



## The Role of Customer Engagement, Quality Service and Brand Trust in Influencing Brand Loyalty in Hotel Industry

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### ABSTRACT

The main objective of this research is to analyze the influence of Customer Engagement, Service Quality and Brand Trust on the Brand Loyalty of the Jambuluwuk Malioboro Hotel. The research sample was 290 respondents who were determined using purposive sampling. The analytical tool used is multiple linear regression. The research results show that customer involvement, service quality, brand trust have a positive and significant effect on brand loyalty. Customer involvement is the most dominant variable influencing brand loyalty.

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## **INTRODUCTION**

According to data from the Central Statistics Agency, Yogyakarta in 2023 is one of the regions with a rapidly growing tourism and hospitality sector. The trend of foreign tourist visits from February to April 2022 shows a positive trend. In April, 5,592 foreign tourists came to Yogyakarta, an increase of 11.68% compared to the previous month. Along with this development, hotel occupancy also increased at the beginning of the year. Based on data from the Indonesian Hotel & Restaurant Association (PHRI) DIY, hotel occupancy in February 2023 in Gunungkidul was 70%, Kulonprogo and Bantul 65%, and Sleman and Jogja 90%. If the average is 80% in February 2023, this figure has increased compared to February 2022 which was only 65%.

The development of the hotel industry has created intense competition in the industry. According to Al-Aziz and Suyuthie (2023) competition can be seen in providing complete facilities with guaranteed services and packaged with good marketing or promotions with the aim of building company brand loyalty.

Brand loyalty is a consumer's commitment to a brand based on positive reviews and demonstrated by purchasing habits (Devi & Yasa, 2021) . Brand loyalty generally connotes habitual purchasing behavior over time based on purchasing decisions by comparing several brands (Han et al., 2019) . Brand loyalty shows a positive response after customers feel happy and satisfied with the quality of a brand and the benefits provided by that brand (Shanahan et al., 2019) . Brand loyalty is formed to create customer trust as a basis for attitudes so that they continue to use the same brand. Brand loyalty is influenced by a number of factors such as customer engagement (Tuti & Sulistia, 2022) , service quality (Devi & Yasa, 2021) , and brand trust (Ramadhani & Ruswanti, 2020) . Customer engagement is one of the factors that has an important influence on building brand loyalty (So et al., 2016) .

Customer engagement is the intensity of individual participation and activities that facilitate repeated interactions and strengthen customers' emotional, psychological, or physical presence in a brand (Vivek et al., 2012) . Customer engagement is the level of a person's desire to relate to a brand and dependence on the brand, which is indicated by the level of emotional, cognitive and behavioral interactions caused by the brand (Hollebeek, 2011) .

Customer engagement process occurs when there is reciprocal interaction between producers and customers, both offline and online (Zhang et al., 2017) . Customer engagement will bring customers satisfaction which is known as the final assessment according to their experience with the company brand (Han et al., 2019) . With customer engagement, individuals tend to have more trust and improve the quality of relationships with brands or companies.

Previous research shows that Customer Engagement influences brand loyalty significantly and positively (Kosiba et al., 2018; Tuti & Sulistia, 2022). Different research results explain that customer involvement does not have a positive and significant effect on brand loyalty (Li et al., 2020). These findings highlight differences in research results that need to be studied further.

Another factor that influences brand loyalty is service quality. Service quality is the extent to which a brand meets or exceeds customer expectations (Al

Ababneh, 2017) . Good service influences customer loyalty to the brand (Sadoso et al., 2019). Customers' experiences with a brand are formed from their attitudes towards the brand. Customers will return to buy something, recommend others, and pay more if they have a good experience (Taqdees et al., 2017) . In every business, quality customer-oriented service is essential to building a strong reputation and brand loyalty (Silas et al., 2022)

Previous studies show that service quality influences brand loyalty significantly and positively (Devi & Yasa, 2021; Hossain & Dwivedi, 2015; Levy, 2014). Consumer loyalty to brands is not significantly influenced by service quality (Herani, 2018).

Brand loyalty can also be influenced by brand trust; Brand trust is an important component in building reputation and customer loyalty. Trust is one of the key features in the relationship between customers and brands (Lien et al., 2015) . Brand loyalty is the result of careful consideration (Zehir et al., 2011) . Brand trust is defined as a customer's desire to rely on a brand and hope that the brand will bring good results, that the brand is able to meet customer expectations by fulfilling its promises, making customers satisfied, and that the brand can prioritize customer interests when product problems arise (Kojongian et al., 2022 ) .

