The impact of service quality, self-service technology, and the corporate image on customer satisfaction and customer revisit intention among luxury hotels in Kuala Lumpur, Malaysia

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Abstract: According to World Travel & Tourism Council, the tourism industry in Malaysia has been boomed prosperously in few years. Accordingly, such phenomenon has largely propelled the competition in hospitality industry, especially the race between service-oriented hotels and luxury hotels. Nevertheless, numerous issues associated with customer satisfaction have been reflected on hotel booking website, which is worth studying in depth, as it is more likely to adversely affect profitability and competitiveness of luxury hotels. In the present paper, the effect of service quality, SERVQUAL dimensions, corporate image and self-service technology (SST) on customer satisfaction is delved into, as well as the association between customer satisfaction and customer revisit intention. Questionnaires were collected in Kuala Lumpur, Malaysia. As the result suggests, service quality, corporate image and SST significantly impact customer satisfaction. Except for dimension of empathy in SERVQUAL model, the rest of dimensions noticeably impact customer satisfaction. Lastly, customer satisfaction displays significantly positive relations to customer revisit intention. This empirical study suggests marketers to continuously improve customer satisfaction not only from the perspective of service quality but also considering corporate image and SST.

Keywords: luxury hotels; customer satisfaction; customer revisit intention; competitiveness; service quality; SERVQUAL; corporate image; self-service technology; SST.

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1 Introduction

Malaysia is considered a highly open and upper-middle-income economy, according to the economic overview of Malaysia from the World Bank in April 2017. Besides, its economic average growth has exceeded 7% per year within 25 years, as suggested by the growth report released by Commission on Growth and Development of the World Bank (2017). Malaysia Investment Development Authority (2017) has listed health care travel and high-value tourism activities as two typical foundations in boosting economic growth in service sector. Recently, World Travel & Tourism Council (2017) has disclosed relevant data, reporting the direct contribution of travel and tourism to GDP in 2016 of MYR58.0bn (4.7% of GDP), which was estimated to rise by 4.2% to MYR60.4bn in 2017, and output MYR100.4bn (5.4% of GDP) by 2027 as well. Thus, as supported by Malaysia government and rising demand of tourism, the competition in hospitality industry is becoming progressively fiercer. Hotel supply has been increased sharply; since 2015, 18 classified hotels had increased to 4,817 hotels with 309,369 rooms until 2016. Thus far, the growth number in April 2017 was obviously more than that two years ago, and 25,537 classified rooms have started to be available from 2017 to 2021 (Bernhard et al., 2017).

Under the high demanding of hotels in Malaysia, competition is becoming increasingly fiercer in hospitability industry than ever. More competitive hotel brands and innovative accommodation options are beginning to swarm into the market, shaking the current market share of luxury hotels (Hsu et al., 2012). Now, the Airbnb example is starting to show customers how to provide accommodation through the sharing economy (Zervas et al., 2017). Airbnb could be definitely considered typical innovation in hospitality industry since it enables people to lease or rent short-term lodging (e.g., vacation rentals, apartment rentals, homestays, hostel beds, as well as hotel rooms) (Guttentag, 2015). The most evident competitive advantage Airbnb has brought to the hotel industry is that customers can get more options at lower costs or lower transaction overhead than buying accommodation from traditional service providers in the hospitality industry (Zervas et al., 2017), which will pose a new threat to luxury hotels which run business only in traditional manners. Accordingly, marketers working in traditional luxury hotels should consider how to enhance customer satisfaction and revisit intention using multiple approaches to ensure sustainable competitiveness of luxury hotels in the hospitality industry.

The relevant reviewed literatures suggested that the SERVQUAL measurement model has been extensively adopted to recognise specific quality issues affecting customer satisfaction from five dimensions (empathy, responsibility, reliability, assurance and tangibility) (Sunil et al., 2018; Sharma and Srivastava, 2018; Shafiq et al., 2019; Jasinskas et al., 2016). In the meantime, due to the service-oriented feature exhibited by traditional luxury hotels, customers are frequently engaged with hotel employees, and the failures of service quality sometimes occur (Berezina et al., 2016; Cheng et al., 2019; Lewis and McCann, 2004; Wu et al., 2018b). In this scenario, service quality is stressed by most marketers in conventional hospitality industry, as it is closely associated with degree of customer satisfaction, customer loyalty and customer revisit retention (Clemes et al., 2011; Mazumder and Hasan, 2014; Liat et al., 2014). However, the study on the explanatory power of service quality along with corporate image and self-service technology (SST) together has been rarely conducted, and whether service

quality remains the maximum explanatory power as most studies suggested is unknown in this study context. Moreover, service quality has been commonly studied with customer satisfaction independently, without being compared with other possible influential variables (e.g., Ali, 2015; Babić-Hodović et al., 2019; Naderian and Baharun, 2015; Priporas et al., 2017). Thus, the insufficient comprehensive study on service quality in line with a particular study context is considered the first gap in this study.

