acceptable (Hair, 2010), no indicators are eliminated, all of these indicator items are included in the next stage of testing, so that the outer loading can be seen in the following Figure 2.

Table 2. Outer loading

	EWOM	Eservqual	KM
ESRV1			0.681
ESRV10			0.722
ESRV11			0.714
ESRV12			0.619
ESRV13			0.729
ESRV14			0.744
ESRV15			0.725
ESRV2			0.695
ESRV3			0.719
ESRV4			0.725
ESRV5			0.711
ESRV6			0.709
ESRV7			0.692
ESRV8			0.713
ESRV9			0.706
EWOM1	0.767		
EWOM10	0.774		
EWOM11	0.777		
EWOM12	0.788		
EWOM13	0.701		
EWOM2	0.751		
EWOM3	0.724		
EWOM4	0.772		
EWOM5	0.814		
EWOM6	0.729		
EWOM7	0.710		
EWOM8	0.727		
EWOM9	0.714		
KM1			0.811
KM10			0.805
KM11			0.783
KM12			0.767
KM13			0.803
KM14			0.733
KM15			0.777
KM16			0.797
KM17			0.794
KM18			0.770
KM19			0.735
KM2			0.757
KM3			0.787
KM4			0.784
KM5			0.763
KM6			0.824
KM7			0.739
KM8			0.803
KM9			0.805

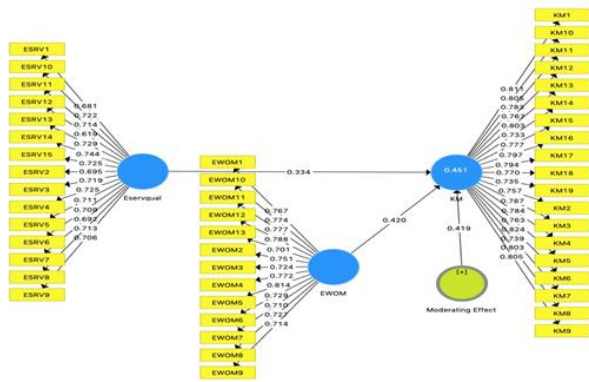


Figure 2. Struktur model

2. Internal consistency testing

It can be seen that the results of the internal consistency of all variables are composite reliability and Cronbach's alpha values above 0.07. And to test the validity of using the AVE value of the limit of 0.05. it can be seen in the table above that all variables have an AVE value above 0.05. it means that all variables and indicators can be accepted or declared valid.

Table 3. Construct reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
EWOM	0.935	0.944	0.564
Eservqual	0.929	0.938	0.500
KM	0.964	0.967	0.611

3. Discriminant validity testing

It can be concluded that all variables in this study have good construct validity and discriminant validity with a value of 0.7.

Table 4. Discriminant validity

	EWOM	Eservqual	KM
EWOM	0,751		
Eservqual	0,260	0,707	
KM	0,389	0,378	0,781

Table 6. Moderating effect analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Eservqual -> KM	0.334	0.342	0.074	4.520	0.000
EWOM -> KM	0.420	0.421	0.074	5.636	0.000
Moderating Effect -> KM	0.419	0.419	0.075	5.603	0.000

B. Structural model evaluation

It can be seen that the value of R-Square on the purchasing decision variable is 0.451 and it can be interpreted that the magnitude of the influence of the E-Service Quality variable on the purchasing decision variable is 45.1% and the rest is explained in other variables outside of this study.

Table 5. R-Squere

	R-Square	R-Square Adjusted
KM (Purchase Decision)	0.451	0.438

C. Direct effect analysis

Based on the table above, it can be used as a reference for making a decision whether the hypothesis is accepted or rejected. The first hypothesis is that E-Service quality has an effect on Purchasing Decisions (KM), this can be seen from the statistical value of 4,520 and can also be seen from the p-value of 0.00 < 0.5. and the original sample value of 0.334 indicates the direction of the relationship between the E-Service Quality variable on the Purchase Decision is positive. Furthermore, the second E-WOM has a positive effect on Purchase Decisions, where the second hypothesis can be declared accepted, which can be seen from the statistical value of 5.636 and can also be seen from the p-value which is 0.00 < 0.5 and the original sample value of 0.420 shows the direction of the variable relationship. E-WOM on Purchase Decision.

Furthermore, the three E-WOM variables moderate the relationship between E-service Quality on purchasing decisions, where if the T-statistic value of E-WOM increases, the value of the relationship between E-service Quality in purchasing decisions will also increase. This result indicates that the three hypotheses can be accepted.

This study aims to determine the relationship between the E-service quality variable and the decision to purchase hotel rooms by using the E-WOM as moderating variable in 4-star hotels in West Sumatra. This study reveals that the E-service quality variable has a direct effect on hotel room purchasing decisions made by guests who make hotel room reservations through online travel agents and guests who make reservations through the website, from the research findings where the E-WOM moderating variable has a direct effect on the decision to purchase hotel guest rooms. Based on the results of the research, all dimensions tested have a significant positive effect, this supports the research conducted by L. Sheng-Qiang and T. Xue-Mei (2010), Rachbini et al (2021) and Puspita et al (2022).

IV. CONCLUSION

From the results of the study, it can be seen that the E-service Quality variable has an influence on the Purchase Decision variable as well as using the E-WOM variable as mediation has a positive influence on the Purchase Decision. E-Service Quality is considered a determining factor in the success of hotel management, but along with the development of technology, where customer involvement both directly and indirectly in web-based promotions, as well as online travel agent platforms needs to be a concern for hoteliers, this research trying to discuss changes in consumer behavior during the transition from the covid-19 era to the post covid-19 era where the tendency of customers to use technology in purchasing decisions is the concern of researchers. Based on this research, it shows that E-service Quality needs to get attention from hoteliers, as well as in paying attention to E-WOM which in its dimensions affects purchasing decisions by hotel guests who make reservations via the web or online travel agent platforms.

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