Previous research shows that brand trust influences brand loyalty significantly and positively (Kojongian et al., 2022; Ramadhani & Ruswanti, 2020). Different research results explain that brand trust does not have a positive and significant effect on brand loyalty (Nugroho et al., 2020; Susanto et al., 2022). These findings highlight differences in research results that need to be studied further.

This research was conducted at the Jambuluwuk Malioboro Hotel, a 5 (five) star hotel which was established in the city of Yogyakarta in 2011. The main objective of this research is to analyze the influence of Customer Engagement, Service Quality and Brand Trust on the Brand Loyalty of the Jambuluwuk Malioboro Hotel

## **THEORETICAL REVIEW**

### ***Customer Engagement***

Customer engagement is rooted in the concept of involvement (Kosiba et al., 2018) . Customer engagement is the behavior of customers to commit to a brand and is followed by the development of trust, participation, then the customer's emotional feelings emerge and pay attention to the brand (Li et al., 2020) . Customer engagement in various dimensions and indicators greatly influences the sustainability and development of a business (Anggraeni & Sabrina, 2021). Customer engagement is a customer psychological process that leads to the formation of loyalty (Greve, 2014) .

Customer engagement can be seen through the intensity of customer participation and interaction in organizations or organized activities (Kosiba et al., 2018) . Customer engagement involves consumer interactions and their experiences with brands (Brodie et al., 2013) . Engagement starts with someone needing some information, usually customers will look for social media such as

Instagram and official websites to get information about the brand, then from there the customer will start to become attached, perhaps even for the long term (Brodie et al., 2013) . Based on social exchange theory, customer engagement will last a long time if there is reciprocal interaction between customers and brands (Hollebeek, 2011) .

The multidimensional approach taken by Li et al., (2020); So et al., (2016 ) interpret Customer engagement is a consumer's personal relationship with a brand which is shown in external purchasing actions such as cognitive, affective and response behavior. Customer engagement involves enthusiastic participation, conscious attention, and social connection between customers and brands (Vivek et al., 2014) . Customer engagement focuses on various customer behaviors, recommendations, reviews, blogging, and helping other customers (Choi & Kandampully, 2019) . Customer engagement is an important indicator that can increase the value of marketing strategies in the industry (Chathoth et al., 2014) .

### ***Dimensions of Customer Engagement***

There are five dimensions of customer engagement, namely enthusiasm, attention, absorption, interaction and identification (Harrigan et al., 2017); (So et al., 2014); (van Tonder & Petzer, 2018) : enthusiasm, attention, absorption, Interaction, and identification.

### ***Service Quality***

How well service quality meets customer expectations is measured as service quality (Santouridis & Trivellas, 2010) . Service quality is the result of an assessment process where end users of services evaluate their expectations with the services they see and receive (Sadoso et al., 2019) . Service quality is defined as a user's assessment of the quality and performance of a particular product compared to products offered by competitors (Han & Hyun, 2015) . Service quality is defined as a comparison between customer expectations, perceptions, and is united by five dimensions: tangible, reliability, responsiveness, assurance, and empathy. Service quality is very important for businesses operating in the service sector.

### ***Dimensions of Service Quality***

There are five dimensions and indicators to measure service quality (Kaura et al., 2015) : tangibles, reliability, responsiveness, assurance (including competence, courtesy, credibility, and security), empathy (including access, communication, customer understanding)

### ***Brand Trust***

Trust is a customer's willingness to trust a brand because of the hope that it can produce good results (HJ Lee & Jee, 2016) . Integrity (the trusted party's honesty and ability to keep promises), compassion (the trusted party's concern and incentives to act in accordance with their interests), capability (the trusted party's ability to meet their needs), and behavioral consistency are all components that form trust. When viewed from a consumer's perspective, brand

trust is defined as the perception of product sharpness based on the experience or interaction it fulfills (Santoso, 2023) . Consumers trust that brands will deliver on their promises. This is called brand trust (Erciş et al., 2012) . Certain brands have trust, which is a psychological variable determined by the initial accumulation of values such as credibility, integrity, and compassion.