As fueled by the rapidly increasing technology application usage, applying advanced SST has become another critical tangible competitive advantage of the hospitality industry (Shahid Iqbal et al., 2018; Kucukusta et al., 2014; Qiu et al., 2019). Curran et al. (2003) stated that SST can be defined as any facility that enables consumers to produce services for themselves without being assisted by employees of companies. Its functions primarily cover time-saving SST, convenient SST, customised SST and low-risk SST (Curran et al., 2003). In terms of luxury hotels management, SST enables customers to achieve online-room booking, picking-up service, check-in and out service, customised dining and laundry service, conferences room reservation, etc. (Beatson et al., 2006; Bilgihan et al., 2011; Feng et al., 2018). Existing studies revealed that SST positively impacts customer satisfaction and customer commitment, and the application of SST can significantly deepen the positive relationship between customers and hotels (Shahid Iqbal et al., 2018). Nevertheless, the feasibility of SST in relation to the enhancement of customer satisfaction and revisit intention in the hospitality industry in Malaysia has been rarely studied in the reviewed existing studies. Accordingly, limited research has been conducted on the impact of SST on customer satisfaction and revisit intention of luxury hotels in the study context of Kuala Lumpur; Malaysia is identified as the second gap that should be filled in this study. Given the implication of SST in the hospitality industry, this paper aims to examine whether SST significantly affects customer satisfaction and revisit intention in luxury hotels of Kuala Lumper, Malaysia.

In hospitality industry, unlike marketing strategies employed by convenience hotels (e.g., giving direct discount, making advertisements, as well as issuing membership card), luxury hotels are inclined to achieve competitive advantages by offering superior services and creating spiritual joyful corporate images for customers (Hu et al., 2009; Kiseli et al., 2016; Yeng et al., 2018). Maintaining positive and spiritual image starts showing its vital implication in enhancing the competitiveness of luxury hotels in the fierce competitive hospitality industry, which is sometimes ignored by hoteliers, especially among luxury hotels with good reputation (Hashem, 2012; Cheng, 2013; Liat et al., 2014). Accordingly, the corporate image of luxury hotels is studied in this study as one of the vital intangible factors affecting customer satisfaction and revisit intention.the corporate image built by luxury hotels should be unique, customised, as well as joyful as most of customers expected, which has been emphasised by numerous scholars previously (Lien et al., 2015; Liu et al., 2019; Nysveen et al., 2018; Wang et al., 2018). According to reviewed types of literatures, most studies primarily focus on the role of other antecedents (e.g., corporate social responsibility (CSR), service recovery, service quality, as well as customer satisfaction) on improvement of corporate image, i.e., corporate image is adopted to be studied as a mediating effect or a dependent variable (Liat et al., 2017; Lai, 2019; Kim et al., 2017; Mohammed and Rashid, 2018;). Thus, it is reported that the direct explanatory power of corporate image towards customer satisfaction as an independent variable has been barely explored, which is identified as the third critical gap in this study.

As mentioned above, service quality acts as the core competitiveness for traditional luxury hotels, and numerous researchers have examined explanatory power of service

quality towards customer satisfaction, customer loyalty and customer revisit intention by five dimensions set in SERVQUAL model as well as additional dimensions (e.g., Ali, 2015; Eshetie et al., 2016; Priyo et al., 2019; Shah et al., 2018). Nevertheless, the explanatory power of service quality towards customer satisfaction and revisits intention has been rarely examined by adding variables of corporate image and SST. Hence, this study will delve into the explanatory power of service quality from a multi-dimensional perspective. Moreover, with the progressive development of SST in service sector (e.g., banking, retailing and hospitality) (Iberahim et al., 2016; Liu and Hung, 2019; Ueno et al., 2018), a growing number of marketers have applied SST in management system to continuously boost convenience among customers. Currently, luxury hoteliers also start applying SST to retain customer satisfaction and loyalty to achieve sustainable competitiveness. Nevertheless, the roles of SST on customer satisfaction and revisit intention among luxury hotels have been rarely studied in the context of Kuala Lumpur, Malaysia. In this scenario, Malaysia is extremely important in exploring the critical role of SST on customer satisfaction and revisit intention among luxury hotels in Kuala Lumpur. Unlike marketing strategies employed by convenience hotels (e.g., giving direct discount, making advertisements, as well as issuing membership card), luxury hotels are inclined to achieve competitive advantages by offering superior services and creating spiritual joyful corporate images for customers (Hu et al., 2009; Kiseli et al., 2016; Yeng et al., 2018). Maintaining positive and spiritual image starts showing its vital implication in enhancing the competitiveness of luxury hotels in the fierce competitive hospitality industry, which is sometimes ignored by hoteliers, especially among luxury hotels with good reputation (Hashem, 2012; Cheng, 2013; Liat et al., 2014). Accordingly, the corporate image of luxury hotels is studied in this study as one of the vital intangible factors affecting customer satisfaction and revisit intention.

In line with identified research gaps, this study aims to examine whether service quality, SERVQUAL dimensions, SST and corporate image empirically impact customer satisfaction and customer revisit intention, as an attempt to propose relevant constructive suggestions for hoteliers to help luxury hotels achieve sustained competitive advantage (SCA) in hospitality industry. Besides, due to less comparison of explanatory power among variables of service quality, corporate image and SST, this study also aims to identify which variable is critical to customer satisfaction, leading customer revisit intention as the consequence.

2 Literature review and hypotheses development

2.1 Service quality and customer satisfaction

The SERVQUAL model was developed by Parasuraman et al. in 1988, measuring service quality by five dimensions (empathy, responsibility, reliability, assurance and tangibility). By comprehensive reading of service quality measurement model, it is found that SERVQUAL model has been extensively utilised to measure service quality by most researchers in service sector (e.g., banking, retailing and public/private hospitals) Al-Neyadi et al., 2018; Ali and Raza, 2017; Herstein et al., 2018; Pandey and Chawla, 2018; Mohsin et al., 2019; Van Quyet et al., 2015).

