

Research on the influence of fast hotel customer participation on loyalty

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Abstract: With the rapid development of people's economic level, after the basic living conditions of people are satisfied, more and more people will choose to travel and work, so as to seek the sublimation of their own psychological and spiritual world. In this case, it will naturally produce a series of demands and competitiveness for the hotel industry. How to stand out in all aspects of the service and marketing of the hotel industry will be the problem that the hotel industry should solve in the future. Improving the hotel's customer participation behavior and customer experience, so that the customer becomes a more loyal customer, which is very beneficial to both the hotel and the customers. This paper is based on customer participation behavior, and studies and analyzes the influence of customer participation on customer loyalty. On the basis of consulting and learning some literature and theories, it analyzes and studies the three variables of customer participation behavior, customer loyalty and brand experience. The results show that these three variables are positive interactions, customer participation behavior can have a significant impact on customer loyalty, and brand experience can have a significant mediation effect between the two. Finally, according to the research results of this paper, what enlightenment can bring to the development of fast hotel industry and marketing, summary and suggestions.

Keywords: customer engagement behavior, customer loyalty, brand experience, fast hotel

1. Research background and significance

1.1 Research background

In the process of cooperative production and service between enterprises and customers, if we want to increase customer loyalty, it is necessary to increase the degree of customer participation.^[1] Ultimate goal of customer participation behavior is to create a good interactive relationship between the enterprise and customers, and to make customers loyal to the enterprise brand through good interaction.^[2]

This paper after consulting all kinds of literature, understand the customer participation behavior for customers and enterprise is very important significance, enterprise gradually from customers and enterprise separate input and output value status between the participation to create value, it is more conducive to customer loyalty to enterprise choice, also can make the enterprise do better and better, help fast hotel and the industry in business.

1.2 Research meaning

Theoretical significance: Through the study of customer participation behavior, the level of customer loyalty of fast hotel, so as to understand that customer participation behavior between fast hotel and customers has a positive influence on customer loyalty and brand experience, so as to further promote the value co-creation between the hotel and customers.

Practical significance: by improving the fast hotel customer participation on the basis of behavior, which affect the customer loyalty and brand experience, through a series of promotion and implementation, can bring consumers high service value and high quality consumption, let customers also involved feel also got the value, so that the hotel industry between enterprises and customers achieve common benefits of practical significance.

2. Correlation theory

Customer participation: It means that the future development of an enterprise is inseparable from the participation of customers. An enterprise should let customers participate in the production and service process of the enterprise, not as customers as recipients, but as creators.^[3]

Customer loyalty: It refers to the number of choices and purchases of products and services of a certain enterprise, which can not only explain the level of loyalty of customers to the enterprise, but also explain the positive degree of customers to the enterprise.^[4]

Brand experience: It refers to all the perception and memory generated by consumers through the packaging, design, introduction and other relevant experiences of the brand. It is a process of product understanding, use and purchase.^[5]

SOR theory: It refers to the cognitive effect of the consumers' reaction reflected by the external stimulus, just as the influence of the dependent variable caused by the independent variable through the intermediary variable.^[6]

3. Variable measurements and study model assumptions

3.1 Variable measurement

The following three tables, Tables 1, 2 and 3, are measured and designed according to the three variable related dimensions of customer participation, loyalty and brand experience.

Table 1: About customer participation^{[7][8]}

A1	I have learned about the hotel through others or through the media platform.
A2	I have found relevant information about the location of the hotel.
A3	I have learned how other customers can get a better vacation in the hotel.
B1	I clearly expressed to the hotel staff what I wanted them to do.
B2	I clearly explained the information about me to the hotel staff, so that they can provide me with better service.
B3	All the questions I asked with hotel staff about improving the quality of service.
C1	I have fulfilled all my obligations and responsibilities as a hotel customer.
C2	My expected experience activities and behaviors were fully completed.
C3	I followed the guidelines or instructions of the hotel staff.
D1	I was very friendly to the staff during my stay.
D2	I treated the employees very kindly and very considerate during my stay.
D3	I treated the staff politely during the stay.

