



PalArch's Journal of Archaeology  
of Egypt / Egyptology

## ANALYSIS OF IMAGE ATTRIBUTE AND IMAGE HOLISTIC TOWARD BEHAVIORAL INTENTIONS

*Arif Zulkarnain<sup>1</sup>, Tri Wiyana<sup>2</sup>, Trias Putranto<sup>3</sup> and Athapol Ruangkanjanases<sup>4</sup>*

<sup>1,2,3</sup>Hotel Management Department, Faculty of Economics and Communication,  
Bina Nusantara University, Jakarta, Indonesia 11480

<sup>4</sup>Chulalongkorn Business School, Chulalongkorn University,  
Pathumwan, Bangkok 10330, Thailand  
[arief.zulkarnain@binus.edu](mailto:arief.zulkarnain@binus.edu); [athapol@cbs.chula.ac.th](mailto:athapol@cbs.chula.ac.th)

**Arif Zulkarnain<sup>1</sup>, Tri Wiyana<sup>2</sup>, Trias Putranto<sup>3</sup> and Athapol Ruangkanjanases<sup>4</sup>:  
Analysis of Image Attribute and Image Holistic toward Behavioral Intentions -- Palarch's  
Journal Of Archaeology Of Egypt/Egyptology 17(7), 1-14. ISSN 1567-214x**

**Keywords: Image Attribute, Image Holistic, Behavioral Intentions, Satisfaction, Hotel.**

### **Abstract**

This research aims at developing and testing a conceptual model of the relationships among the constructs of Hotel Image, Satisfaction and Behavioral Intentions in the hospitality industry. The discussion in this research focuses on (1) the effect of hotel image on customer satisfaction; (2) the effect of hotel image on behavioral intention; and (3) the effect of customer satisfaction on behavioral intention. Primary data for the research were obtained using a questionnaire distributed to 315 respondents. The participants were recruited using purposive sampling method. All of the respondents had stayed in a 4-star hotel at least 1 time in the last 12 months. The research data were analyzed using LISREL 8.80 to test the models and hypotheses. The results of this study indicate that Image Attribute and Image Holistic have a positive influence on behavioral intention. Image Attribute obtained a coefficient value of 0.87, significantly higher than Image Holistic which obtained a coefficient value of 0.72. Both have a positive influence on Behavioral Intention and Satisfaction. Future research is expected to focus on other variables such as trust and commitment. This research provides an understanding of behavioral intention.

### **INTRODUCTION**

The Hotel industry is very competitive, requiring companies to achieve excellence and maintain optimal positions in the market. In hospitality industry, managements believe that businesses can gain profits by fulfilling the needs of clients. Much research has demonstrated that consumer loyalty does not guarantee that clients will stay with one product or service or once again use the product or service. It is purchasers' faithfulness that is

essentially crucial than consumer loyalty for business achievement (Saleem & Raja, 2014).

Based on data from the Central Bureau of Statistics (2017), the growth of room supply within the period of 2014-2016 in Jakarta areas was as follows; 3-star hotels increased by 7,031 rooms, 4-star hotels increased by 4,447 rooms and 5-star hotels increased by 1,168 rooms. The number of tourist trips in Indonesia is expected to be around 400 million by 2023. According to China and Southeast Asia HVS (2016), the industry needs around 800 new hotels. Image is an essential element of a hotel. A brand goes about as the most compelling component in administrations in light of its regular uniqueness like perishability, connection, substance and heterogeneity. Brand image is an impression of a brand held in buyer memory. Brand image is essentially what comes into the buyers' mind when a brand is presented before the client. When clients evaluate a brand name, they suddenly think about the highlights of a brand (Lahap, Ramli, Said, Radzi, & Zain, 2016).

Business travelers perceive comfort as the second most essential characteristic. However, relaxation voyagers see reservation and registration as the second critical trait. For hotel visitors who just stay overnight, comfort is the most basic quality. These visitors feel that they can endure most circumstances as their stay is short. For those staying over one-night, unmistakable qualities, for example room conditions, are crucial (Yen & Tang, 2019).

Hotel image is believed to play an important role in customers' decisions in using a hotel. Tourists' behaviors can vary based on the level of inclusion. The choice of a vacationer goal requires a high level of customer association, as it is a mind-boggling venture. The most included people will attempt in basic leadership and elevated amounts of association have been appeared to emphatically influence psychological picture and general image (Molinillo, Sanchez, Buchalis, & Buhalis, 2018).