According to Ali and Raza (2017), for perceived service quality and customer satisfaction in Islamic bank of Pakistan, the study result revealed that compliance

dimension noticeably propels the service quality, followed by tangibles responsiveness, assurance, reliability and empathy; all of six dimensions in SERVQUAL model have positively and significantly impacted customer satisfaction. Likewise, in the study on customer satisfaction towards deposit service of Vietnamese commercial banks (VCB), except for reliability partially influences customer satisfaction towards deposit service of VCB, the rest four dimensions significantly impact customer satisfaction towards the deposit service (Van Quyet et al., 2015). Furthermore, in the banking industry, except for five dimensions covered in SERVQUAL model, many other elements (e.g., physical appearance, accessibility, price, and information technology) also significantly impact customer satisfaction and customer loyalty (Chowdhury, 2019; Narteh, 2018; Yilmaz et al., 2018). Also, the SERVQUAL model has been extensively employed for retailing. For instance, Agus (2019) suggested that tangibles, courtesy, and credibility of service quality dimensions greatly boost the improvement of customer satisfaction in the hypermarkets of Malaysia. Besides, the implication of tangible elements in service quality in line with elements of usability, credibility, convenience, and trust are also stressed by scholars previously in apparel purchase among consumers (Nadeem et al., 2015; Pandey and Chawla, 2018; San Lim et al., 2016). For healthcare satisfaction in relation to services offered by public/private hospitals, the SERVQUAL model is reported to be unidimensional for both public and private hospitals (Al-Neyadi et al., 2018; Nadiri and Hussain, 2016; Shabbir et al., 2016).

Hospitability industry exhibits a high interaction frequency with customers, the concept of quality refers to not only hotels' tangible products, but also service provided by hotels' staff as intangible element; it is a typical symbol impacting customer satisfaction (Stefano et al., 2015; Sharma and Srivastava, 2018; Shafiq et al., 2019). Fantastic service quality is more likely to positively contribute to customer satisfaction, especially among luxury hotels (Kucukusta et al., 2014; Mohamad et al., 2017; Tsang et al., 2015). On the context of fiercer competition in the hospitality industry, more luxury hoteliers start realising service quality delivered by hotels, which is one of the critical determinants impacting customer satisfaction (Debasish and Dey, 2015; Kim-Soon et al., 2014; Madar, 2014).

According to Sunil et al. (2018), the SERVQUAL model has been commonly adopted in the hospitality industry as a tool to assess service quality via five critical dimensions (tangibility, reliability, responsiveness, assurance, as well as empathy). Except for SERVQUAL model, SERVPERF was proposed by Cronin and Taylor (1992), determining service quality by only assessing customer perception towards hotel performance, more variances added in SERVPRF compared with SERVQUAL. However, due to the lack of validity and reliability, SERVPERF is considered a less-efficiency instrument in the assessment of hotel service quality. Based on tangibility and reliability features of SERVQUAL, Getty and Thompson (1994) subsequently developed lodging quality model (LODGQUAL) by integrating dimensions of tangibility, reliability, responsiveness, communication, and confidence. Likewise, Salazar et al. (2010) proposed another model, namely HOLSERV, stressing that hotel service quality can be assessed by responsibility, empathy, as well as confidence, which is closely associated with employees' capability.

Note that those three different models are all developed based on SERVQUAL as original instrument, increasingly accelerating market competition in the hospitality industry; SERVQUAL model starts becoming the most frequently used model in assessing service industry for its high reliability and validity in the hospitality industry

(Mazumder and Hasan, 2014). According to the reviewed types of literatures, explanatory powers are various based on different study scenarios. For instance, most scholars stated that tangibility exhibits the highest explanatory power on customer satisfaction compared with other dimensions in the SERVQUAL model (Babić-Hodović et al., 2019; Shah et al., 2018; Priporas et al., 2017; Truong, 2016). However, Shafiq et al. (2019) stated that generation Y is less likely to care about the tangibility dimension regarding satisfaction assessment of hotels in Malaysia. According to Ahmad et al. (2019), reliability and empathy are even not significantly associated with customer satisfaction in small-and-medium-sized hotels in UAE. Furthermore, explanatory power of service quality on customer satisfaction has also been studied with other alternative variables (e.g., price reasonableness, trust, convenience, credibility, label brand) by previous scholars to discover more effective variables impacting customer satisfaction in hospitality industry (Han and Hyun, 2015; Herstein et al., 2018; Min, 2018). In this study, the explanatory power of service quality will be compared with alternative variables of corporate image and SST, which has not been studied in depth in existing studies. In the meantime, this study also aims to examine the explanatory power of each dimension in the SERVQUAL model in this study context of luxury hotels in Kuala Lumpur, Malaysia.

Based on the high feasibility of the SERVQUAL model applied in the service sector, SERVQUAL model, accordingly, is adopted in this study to assess the explanatory power of each dimension in the study context of luxury hotels in Kuala Lumpur, Malaysia. This leads to the hypotheses as follows (refer to Figure 1):

H1   There is a positive relationship between service quality and customer satisfaction.

H_{1a} There is a positive relationship between tangibility and customer satisfaction.