Table 2: About customer loyalty^{[9][10]}

E1	I will also choose to stay in the hotel next time.
E2	If this hotel has a chain store in other cities, I would choose to check in.
F1	When I go to the city with this hotel, I would prefer this hotel.
F2	Even if this hotel is more expensive than other hotels, I would like to choose this hotel.
G1	I am very happy to recommend this hotel to my friends.
G2	I am very happy to advocate that my friends who need China to choose this hotel.

Table 3: About the brand experience^{[11][12]}

H1	The hotel can impress me more visually and sensory.
H2	When I hear and see the information about the hotel, I will be very interested.
I1	I have a relatively deep emotional meaning for the hotel.
I2	The activities I attended at the hotel were very interesting.
J1	Participating in the hotel's activities can improve my creativity.
J2	The activities at the hotel will stimulate my curiosity.
K1	When I stay in the hotel, I will actively participate in the hotel's activities.
K2	The hotel will bring us a specific physical feeling.
L1	I am very happy to communicate with other customers about all the activities and services of the hotel.
L2	During my stay in the hotel, I think I can meet customers who share my interests.

3.2 Research hypotheses

Based on previous research on the relevant literature on customer participation, this article decided to study the following four aspects, specific studies are shown in Table 4.

Table 4: Summary of relevant hypotheses

Research hypotheses	
H1	There is a positive influence between customer participation behavior and customer loyalty. ^[13]
H2	There is a positive impact between customer engagement behavior and brand experience. ^[11]
H3	There is a positive impact between the brand experience and customer loyalty. ^[14]
H4	Brand experience plays an intermediary role between customer participation behavior and customer loyalty. ^[15]

3.3 Research model

Figure 1 is the research hypothesis model conducted in this paper according to the research hypothesis and the SOR model. According to this picture, the research path of this article can be more clearly seen.

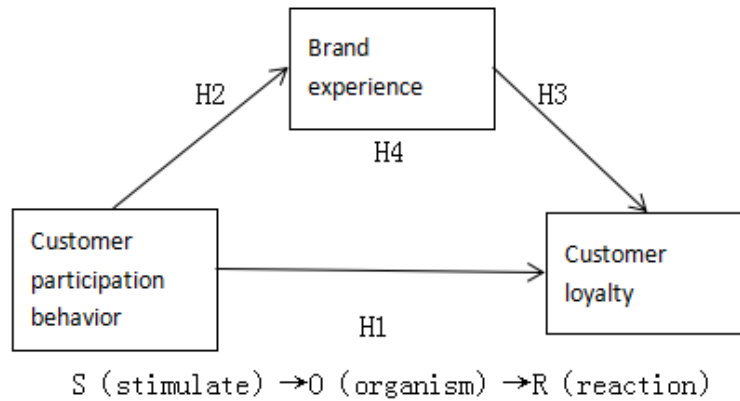


Figure 1: Study the hypothetical model

4. Results

4.1 Regression analysis

Table 5: Regression analysis of customer engagement behavior on customer loyalty

	R^2	After adjustment R^2	D-W	F	Sig	Collinearity statistics tolerance	VIF
constant	.429	.426	2.333	156.336	.000b		
Participation behavior						1.000	1.000

Factor variable: customer loyalty

According to Table 5, customer participation behavior is taken as the independent variable and customer loyalty is taken as the dependent variable for regression analysis. From the analysis data, the adjusted R party is 42.6, which has exceeded 30, indicating that customer participation behavior can be explained by 42.6%. By f test, the f value is 156.366 with a p-value is $0 < 0.05$, indicating that the model is valid.

In addition, the VIF value in the model is < 5 , which means that there is no strong collinearity between the two; the DW value is around 2, which means that there is no serious autocorrelation between the two, and there is no correlation between the sample data, indicating that the model is good. The regression analysis can conclude that customer participation has a positive and significant effect on customer loyalty. The H1 assumption holds true.

According to Table 6, customer's participation behavior as the independent variable and brand experience as the dependent variable of regression analysis. The results of the analysis data can show that the adjusted R square is 45.9, which has exceeded 30, which can have a 45.9% explanation of the brand experience. By F test, F-value is 178.353 and P-value is $0 < 0.05$, indicating that the model is valid.