Behavioral intentions can be positive or negative. Great behavioral expectations incorporate positive informal, paying a value premium, going through more cash, and staying faithful. Horrible behavioral goals incorporate leaving the organization, going through less cash, spreading negative verbal, also, making legitimate move (Ladhari, 2009).

This research involves customers of 4-star hotels located in Jakarta. It examines the the effect of the relationship between hotel image and customer satisfaction on behavioral intentions.

Customer satisfaction provides an incentive for customers to establish a strong relationship with service providers. In view of the linkage of saw quality, consumer loyalty and behavioral expectations, the general motivation underlying this investigation is to distinguish the key traits influencing consumer loyalty and behavioral expectations (Liu & Jang, 2009).

The research problems can be seen from the comparison of occupancy rates between 5-star, 4-star and 3-star hotels in Jakarta within the period of 2014 - 2016. In 5-star hotels, the occupancy rate of the room was the lowest: In 3-star hotels, the total occupancy rate was 56.23% in 2014, 56.11% in 2015 and 53.67% in 2016. The occupancy rate of 5-star hotel was the lowest compared to those of 4-star hotels and 3-star hotels. No previous study has investigated in Jakarta whether hotel image or customer satisfaction has

higher influence on the behavioral intentions of hotel customers. The objectives of this research are: (1) to analyze the effects of hotel image on customer satisfaction; (2) to analyze the effect of hotel image on behavioral intention; (3) to analyze the effects customer satisfaction on behavioral intention.

Hotel Image, as stated by Milfelner and Korda (2011), can be found in writing and up and coming. Corporate image is generally defined as the general impression in the mind of people regarding a firm. Corporate image is considered as a factor which make a corporate stand up among other corporates. Previous research has proposed such a definition.

The overall impression in the mind of the public about a hotel can be considered a hotel image. Image can be depicted as conviction, behavior or impression of an individual or a group with respect to a subject. This subject can be a firm, product, brand, goal or individual. What is critical is that image shapes practices and leads clients to choose based on the image (Durna & Dedeoglu, 2015). The dimensions used in this study are adapted from the behavioral intention dimension of Kandampully and Suhartanto (2000), adjusted to analytical units as follows:

**Image Attributes:** This includes hotel strategic location, complete hotel facilities, attractive Interior, competitive hotel room rate, good quality hotel service and hotel employees.

**Image Holistic:** A sense of security and comfort when entering and being in a hotel, good hotel reputation, physical shape and hotel building with good room layout (lobby, reception, restroom)

**Customer Satisfaction:** According to Liang, Choi, and Joppe (2018), it refers to the assessment results of past encounters and trades. Satisfaction is seen as a disposition coming from psychological examination of the administration and quality that a client hopes to get from an exchange after purchase. Shoppers may use different evaluative criteria in different processes.

There are two levels of company that can be measured: the desired service / the service that customers want, and the minimum service that the customer must accept. So, acceptable services are located between the desired service and the adequate service.

Raza et al. (2012) stated that customer satisfaction is a passionate reaction to the use of an item or administration. Satisfaction is characterized as "an assessment of what is obtained and what is normal". That fulfillment is related to post buy assessment. Post-buy goal implies that a buyer will buy your administration again. There is another measurement of post buy conduct which is informally given.

Consumer satisfaction is viewed as a standout amongst the most critical results of all advertising exercises in a market-situated firm. The undeniable goals of fulfilling a client's need is are to extend a business, to increase higher piece of the pie, and to get rehash and referral business. (Abu Khalifeh & Mat Som, 2012). Customer satisfaction is the internal feeling of each-individuals who may feel satisfied or feel unsatisfied resulting from the assessment of the services provided to the individual in the context of anticipating customers with the organization.

This study adapted the behavioral dimensions of intention (Kandampully & Suhartanto, 2000) which are adjusted as follows:

**A. Satisfaction with Receptionist:** I am satisfied with my decision to stay at this hotel, my choice to stay at this hotel is a wise decision, I am thinking of doing the right thing when I choose to stay in this hotel, I feel that having a pleasant experience with this hotel.

**B. Satisfaction with Food and Beverage:** Friendly restaurant staff, fast food restaurant staff, fast restaurant staff in managing food and beverages, timeliness of restaurant opening, comfortable atmosphere when dining on food and beverages at restaurants, food and beverages guaranteed quality.

**C. Satisfaction with Housekeeping:** Friendly housekeeping staff, responsive housekeeping staff, complete in-room facilities and comfortable and clean room atmosphere.