H_{1b} There is a positive relationship between responsiveness and customer satisfaction.

H_{1c} There is a positive relationship between reliability and customer satisfaction.

H_{1d} There is a positive relationship between assurance and customer satisfaction.

H_{1e} There is a positive relationship between empathy and customer satisfaction.

2.2 SST and customer satisfaction

According to Curran et al. (2003), SST can be defined as any facility that enables consumers to produce services for them without being assisted by employees of companies. The impact of SST starts impacting over the whole service industry from high contact service industry (e.g., hospitality) to low contact service industry (e.g., chain retailing stores industry) (Dzia-Uddin et al., 2018; Siah et al., 2018; Ujang et al., 2016). This agreement is also supported by Lee (2016), elucidating that the development of SST is dramatically shaping current management mode and creating new opportunities in services delivery and options for customers. In service sector, it is suggested that SST has been extensively adopted in management of restaurants, retail stores, banks, airports and hotels for its high efficiency and user-friendly attribute (Gures et al., 2018; Issa et al., 2018; Susskind and Curry, 2016; Yang, 2018).

For instance, Susskind and Curry (2016) indicated that customers hold a positive attitude towards tabletop technology in full-service restaurants because of experience improvement, convenience, ease of use, credit card security provided by this device,

noticeably rising restaurant revisit rate among customers. On that basis, Issa et al. (2018) also revealed that all self-service menu tablet ordering attributes (e.g., technology usability, menu information, as well as menu design) evidently contribute to customer satisfaction; the authors also emphasised that technology usability in this study is found as the major predictor for customer satisfaction associated with self-service menu tablet ordering in restaurant. In airline service, Gures et al. (2018) suggested that Y-generation passengers showed a strong preference in the usage of SST during pre-flight services due to good functionality, enjoyment and speed level provided by self-serve technology. In support, Lien et al. (2019) stated that customers' intention to choose fast air travel service is significantly impacted by perceived benefits of SST (e.g., document scanning, bags to go, flight rebooking, self-boarding, bag recovery, and self-check-in) in the airport. Furthermore, the implication of implementing SST is also reflected in the area of retailing and banking. According to Djelassi et al. (2018), self-checkout technology in retail store strongly mediates the effect of SST experience evaluation on store satisfaction, moreover, both cognitive and affective waiting time satisfaction also mediate the association between SST experience evaluation and satisfaction with SST. The benefits of SST are also recognised in banking, automated teller machine (ATM) can be considered one of the best use of SST associated with the enhancement of customer satisfaction because of its fulfilment, reliability, ease of use, time-saving, security and privacy (Aslam et al., 2019; Giao, 2019; Iberahim et al., 2016; Yilmaz et al., 2018).

Based on former empirical researches associated with utilisation of SST, the result shows that the advantages of SST (e.g., perceived usefulness, ease of use, high efficiency, lower error-making) extensively influence customers' service evaluation towards service providers (Bilgihan et al., 2011; Shahid Iqbal et al., 2018; Timmor and Rymon, 2007). Thus, it is necessary for the hospitality industry as a high contact service industry to study the benefits of SST with regarding customer satisfaction. Given the earlier research conducted by Meuter et al. (2000), for characteristics of flexibility and time-saving of SST, the whole service processes are offered by a high-efficiency and simpler ways, hence customers are inclined to be benefited from using SST in hotels, and to get customer satisfaction improvement consequently. Furthermore, the relationship between SST usage and customer satisfaction is also discussed by Orel and Kara (2014), the empirical study result indicated that SST is demonstrated to play its positive impact on overall customer satisfaction, which might tie customers into a relationship with service providers closer. Thus far, Shahid Iqbal et al. (2018) suggested that SST creates a positive impact on customer satisfaction and customer commitment, the application of SST can largely enhance positive relationship between customer and hotels. According to Liu and Hung (2019), through applying SST in hotels, hotels are capable to save cost, increase efficiency, improve corporate image and enhance customer experience, all of these are seen as potential predictors impacting customer satisfaction towards hotels. While Huy et al. (2019) also illustrated that discomfort and insecurity play a negative impact on customer satisfaction with technology in Vietnam luxury hotels. In general, according to past studies, it is reported that main attributes in SST in terms of driving customer satisfaction towards services offered by hotels include perceived ease of use, speed of delivery, perceived performance risk, technology trust, perceived convenience (e.g., Hong and Slevitch, 2018; Kaushik and Kumar, 2018; Ko, 2017; Oh et al., 2016).

As what has been mentioned above, SST is widely studied with customer satisfaction in the hospitability industry in various countries. Nevertheless, the feasibility of SST in relation to the enhancement of customer satisfaction and revisit intention in the

hospitality industry in Kuala Lumpur, Malaysia is somehow ignored from reviewed existing research. Accordingly, this paper would explore the explanatory power of SST in the theme of Malaysia as a typical service-oriented country to remedy existing research gap. This leads to the following hypothesis (refer to Figure 1):

H2   There is a positive relationship between SST and customer satisfaction.