Table 6: Regression analysis of customer engagement behavior on brand experience

	R^2	After adjustment R^2	D-W	F	Sig	Collinearity statistics tolerance	VIF
constant	.462	.459	2.007	178.353	.000b		
Participation behavior						1.000	1.000

Factor variable: Brand experience

In addition, the VIF value in the model is < 5 , which indicates that there is no strong collinearity between the two variables of the model; the DW value of around 2 indicates that the autocorrelation between the two variables is not serious, and there is no correlation between the sample data, indicating that the model is good. Through regression analysis, it can be concluded that customer participation behavior has a positive and significant impact on the brand experience, and the H2 assumption holds.

Table 7: Regression analysis of brand experience on customer loyalty

	R^2	After adjustment R^2	D-W	F	Sig	Collinearity statistics tolerance	VIF
constant	.305	.301	2.093	91.099	.000b		
Brand experience						1.000	1.000

Factor variable: Customer loyalty

According to Table 7, brand experience is taken as the independent variable and customer loyalty as the dependent variable for regression analysis. The analysis data results show that the adjusted R square is 30.1, which has exceeded 30, indicating that customer participation behavior can explain 30.1% of the change in customer loyalty. By passing the F-test, the F-value is 91.099 and the P-value is $0 < 0.05$, indicating that the model is valid.

In addition, the VIF value in the model is < 5 , which indicates that there is no strong collinearity between the two variables of the model; the DW value of around 2 indicates that the autocorrelation between the two variables is not serious, and there is no correlation between the sample data, indicating that the model is good. Regression analysis can conclude that brand experience has a positive and significant impact on customer loyalty, and the H3 hypothesis holds.

Table 8: The intermediary role of the brand experience

	R^2	After adjustment R^2	D-W	F	Sig	Collinearity statistics tolerance	VIF
constant	.450a	.445	2.277	84.795	.000b		
Participation behavior						.538	1.857
Brand experience						.538	1.857

Factor variable: customer loyalty

According to Table 8, customer participation behavior as the independent variable, brand experience as the intermediary variable, and the dependent variable is customer loyalty, which can be seen in a regression analysis. The adjusted R party is 44.5, which has exceeded 30, which can explain the 44.5% change in customer participation behavior and customer loyalty through brand experience variables. The F test is 84.795 and all P-values were $0 < 0.05$, indicating that the model is valid.

In addition, the VIF value in the model is < 5 , which indicates that there is no strong collinearity between the two variables of the model; the DW value of around 2 indicates that the autocorrelation between the two variables is not serious, and there is no correlation between the sample data, indicating that the model is good. Through the regression analysis, it can be concluded that the significant test shows that the customer loyalty decreases directly after the brand experience, and the brand experience has some intermediary variables in between the two. Customer participation behavior can enhance the impact on customer loyalty through brand experience, so the H4 hypothesis holds.

4.2 Study model conclusions

After the above analysis, the model hypothesis of this paper is finally obtained. H1, H2 and H3 hypothesis are established, and H4 part intermediary is established, the details are shown in Table 9.

Table 9: Results of the hypothesis model

Suppose that the study	fruit
H1: There is a significant positive influence between customer engagement behavior and customer loyalty	establish
H2: There is a significant positive influence between customer engagement behavior and brand experience	establish
H3: There is a positive impact between the brand experience and customer loyalty	establish
H4: Brand experience plays an intermediary role between customer participation behavior and customer loyalty	Part of the establishment

5. Conclusion

5.1 Study results discussed

(1) The customer participation behavior of the Express Hotel has a significant positive impact on loyalty.

(2) The customer participation behavior of the Express hotel has a significant positive impact on the brand experience.

(3) The fast hotel brand experience has a significant positive impact on loyalty.

(4) Brand experience plays a partial intermediary role.

5.2 Marketing enlightenment

(1) Cultivate customer loyalty with customer participation as the core.

(2) Encourage customers to actively participate in the interaction of the hotel.

(3) Promote loyalty by enhancing the brand experience.

(4) Enhance the influence of customer participation on customer loyalty by strengthening the brand experience.

(5) Organize various interactive activities that consumers are interested in.

(6) Promote customer participation behavior by developing incentive policies.

(7) Provide consumers with tailored service experience.

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