**D. Satisfaction with Price:** You are satisfied with the price paid for the room received, you are satisfied with the price paid for the food and beverage received and you are satisfied with the price paid for other services received.

**Behavioral Intention** is a multidimensional framework consisting of loyalty, recommendation, and payment of a premium price (Ladhari, 2009). The connection between the fulfillment and behavioral expectation is all around archived in both the tourism and showcasing written works. Return to and proposal aims are indicators of positive behavioral resulting from a palatable vacationer encounter (Prayag, Hosany, & Odeh, 2013).

Behavioral intentions related to customer retention and customer loyalty are a verbal indication based on the goals of each person. recommended two well-known pointers: the expectation to repurchase and the aim to give positive proposals in estimating the future conduct goal develop. The dimensions used in this study adapted the behavioral intention dimension of Ladhari (2009), which was adjusted to the analytical as follows:

**A. Recommendation:** I would definitely recommend this hotel to colleagues / relatives.

**B. Loyalty:** This hotel is my first choice to stay overnight

**C. Paying premium price:** I would like to pay more to get this hotel service.

### Conceptual Framework

Based on the theoretical descriptions, the conceptual model of the research model is as follows;

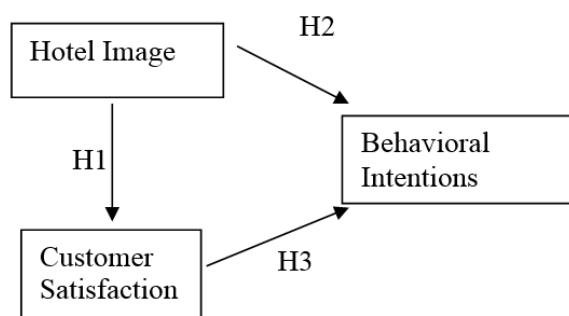


Figure 1. *Conceptual Framework*

### Research Hypothesis

H1: Hotel Image has a positive influence on Customer Satisfaction.

H2: Hotel Image has a positive influence on Behavioral Intentions.

H3: Customer Satisfaction has a positive influence on Behavioral Intentions.

## MATERIALS AND METHODS

This study aims to analyze the influence of hotel image and customer satisfaction towards behavioral intentions. The unit of analysis is individuals who stay in the 4-star hotels in Jakarta. All statements used to measure the variables in this study were measured using a 5 point Likert Scale from 1 to 5; where 1 = Strongly Disagree to 5 = Strongly Agree.

The population includes hotel customers who used hotel facilities repeatedly in a certain period. The participants were recruited using purposive sampling method, with the criteria of hotel guests who have become hotel customers and have experienced in using the facilities of 4-star hotels located in Jakarta. Data collection in this study was conducted through the distribution of questionnaires submitted to Front Office Managers at the hotels participated in this study. Twenty four hotels were obtained as a unit of research. From 340 questionnaires distributed, 315 completed questionnaires were returned. This number meets the minimum requirement of survey research that is 100-200 respondents (Sugiyono, 2014). Subjects in the research are individuals with the following demographic criteria: gender, age, education level, occupations, length of hotel subscription, and hotel names that he or she had stayed. Primary data were obtained from the respondents. The secondary data were obtained from published data of the tourism department, the central bureau of statistics, and other published research.

The validity of research results is determined by measuring the instrument used. Validity test, to be able to analyze model with SEM, indicator of each construct must have significant loading factor to construct that measured hence in this research validity test instrument used is Confirmatory Factor Analysis with help of LISREL 8.80 where every item statement should have a loading factor greater than 0.40 (Sugiyono, 2014). Reliability Test is the degree of measurement done repeatedly or measurements taken under the same conditions which will give the same result, related to the consistency, accuracy, and predictability of a measuring instrument.

In the data analysis, the overall fit models should be tested in advance to ensure that the fit model can illustrate all causal effects. Fitness model test of goodness of fit model was done by looking at some measurement criteria, namely Absolute Fit and Parsimonious Fit.

Absolute fit measures the overall fit model (both structural models and simultaneous measurement models). Criteria by looking at the value: The Likelihood-Ratio Chi Square Statistic, the minimum acceptable level of significance was 0.05 and 0.01 at the level of chi-square measurement. The researchers looked for a non-significant difference due to this test between the actual and predicted matrices. Chi-square measurements depend heavily on the number of samples. So, some researchers recommend combining these measurements with other measures (Sugiyono, 2014).