2.3   Corporate image and customer satisfaction

The concept of corporate image can be defined from the word image. As Zeithaml and Bitner (1996) stated, the word 'image' in the marketing area could be explained as a type of capability impacts customer perception about the products and services provided by marketers, which usually causes significant impact on customer purchasing bahaviour. Besides, Keller (1993) also illustrated that at the corporate management level, the image could be interpreted as a type of perception that caused by corporates reflected in associations and held in customer memory. Hence, the function of the image had been clearly demonstrated as the motivation to propel customer consumption intention (Andreassen and Lindestad, 1998). In line with the perspective of contemporary marketing, corporate image describes impressions and associations, which is defined as beliefs and attitudes that accumulated from customers' minds regarding particular corporates (Barich and Kotler, 1991).

Past studies showed that customer satisfaction is closely associated with corporate image, in other words, retaining customer satisfaction greatly leads improvement of corporate image (Chen and Chen, 2014; Hu et al., 2009; Liat et al., 2014). Due to the important status of corporate image, the relationship between corporate image and customer satisfaction is widely discussed with many other variables in different study fields. For instance, in the banking sector, Zameeret al. (2015) examined the correlation among service quality, customer satisfaction and corporate image with regarding customer perceived value in the banking sector in Pakistan, the result indicated that increasing corporate image positively impacts customer satisfaction through customer perceived value towards banking services. Such a study result is also agreed by Nadiri and Hussain (2016), stating that perceived value effectively mediates the relationship between corporate image and customer satisfaction. Likewise, Darmawan et al. (2018) argued that service quality has significant positive effects on customer satisfaction, corporate image, and customer loyalty, also, customer satisfaction has significant positive effects on corporate image in banking sector of Indonesia. Furthermore, corporate image is also studied as moderator with variables of CSR, customer satisfaction and customer loyalty in insurance sector. According to Lee (2019), corporate image moderates the relationship between CSR and customer loyalty, moreover, customer satisfaction significantly mediates the relationship between CSR and customer loyalty in the Taiwan insurance sector. Besides, the moderating effect of the corporate image is also highlighted by Chung et al. (2015), giving the opinion that positive corporate image can significantly motivate transition from customer satisfaction to customer loyalty towards a particular company in study context of China. Besides, corporate image is also studied as a dependent variable to explore the influencing power of alternative independent variables. In the airline industry, Park (2019) showed that corporate image of the airline is significantly impacted by CSR and customer satisfaction, in other words, CSR and customer satisfaction are identified as two major predictors of airline's corporate image.

Hospitality industry as one of the dominant service industries, hoteliers thus, pay more attention to manage and maintain the corporate image to achieve overall customer satisfaction (Cameran et al., 2010; Lahap et al., 2016; Setiawan and Sayuti, 2017). Maintaining positive and spiritual image starts showing its critical role in lifting the competitiveness of luxury hotels in such fierce competitive industry, which is sometimes ignored by hoteliers, especially among luxury hotels with existing good reputation (Hashem, 2012; Cheng, 2013; Liat et al., 2014). While, as the aforementioned, corporate image is used to be studied as an independent variable, mediator or moderator, there is a lack of study that explores the direct relationship between corporate image and customer satisfaction on the study context of Malaysia. Furthermore, the explanatory power of corporate image on customer satisfaction is barely discussed with variables of service quality and SST, the comparison here will be made among these three critical variables. The hypothesis is proposed as follow (refer to Figure 1):

H3   There is a positive relationship between corporate image and customer satisfaction.

### 2.4   *Customer satisfaction and customer revisit intention*

Revisit intention acts as a vital concept in the service industry and also mentioned as a kind of customer bahavioural intention. Revisit intention has been considered an extension of customer satisfaction (Chen and Tsai, 2007; Jani and Han, 2011; Um et al., 2006), suggesting that customers satisfied by service providers tend to repurchase the same service again. In fact, there are three critical components comprising the concept of customer revisit intention, including visit destination, subsequent assessment and future bahavioural intention (Chen and Tsai, 2007). In these three components, subsequent assessment as one of crucial parts in the concept of revisit intention refers to how do customers evaluate services received from providers, which is closely associated with the concept of customer satisfaction (Hume et al., 2007; Ryu et al., 2010; Som et al., 2012). There are numerous studies discussing the implication of customer satisfaction on customer revisits intention in various study fields. According to Wu et al. (2018a), theme park revisit intention is closely associated with experimental satisfaction and theme park image. Besides, perceived quality, emotion value, and function value are also identified as critical predictors of theme park revisit intention. Likewise, perceived quality and perceived value are also identified as two major predictors of customer satisfaction in influencing sport tourists' revisit intention (Allameh et al., 2015). While in the study on customer revisit intention towards air transport, monetary price, word of mouth and behavioural price are significantly associated with customer revisit intention (Liu and Lee, 2016). In line with this study, price fairness is stressed with regarding customer satisfaction and re-patronage intention in the restaurant (Abdullah et al., 2018; Cakici et al., 2019; Mannan et al., 2019).

Given the important role of customer satisfaction in luxury hotels, customer satisfaction is critical to influence customer loyalty and revisit intention (Kim et al., 2015), which extensively influences profitability as well as SCA of luxury hotels (Berezina et al., 2012; Han et al., 2011; Raza et al., 2012). According to previous research conducted by Hu et al. (2009), emphasising customers who acquired superior

value and felt satisfied with services provided by hoteliers are inclined to recommend it to others and revisit the identical hotels by next time. An et al. (2019) disclosed that service quality and perceived value significantly impact customer satisfaction, where customer satisfaction impacts customer revisit intention towards Airbnb accommodation service in a direct manner. Moreover, cost is also emphasised in relation to customer satisfaction and revisit intention among hotel guests, Han et al. (2019) asserted that switching cost significantly moderates customer satisfaction and revisit intention. Such a study result is also consisted with that of Ahn and Kwon (2019), suggesting cost is one of the critical antecedents in impacting customers' emotion of revisit intention towards green hotels in Malaysia. Here, customer revisits intention is studied as a dependent variable to verify whether customer satisfaction has direct explanatory power on customer revisit intention by considering service quality, SST and corporate image among luxury hotels in study context of Malaysia. The hypothesis is proposed as follow (refer to Figure 1):

H4   There is a positive relationship between customer satisfaction and customer revisit intention.