### ***Dimensions of Brand Trust***

Brand trust can be measured using the following dimensions: dimension of viability, and dimension of internationality (Kustini, 2011) .

McKnight et al., (2002) in Adji & Semuel, (2014) show that there are two dimensions , brand trust, namely: trusting belief and trusting intention.

### ***Brand Trust Indicator***

According to Tjahyadi, (2006) , there are three factors that are indicators of brand trust , namely as follows: brand characteristics, brand company characteristics, brand consumer characteristics, security, honesty.

### ***Brand Loyalty***

Brand loyalty is a customer's habit of purchasing goods and services with a particular brand and category (Casaló et al., 2010) . Brand loyalty is a strong commitment to purchase and subscribe to preferred goods or services (D. Lee et al., 2015) . Consumer attitudes and loyalty towards certain brands are the same as brand loyalty (Shabbir, 2020) . Behavioral loyalty and attitudinal loyalty are two forms of brand loyalty (Bandyopadhyay & Martell, 2007) . Attitudinal loyalty refers to the psychological commitment that buyers make during a purchase, such as willingness to buy and willingness to recommend. Meanwhile, behavioral loyalty refers to the frequency of repeat purchases. This perception says that repeat purchases generate loyalty; more brand loyalty, more brand value (Fatema et al., 2015) . There are three ways to measure brand loyalty: assessing repeat purchase behavior, assessing attitudes (emotional and psychological), and assessing composites (assessing behavior and attitudes combined) (Han et al., 2019) . Customer loyalty, namely trying to buy a product from a company even though it is far away and not switching to another product, determines brand loyalty (Devi & Yasa, 2021) .

### ***Dimensions of Brand Loyalty***

Rangkuti (2009) in Bastian, (2014) explains how to measure brand loyalty: behavior measures, measuring switch cost, measuring satisfaction, measuring brand liking, measuring commitment.

## **METHODOLOGY**

This research uses quantitative methods. The technique for determining the sample uses purposive sampling with the criteria for respondents being domestic guests who stay at the Jambuluwuk Malioboro Hotel Yogyakarta, at least once in 2024, and the age limit for respondents is at least 17 years, assuming they are adults. The number of samples in this study was 290 respondents. CE

indicators include interaction, identification, enthusiasm, attention, absorption. Service quality indicators include physical evidence, reliability, responsiveness, assurance, empathy. Brand trust indicators include brand characteristics, company characteristics, consumer characteristics, security, honesty. Brand loyalty indicators include measuring behavior, measuring switching costs, measuring commitment.

## RESEARCH RESULT

### *Respondent Profile*

Most research respondents were men aged 26-35 years. The majority of respondents came from outside the city of Yogyakarta with the aim of using hotel services for holiday purposes.

*Tabel 1. Respondent Profile*

Profile	Frequency	Percentage
<b>Gender</b>		
Male	147	50.7
Female	143	49.3
<b>Total</b>	<b>290</b>	<b>100</b>
<b>Age</b>		
17-25 Years	34	11.7
26-35 Years	115	39.7
36-50 Years	74	25.5
>50 Years	67	23.1
<b>Total</b>	<b>290</b>	<b>100</b>
<b>Domicile</b>		
Yogyakarta	91	31.4
From outside Yogyakarta	199	68.6
<b>Total</b>	<b>290</b>	<b>100</b>
<b>Purpose of Stay</b>	<b>Frequency</b>	<b>Percentage</b>
Holiday	200	69.0
Business	60	20.7
Service	30	10.3
<b>Total</b>	<b>290</b>	<b>100</b>

### Instrument Test Results

#### *Validity test*

*Table 2. Variable Validity Test*

Statement	r Count	r Table	Information
<i>Customer Engagement</i>			
X1.1	0.812	0.1152	Valid
X1.2	0.864	0.1152	Valid
X1.3	0.853	0.1152	Valid
X1.4	0.867	0.1152	Valid