Parsimonious Fit measures are similar to the adjusted  $R^2$  in the multiple regression analysis. They are adjustment to fit measurement to be compared between models with the number of recommended coefficients ranged from the lower limit of 1 and the upper limit of 5. To analyze the data, the method was used to test the hypothesis with different levels. Criteria was set by looking at the value of Normed Chi-Square (CMIN / DF). A confidence score

of 95% ( $\alpha = 0.05$ ) was performed. Hypothesis testing in this study was conducted by using SEM method by using LISREL 8.80 program.

## RESULTS AND DISCUSSIONS

### Description of Research Objects

Among 315 respondents, 211 or 67% were male, and 104 or 33% were female. The majority of the participants were between 36 and 45 years old which accounted for 41.9%. Sixty one percent of the respondents had a bachelor degree. Based on the length of hotel subscription, 73.3 % of respondents have subscribed more than 6 months, while only 5.7% subscribed no more than 3 months. Based on the activity in the hotel, to do hotel stay activities conducted by 227 people or 72.1%. There were two groups of respondents being sampled; 182 respondents were customers of the international-chain hotels and 133 respondents were customers of the local hotels.

**Test Instruments**, research instrument testing consists of validity and reliability tests. In this research, reliability test was performed by using Cronbach's Alpha (CA) processed with SPSS version 20.0. Cronbach's Alpha that is acceptable is at least 0.70. Thus, if CA is greater than 0.70, then construct is considered reliable.

Table 1. *Test Results Validity and Reliability Hotel Image*

| Indicators     | Standardized Factor Loading | Cronbach Alpha | Result          |
|----------------|-----------------------------|----------------|-----------------|
| <b>Image</b>   |                             | <b>0.827</b>   | <b>Reliable</b> |
| <b>Image1</b>  | 0.584                       |                | Valid.          |
| <b>Image2</b>  | 0.485                       |                | Valid.          |
| <b>Image3</b>  | 0.449                       |                | Valid.          |
| <b>Image4</b>  | 0.495                       |                | Valid.          |
| <b>Image5</b>  | 0.502                       |                | Valid.          |
| <b>Image6</b>  | 0.479                       |                | Valid.          |
| <b>Image7</b>  | 0.582                       |                | Valid.          |
| <b>Image8</b>  | 0.496                       |                | Valid.          |
| <b>Image9</b>  | 0.559                       |                | Valid.          |
| <b>Image10</b> | 0.517                       |                | Valid.          |

Source: Data Processed Appendix

According to Table 1, all the indicators on **the hotel image** construct are valid because they have a loading value greater than 0.35. The reliability test results are known to be Cronbach's Alpha coefficient which is greater than 0.7. Then Cronbach's Alpha is acceptable and the constructs are reliable.

Table 2. *Test Result Validity and Reliability Variable Satisfaction*

| Indicators          | Standardized Factor Loading | Cronbach Alpha | Result          |
|---------------------|-----------------------------|----------------|-----------------|
| <b>Satisfaction</b> |                             | <b>0.905</b>   | <b>Reliable</b> |
| <b>SAT1</b>         | 0.550                       |                | Valid.          |
| <b>SAT2</b>         | 0.547                       |                | Valid.          |
| <b>SAT3</b>         | 0.534                       |                | Valid.          |
| <b>SAT4</b>         | 0.443                       |                | Valid.          |

|              |       |        |
|--------------|-------|--------|
| <b>SAT5</b>  | 0.548 | Valid. |
| <b>SAT6</b>  | 0.616 | Valid. |
| <b>SAT7</b>  | 0.621 | Valid. |
| <b>SAT8</b>  | 0.612 | Valid. |
| <b>SAT9</b>  | 0.667 | Valid. |
| <b>SAT10</b> | 0.687 | Valid. |
| <b>SAT11</b> | 0.586 | Valid. |
| <b>SAT12</b> | 0.474 | Valid. |
| <b>SAT13</b> | 0.581 | Valid. |

Source: Data Processed Appendix

Based on the results shown in Table 2, all indicators on **the satisfaction** construct are valid because it has a loading value greater than 0.35. The reliability test results are known to be Cronbach's Alpha coefficient greater than 0.7. Then Cronbach's Alpha is acceptable and the constructs are reliable.