Figure 1   Proposed conceptual framework
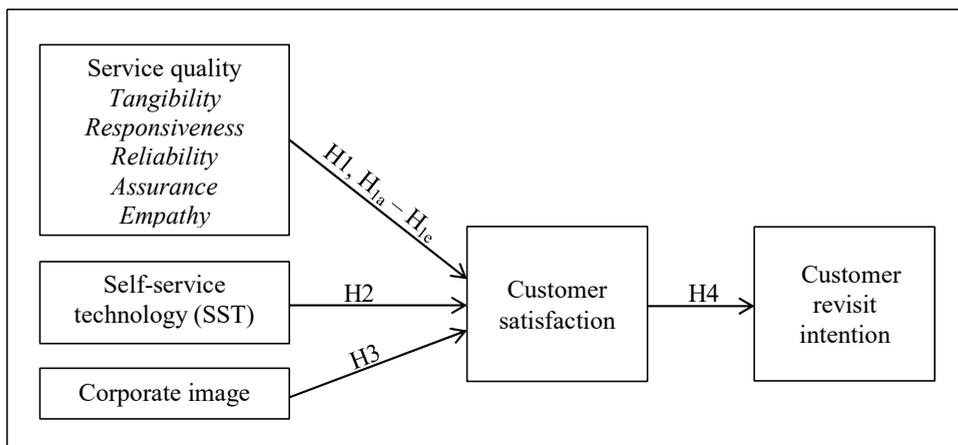
3   Methodology

3.1   Sample

Here, primary data collection was taken as data collection method to collect total 250 samples in the areas nearby luxury hotels of Kuala Lumpur, Malaysia, e.g., big shopping malls located in Kuala Lumpur (Pavilion, KLCC Shopping Center, Sunway Mall and Midvalley), main transportation areas as well as Kuala Lumpur International Airport (KLIA). Since the targeted participants cannot be contacted using the online approach, self-administered survey would be adopted as a communication approach to collect data

by handing out designed questionnaires manually to targeted participants in particular public venues. From the total returned samples, 30 out of 250 questionnaires were returned as invalid samples, primarily due to incomplete feedback, hence, 220 samples were considered valid data collection for further data analysis. For data analysis, Statistical Package for Social Science (SPSS24.0) software was employed to conduct statistical analysis, since SPSS24.0 is probably the most common statistical data analysis software package used the in social science study field with user-friendly features as well.

According to demographic descriptive analysis listed in Table 1, the female participants were noticeably more than male participants (41.1% male, 58.6% female); most participants' age assembled in range of 18–24 as well as 25–34 years old; more domestic participants took part in this study compared with the number of international participants (64.1% local, 35.9% international).

In aspect of vocational percentage, self-employed participants (33.2%) denote the maximum number among other occupancies.

Table 1   Demographic descriptive analysis

Characteristic frequency			Percentage
Gender	Male	91	41.4
	Female	129	58.6
Age	18–24	90	40.9
	25–34	75	34.1
	35–44	39	17.7
	45–54	12	5.5
	Above 55	4	1.8
Nationality	Local	141	64.1
	International	79	35.9
Occupation	Employed for wages	44	20.0
	Self-employed	73	33.2
	Retired	50	22.7
	A homemaker	25	11.4
	Student	28	12.7

3.2   Measures

In this study, all relevant items are measured by using a five-point Likert scale (strongly agree 5 to strongly disagree 1). Moreover, to ensure the internal consistency of each item within the scale, the reliability test was performed before checking the reliability of each item before the hypotheses test. The result of the reliability test for five items is listed in Table 2. According to the reliability result, Cronbach α of customer satisfaction, customer revisit intention, service quality, corporate image, and SST were 0.843, 0.709, 0.837, 0.929, 0.870 and 0.915 respectively, all exceeded 0.7. According to the reliability measurement standard set by George and Mallery (2003), this test result indicates that all the item measurement internal consistency level is acceptable.

Table 2 Reliability test for five items

Variable	Cronbach's alpha	N. of items
Customer satisfaction	.843	3
Customer revisit intention	.709	3
Service quality	.837	20
Corporate image	.929	5
Self-service technology	.870	5
Total	.915	36

4 Data analysis

Pearson's correlation coefficient (r) was adopted to measure the strength of the association between the two variables. On the whole, a Pearson correlation coefficient (r) aims to draw a line of best fit through the data of two variables, and the Pearson correlation coefficient (r) indicates how far away all these data points are to this line of best fit (Benesty et al., 2009). In data analysis part, to verify relationships between SERVQUAL dimensions (tangibility, responsiveness, reliability, assurance, empathy as IVs) and customer satisfaction as DV, proposed hypotheses H_{1a}–H_{1e} and H4 were tested by Pearson correlation analysis ; the relationship between customer satisfaction (IV) and customer revisit intention (DV). According to Sekaran and Bougie (2016), multiple regression analysis was conducted to examine the simultaneous effects of several independent variables on a dependent variable that is interval scaled. Thus, in this study, to test proposed hypotheses H1–H3 to check relationships between IVs (quality service, SST, corporate image) and DV (customer satisfaction), multiple regression analysis was conducted.