Statement	r Count	r Table	Information
X1.5	0.868	0.1152	Valid
<b>Service quality</b>			
X2.1	0.838	0.1152	Valid
X2.2	0.868	0.1152	Valid
X2.3	0.853	0.1152	Valid
X2.4	0.860	0.1152	Valid
X2.5	0.870	0.1152	Valid
<b>Brand Trust</b>			
X3.1	0.846	0.1152	Valid
X3.2	0.862	0.1152	Valid
X3.3	0.856	0.1152	Valid
X3.4	0.879	0.1152	Valid
X3.5	0.873	0.1152	Valid
<b>Brand Loyalty</b>			
Y.1	0.823	0.1152	Valid
Y.2	0.883	0.1152	Valid
Y.3	0.848	0.1152	Valid
Y.4	0.888	0.1152	Valid
Y.5	0.842	0.1152	Valid

### Reliability Test

Table 3 Variable Reliability Test

Variable	Cronbach Alpha	Critical value	Information
Customer Engagement	0.906	0.60	Reliable
Service quality	0.910	0.60	Reliable
Brand Trust	0.914	0.60	Reliable
Brand Loyalty	0.909	0.60	Reliable

### Data Analysis Results

#### Descriptive Statistical Data Analysis

Descriptive statistical analysis in this research is used to describe how respondents assess the research variables: Customer Engagement, Quality of Service, Brand Trust, and Brand Loyalty.

Table 4 Statistical Data Analysis

No	Variable	Mean	Category
1	Customer Engagement	4.08	High
2	Service Quality	4.06	Good
3	Brand Trust	4.09	High
4	Brand Loyalty	4,06	High

## Inferential Analysis

### Results of Multiple Linear Regression Analysis

Table 5 Results of Multiple Linear Regression Analysis

Model		Coefficients			t	Sig.
		B	Std. Error	Beta		
1	(constant)	,088	,501		,175	,861
	Customer Engagement	,403	,075	,378	5,378	,000
	Service quality	,209	,072	,202	2,906	,004
	Brand Trust	,378	,068	,367	5,526	,000

The regression equation can be formulated as follows:

$$Y = 0.088 + 0.403 X_1 + 0.209 X_2 + 0.378 X_3 + e$$

The multiple linear regression equation shows that the direction of influence of the variables customer engagement, service quality, brand trust on brand loyalty is positive.

The results of hypothesis testing with the t test can be explained as follows:

1. Hypothesis 1: The Effect of *Customer Engagement* on Brand Loyalty  
The test results show that Ho1 is rejected and Ha1 is accepted, with a calculated t value of 5.378 greater than the t table of 1.96818 and a significance value of 0.000 less than 0.05. This shows that customer involvement has a positive effect on brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta.
2. Test Hypothesis 2: The Effect of Service Quality on Brand Loyalty:  
The test results show that Ho2 is rejected and Ha2 is accepted, meaning that service quality has a significant positive influence on brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta. The calculated t value of 2.906 is greater than the t table value of 1.96818, and the significance value of 0.004 is lower than 0.05.
3. Hypothesis Test 3: The Influence of *Brand Trust* on Brand Loyalty  
The research results show that the calculated t value of 5.526 is greater than the t table value of 1.96818, and the significance value is 0.000 less than 0.05. The results show that Ho3 is rejected and Ha3 is accepted, which shows that brand trust has a positive impact on loyalty to Jambuluwuk Malioboro Hotel Yogyakarta .

### Analysis of the Coefficient of Determination ( $R^2$ )

Table 6 Coefficient of Determination Test Results ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,924 <sup>a</sup>	,854	,852	1.14410

The results show that the analysis of the coefficient of determination produces an adjusted value of 0.852, which indicates that the variables of customer involvement, service quality and brand trust contribute 85.20 % to brand loyalty. Other variables not examined in this research contributed 14.80 %.

## **DISCUSSION**

### ***The Role of Customer Engagement in Brand Loyalty***

Customer engagement influences brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta, according to the results of the first hypothesis test. This statement means that customer engagement is a variable that influences brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta. The study results show that high or low customer engagement at Jambuluwuk Malioboro Hotel Yogyakarta will have an impact on strong or weak brand loyalty.

According to descriptive analysis, the average assessment for all indicators in the customer engagement variable provides benefits for customers and is considered to influence brand loyalty. The results of this research explain that customers have a satisfying relationship with Jambuluwuk Malioboro Hotel Yogyakarta, so customers tend to make repeat purchases and this has an impact on brand loyalty.

The role of customer engagement in brand loyalty has been proven by previous researchers Kosiba et al., (2018); So et al., (2016); Tuti & Sulistia, (2022) stated that customer engagement contributes positively and significantly to brand loyalty.