Table 3. *Test Results Validity and Reliability Behavioral Intention Variable*

| <b>Indicators</b>           | <b>Standardized Factor Loading</b> | <b>Cronbach Alpha</b> | <b>Result</b> |
|-----------------------------|------------------------------------|-----------------------|---------------|
| <b>Behavioral intention</b> |                                    | 0.647                 |               |
| <b>BI1</b>                  | 0.458                              |                       | <b>Valid.</b> |
| <b>BI2</b>                  | 0.565                              |                       | <b>Valid.</b> |
| <b>BI3</b>                  | 0.367                              |                       | <b>Valid.</b> |

Source: Data Processed Appendix

Table 3 shows that all indicators of **the behavioral intention** construct are declared valid because they have a loading value greater than 0.35. Reliability testing generates Cronbach's Alpha coefficient. The Cronbach's Alpha is slightly below 0.7, but it is still greater than 0.60. Then, Cronbach's Alpha is fairly acceptable and the construct is reliable.

### Structural Model Testing

The hypothesized relationship of the research constructs to the proposed model is indicated by the causal relationship between the constructs. After testing the measurement model, the next step is to test the Structural Model. Evaluation of the goodness of fit value of the structural model that has been done is presented in Table 4.

Table 4. *Goodness of fit Index Full Model*

| <b>GoFI Statistics</b> | <b>Result Model</b> | <b>Criteria</b> |
|------------------------|---------------------|-----------------|
| $\chi^2/df$ (P)        | 293.14/89 (0.000)   | bad fit.        |
| <b>GFI ; AGFI</b>      | 0.91 ; 0.86         | good fit.       |
| <b>CFI; IFI</b>        | 0.98; 0.98          | good fit.       |
| <b>RMSEA</b>           | 0.078               | good fit.       |
| <b>NFI; RFI</b>        | 0.97; 0.96          | good fit.       |

Source: Data Processed Appendix

Table 4 shows an objective estimate explaining that all models match parameters, which are qualified for goodness of fit except the Chi-square which falls into a bad fit.

### Measurement Equations

The magnitude of the path coefficient between exogenous and endogenous variables shows the significance of t-value. The exogenous, endogenous, and variable-variable path equations are presented in the Measurement Equations with path coefficients in Standardized Solutions with standard error estimation and t-value which can be explained as follows:

#### 1). Variable of *Hotel Image*

$$\text{IAT.} = 0.87 * \text{H\_Image}, \text{Errorvar.} = 0.31, R^2 = 0.69.$$

(0.036)  
10.79

$$\text{IHO.} = 0.72 * \text{H\_Image}, \text{Errorvar.} = 0.43, R^2 = 0.57.$$

(0.045)                      (0.028)  
15.71                          11.67

Hotel Image variable is formed by two dimensions: Image Attributes (IAT) and Image Holistic (IHO). Image Attribute obtained a coefficient value of 0.87, significantly higher than Image Holistic which obtained a coefficient value of 0.72. This means that in the full model structure, the dominant dimension which has most effect to the **Hotel Image** variable is **Image Attributes**.

#### 2). Variable *Customer Satisfaction*

$$\text{SRE.} = 0.84 * \text{C\_Satisf}, \text{Errorvar.} = 0.41, R^2 = 0.59.$$

(0.021)  
11.13

$$\text{SFB.} = 0.88 * \text{C\_Satisf}, \text{Errorvar.} = 0.23, R^2 = 0.77.$$

(0.14)                      (0.061)  
16.62                          8.90

$$\text{SHK.} = 0.27 * \text{C\_Satisf}, \text{Errorvar.} = 0.34, R^2 = 0.66.$$

(0.079)                      (0.023)  
15.19                          10.49

$$\text{SPC.} = 0.40 * \text{C\_Satisf}, \text{Errorvar.} = 0.50, R^2 = 0.50.$$

(0.063)                      (0.019)  
12.95                          11.49

Customer Satisfaction Variable is formed by four dimensions: Satisfaction with Receptions (SRE), Satisfaction with Food and Beverage (SFB), Satisfaction with Housekeeping (SHK), and Satisfaction with Price (SPC). The coefficient of Satisfaction with Receptions (SRE) indicates the effect on Customer Satisfaction of 0.84; Satisfaction with Food and Beverage (SFB) of 0.88; Satisfaction with Housekeeping (SHK) of 0.27 and Satisfaction with Price (SPC) of 0.40. This means that in the full model structure, the most dominant dimension of **Satisfaction with Food and Beverage** affects **Customer Satisfaction**.

#### 3). Variable of *Behavioural Intention*

$$\text{REC.} = 0.91 * \text{B\_Intent}, \text{Errorvar.} = 0.45, R^2 = 0.55.$$



(0.017)

10.78

LOY. = 0.88\*B\_Intent, Errorvar.= 0.46 , R<sup>2</sup> = 0.54.