Table 3 Pearson correlation result of SERVQUAL dimensions and customer satisfaction

		Customer satisfaction (DV)
Tangibility (IV1a)	Sig. (2-tailed)	.000**
	Pearson correlation	.420
Responsiveness (IV1b)	Sig. (2-tailed)	.000**
	Pearson correlation	.447
Reliability (IV1c)	Sig. (2-tailed)	.000**
	Pearson correlation	.448
Assurance (IV1d)	Sig. (2-tailed)	.000**
	Pearson correlation	.425
Empathy (IV1e)	Sig. (2-tailed)	.738
	Pearson correlation	−.023

Notes: **significant at $p < 0.001$ level
Pearson correlation: $\pm 0.50 < r < \pm 1$ at strong correlation
$\pm 0.30 < r < \pm 0.49$ at medium correlation
$r < \pm 0.29$ at small correlation.

4.1   Relating SERVQUAL dimensions and customer satisfaction

The correlation coefficient (r) of SERVQUAL dimensions (Table 3) suggests that there was positive and significant relationship between tangibility, responsiveness, reliability, assurance, and customer satisfaction (r = 0.420, 0.447, 0.448, 0.425, p-value < 0.05). Nevertheless, this is no positive and significant relationship between empathy and customer satisfaction (r = –0.023, p-value > 0.738). Given the result of Pearson's correlation analysis, H_{1a}–H_{1d} are supported, H_{1e} is rejected in this study.

4.2   Relating service quality, SST, corporate image, and customer satisfaction

The multiple regression analysis was conducted to examine the relationship between IVs and DV (hypotheses H1–H3). The model fit statistics shows three IVs and one DV, the relationship between IVs and DV is of statistical significance [F (3, 216) = 54.178, p < 0.001], revealing the model fit (Table 4). The percentage variance explained by this model was 0.429 (42.9%), suggesting that customer satisfaction towards luxury hotels was explained by up to 42.9% by all IVs (service quality, SST, corporate image). Results of the adopted regression model have not occurred by chance, and the combination of independent variables significantly predicted the dependent variable.

Table 4   Model-fit statistics for IVs and DV

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	57.676	3	19.225	54.178	.000**
Residual	76.649	216	.355		
Total	134.325	219			

Notes: **significant at p < 0.001 level; *R-square* = 42.9%.

Table 5   Regression analysis for IVs and DV

Variables	Unstandardised coefficients		Standardised coefficients	t	Sig.	Collinearity	
	B	Std. error	Beta			Tolerance	VIF
(Constant)	–.872.345			–2.526.012			
Service quality	.812.111		.442	7.289.000**		.719	1.391
Self-service technology	.254.065		.218	3.902.000**		.850	1.177
Corporate image	.169.063		.163	2.674.008*		.711	1.407

Notes: *significant at p < 0.01 level; **significant at p < 0.001 level; VIF = variance inflation factor.

Furthermore, it is found that all the IVs have VIF values lower than ten, suggesting the absence of the issue of multicollinearity in data. Table 5 depicted that service quality (p < 0.001, t = 7.289; β = 0.442), SST (p < 0.001; t = 3.902; β = 0.218) and corporate image (p < 0.01, t = 2.674; β = 0.163) were significant determinant of customer satisfaction. As concluded from the result of multiple regression analysis, all IVs significantly impacted customer satisfaction. Additionally, service quality could be considered the most critical independent variable impacting customer satisfaction due to

the highest statistically significant standardised coefficient. Subsequently, it was followed by SST and corporate image. H1, H2 and H3 are all supported in this study.

4.3   Relating customer satisfaction and customer revisit intention

The correlation coefficient r of customer satisfaction (Table 6) suggests a positive and significant correlation between customer satisfaction and customer revisit intention (r = 0.596, p-value < 0.001). Such result implies that customer satisfaction can significantly and positively predict customer revisit intention among customers who have experience in staying luxury hotels. H4 is supported in this study.

Table 6   Pearson correlation result of customer satisfaction and customer revisit intention

Customer revisit intention (DV)		
Customer satisfaction (IV)	Sig. (2-tailed)	.000*
	Pearson correlation	.596

Notes: *significant at p < 0.001 level
      Pearson correlation: ± 0.50 < r < ± 1 at strong correlation
      ± 0.30 < r < ± 0.49 at medium correlation
      r < ± 0.29 at small correlation.

5   Findings, discussion and implications of the study

To continuously enhance SCA among luxury hotels in the hospitality industry, hoteliers should enhance customer satisfaction from multi-dimensions. Service quality has been extensively assessed using the SERVQUAL model, whereas the role of SST and corporate image were somehow not deeply studied along with service quality. Accordingly, it is necessary to examine the relationships between IVs and DV from both theoretical and practical aspects to give constructive suggestions for luxury hoteliers. The result of the proposed hypotheses is summarised in Table 7.