### ***The Role of Service Quality on Brand Loyalty***

The results of the second hypothesis test show that service quality influences brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta. This statement means service quality is a variable that influences brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta. The research results show that there is both high and low quality of service at Jambuluwuk Malioboro Hotel Yogyakarta will have an impact on whether brand loyalty is strong or weak.

According to the descriptive analysis test, the average assessment of each indicator on the service quality variable has a positive impact on customer loyalty and provides benefits for customers. The research results show that if there is high quality service at Jambuluwuk Malioboro Hotel Yogyakarta, customers will be more satisfied. The higher the quality of service felt by customers, such as comfort in getting service, comfort of hotel facilities, and satisfaction with fast and accurate service, the service is considered successful (satisfactory), which can trigger further use of the service.

The role of service quality in influencing brand loyalty has been proven by previous researchers Alexandris et al., (2008); Devi & Yasa, (2021); Rather & Camilleri, (2019); Shabbir, (2020) stated that brand loyalty is positively and significantly influenced by service quality.

### ***The Role of Brand Trust in Brand Loyalty***

The results of the third hypothesis test show that brand trust has a significant effect on brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta. In other words, brand trust is a factor that influences brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta. The research results show that high or low service quality at Jambuluwuk Malioboro Hotel Yogyakarta will have an impact on strong or weak brand loyalty.

Based on descriptive analysis tests, the results show that the average assessment of each variable related to brand trust factors provides benefits for customers and has an impact on brand loyalty. The research results show that the Jambuluwuk Malioboro Hotel Yogyakarta brand is able to provide the value, comfort and safety that customers need, so that customers are more likely to buy these products again and again. When customers trust a brand, they will spend their money with that brand and impact brand loyalty.

Previous research, such as Atulkar (2020), Kojongian et al. (2022), and Ramadhani & Ruswanti (2020), have shown that brand trust has a positive and significant impact on brand loyalty.

## **Implications of Research Results**

### ***Theoretical Implications***

The theoretical implication in this research is to test the influence of customer engagement, service quality, brand trust on brand loyalty. The research results show that customer engagement, service quality, brand trust contribute positively and significantly to brand loyalty. Based on the results of the hypothesis test and coefficient of determination test, it was found that the variables customer engagement, service quality, brand trust made 85.20 percent of the contribution to brand loyalty, with the remaining 14.80 percent influenced by additional variables. Therefore, further research on brand loyalty should include additional factors that can increase brand loyalty.

### ***Managerial Implications***

It is hoped that the managerial implications of this study can be used as material evaluation of the Jambuluwuk Malioboro Hotel Yogyakarta company to continue to increase the company's strong brand loyalty and other factors, especially customer engagement, service quality and brand trust. Customer engagement, service quality, and consistent brand trust over time illustrate brand loyalty to the company. Therefore, brand loyalty is a goal in long-term strategic planning and is an important basis for gaining a sustainable advantage over competition.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on research findings and discussions on "The Role of Customer Engagement, Service Quality, and Brand Trust in Influencing Brand Loyalty at Jambuluwuk Malioboro Hotel Yogyakarta", thus, several conclusions can be made as follows: Customer engagement, loyalty to the Jambuluwuk Malioboro Yogyakarta Hotel brand has greatly increased. This shows that the higher customer engagement towards Jambuluwuk Malioboro Hotel Yogyakarta, the greater the brand loyalty.

Service quality at Jambuluwuk Malioboro Hotel Yogyakarta has a significant positive effect on brand loyalty. This shows that the better the quality of service provided by Jambuluwuk Malioboro Hotel Yogyakarta, the higher the brand loyalty.

Brand Trust has a positive effect on brand loyalty of Jambuluwuk Malioboro Hotel Yogyakarta. This shows that the greater the customer's trust in the brand, the more loyal the customer will be to the brand.

## ADVANCED RESEARCH

Current research still has limitations. The following are research limitations and recommendations for future researchers, which include:

1. The research sample is general in nature, where the test is not categorized based on segmentation characteristics such as individual consumer or business types. Thus, further research can test brand loyalty based on market segment characteristics.
2. Research variables such as buying motivation and consumer trust need to be developed because the variables that influence brand loyalty are only generated by marketer stimuli and do not involve internal consumer factors.

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