Table 7   Summary of hypotheses result

Study variables	*Hypotheses*	*Result*
Service quality → customer satisfaction	H1	Supported
Tangibility → customer satisfaction	H_{1a}	Supported
Responsiveness → customer satisfaction	H_{1b}	Supported
Reliability → customer satisfaction	H_{1c}	Supported
Assurance → customer satisfaction	H_{1d}	Supported
Empathy → customer satisfaction	H_{1e}	Rejected
Self-service technology → customer satisfaction	H2	Supported
Corporate image → customer satisfaction	H3	Supported
Customer Satisfaction → customer revisit intention	H4	Supported

The statistical result clearly implicated that service quality, SST and corporate image significantly impact customer satisfaction, and customer revisit intention is significantly predicted by customer satisfaction. This result is greatly supported by existing studies in

the hospitality industry (e.g., Cameran et al., 2010; Darmawan, 2018; Jani and Ham, 2011; Liu and Hung, 2019). According to multiple regression results, service quality plays the most significant impact on customer satisfaction, followed by SST and corporate image. While, one recent study revealed that SST is highly considered it has higher explanatory power on customer satisfaction than other variables (Lin and Hung, 2019). Moreover, existing studies focused more on the role of customer satisfaction on corporate image (Chen and Chen, 2014; Hu et al., 2009; Liat et al., 2014), which in turn, in this study, corporate image can significantly influence customer satisfaction, which gives a new perspective for hoteliers in terms of retaining customer satisfaction. In this study, customer satisfaction and customer revisit intention have been extensively studied with variables of service quality, SST, and corporate image simultaneously, whereas other studies have been barely done.

Besides, Pearson's correlation analysis indicated that there are positive and significant relationships between SERVQUAL dimensions of tangibility, responsiveness, reliability, assurance and customer satisfaction. Nevertheless, empathy as one of dimensions in SERVQUAL is not significantly correlated with customer satisfaction in this study. This showed somehow opposite findings reflected in existing studies (Ali et al., 2016; Herstein et al., 2018; Mohsin et al., 2019). Such an outcome implied hotel customers are inclined to appealing visually facilities, professional courteous service of staff, as well as reliable and accurate services. While, individualised requirement cares are not or slightly considered by customers in this study.

Furthermore, responsiveness in SERVQUAL dimensions plays a second important role on customer satisfaction. Previously, nevertheless, there is a lack of study that provided adequate proof to show the significant relationship between responsiveness and customer satisfaction (Mazumder and Hasan, 2014). According to this finding, customers staying in luxury hotels in Kuala Lumpur, Malaysia are inclined to concern the helping willingness and problem-solving ability from hoteliers.

Lastly, by Pearson correlation analysis, the association between customer satisfaction and customer revisit intention was examined. The finding disclosed that customer satisfaction is positively and strongly associated with customer revisit intention, which study result is supported by the most past studies (Hume et al., 2007; Kim et al., 2015; Ryu et al., 2010). Customer revisit intention, thus, can be positively impacted by continuous improvement of overall customer satisfaction.

For hoteliers working in luxury hotels in the hospitality industry, in the future, it is essential for them to take service quality as first consideration to provide optimal accommodation experience, achieving sustained customer satisfaction. Due to the important role of responsiveness in SERVQUAL dimensions, luxury hoteliers should definitely pay attention to how hotel staff can motivate them to provide effective help to customers when they need it. More importantly, a series of training programs is necessarily suggested from the managerial perspective, which aims to continuously improve problem-solving ability among luxury hotel staff. The current utilisation of SST in luxury hotels in Kuala Lumpur, Malaysia remains relatively weak. Given the second important role of SST on customer satisfaction, as well as the prevalent trend of using SST in service industry (Gures et al., 2018; Issa et al., 2018; Susskind and Curry, 2016), indeed, luxury hotels as typical identity in service industry should initiatively keep abreast with applying SST to offer more attractive services and retaining customer satisfaction in the long term. The corporate image in this study showed least important role on customer satisfaction, even though, a numerous research has emphasised that

building up corporate image is significantly associated with customer satisfaction in the service industry (Chen and Chen, 2014; Hu et al., 2009; Liat et al., 2014). Hence, luxury hoteliers also should create the unique corporate image as one of the soft-power competitive abilities in the hospitality industry in the near future. Lastly, customer satisfaction as a critical predictor of customer revisit intention indicated that luxury hoteliers should to improve customer satisfaction from multi-dimensional perspectives in terms of sustaining customer revisit intention.

For researchers in the study field of marketing, first and foremost, researchers are encouraged to extend the original SERVQUAL model by adding more alternative dimensions under the original SERVQUAL dimensions to explore explanatory power of other dimensions on customer satisfaction. Second, SST and corporate image were studied as IVs in this study, while these two variables can be explored as moderating effect on relationship between customer satisfaction and customer revisit intention to clarify the transition from customer satisfaction to customer revisit intention, which has been barely mentioned in the past studies. Third, concerned with implication status of customer satisfaction, it can be studied as a mediating effect on relationships between other possible antecedents and customer revisit intention, to know how other antecedents influence DV indirectly through mediating effect of customer satisfaction. Lastly, according to reviewed kinds of literatures, control variables (e.g., age, gender, income, and occupation) can be added to delve into their effects on customer revisit intention towards luxury hotels. In conclusion, future researchers are suggested studying customer behaviour from broader and multi-dimensional perspectives to propose more completed managerial suggestions for companies.

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