(0.063) (0.011)

12.83 10.77

PAY. = 0.85\*B\_Intent, Errorvar.= 0.42 , R<sup>2</sup> = 0.58.

(0.072) (0.014)

13.17 10.49

Behavioral Intention variable is formed by three dimensions: Recommendation (REC), Loyalty (LOY) and Paying a premium price (PAY). The recommendation path coefficient shows the effect on Behavioral Intention of 0.91; Loyalty of 0.88 and Paying a premium price of 0.85. This means that in the full-model structure, the most dominant dimension of **Recommendation** affects the **Behavioral Intention**.

### Hypothesis Testing

#### Partial Significance Test (t-Statistics Test)

A positive value indicates that the higher the value of the independent variable, the higher the value of the dependent variable. Hypothesis testing is done by significance test of path coefficient with T test at alpha level  $\alpha = 5\%$ .

Table 5. Results of Partial Hypothesis Testing (t-test)

| Hypothesis              | Koefisien<br>(□) | t-table | t-test | Result                                     |
|-------------------------|------------------|---------|--------|--|
| <b>H1: HI →<br/>CS.</b> | 0.43             | 1.97    | 8.90   | t-test > t-table ; <b>H1<br/>accepted.</b> |
| <b>H2: HI →<br/>BI.</b> | 0.20             | 1.97    | 2.04   | t-test > t-table ; <b>H2<br/>accepted.</b> |
| <b>H3: CS →<br/>BI.</b> | 0.26             | 1.97    | 4.63   | t-test > t-table ; <b>H3<br/>accepted.</b> |

Source: Out put LISREL Data Processed

If the statistical value  $|t| > t\text{-table}$  indicates a significant influence, while the statistical value  $t < t\text{-table}$  shows an insignificant influence. Hypothesis testing that reflects the causality relationship in SEM model is basically test the significance of path coefficient or Beta coefficient. So, Ho is rejected if obtained  $t\text{-value} > t\text{-table} = 1.97$  at  $\alpha = 5\%$  and df:  $nk-1 = 315-1-1 = 313$  or  $t\text{-value} > t\text{-table} = 1.97$  at  $\alpha = 5\%$  and df:  $nk-1 = 315-3-1 = 311$  meaning significant influence and the research hypothesis (alternative hypothesis) is proved as shown in Table 5.

### DISCUSSIONS

For the hotel image, the dominant dimension which has most effect to the **Hotel Image** variable is **Image Attributes**. Therefore, the management should pay more attention to attributes such as hotel strategic location, complete hotel facilities, attractive Interior, competitive hotel room rate, good quality hotel service and hotel employees. While image holistic has a lighter effect, the management still should focus on a sense of security and

comfort when entering and being in a hotel, good hotel reputation, physical shape and hotel building with good room layout.

For the dimension of customer satisfaction, the highest dimension is satisfaction with food and beverage. So, management should pay attention to restaurant staff, fast food restaurant staff, restaurant staff in managing food and beverages, timeliness of restaurant opening, comfortable atmosphere when dining on food and beverages at restaurants, food and beverages guaranteed quality. Lowest scores of satisfaction is in the housekeeping category. The management should focus on friendly housekeeping staff, responsive housekeeping staff, complete in-room facilities and comfortable and cleaned-room atmosphere.

Among 3 dimensions in behavioral intention, Recommendation has the highest effect. The management will get benefit of good recommendation from the guests and lowest paying premium price is the hotel should create more valuable packages for customers.

## CONCLUSIONS

Based on the research results, the following conclusions can be drawn:

1. The first hypothesis test results show that hotel image customer satisfaction have a positive effect on customer satisfaction. In the dimension of the hotel image, the highest dimension is the image attribute with a value of 0.87 and the lowest value is from holistic image with a value of 0.72. For the dimension of customer satisfaction, the highest dimension is satisfaction with food and beverage with a value of 0.88 and the lowest dimension is satisfaction with housekeeping with a value of 0.27. These results support the research of Choe and Kim (2018), where the hotel image affects customer satisfaction and will increase customer loyalty.
2. The results of testing the second hypothesis shows that the hotel image has a positive influence on behavioral intention. Where the dimension of the hotel image dimension is the highest image attribute with a value of 0.87 and the lowest value holistic image with a value of 0.72. Dimensional behavioral intention with highest recommendation value 0.91 and lowest paying premium price 0.85. These results support many studies that show that hotel image provides a strong influence on behavioral advantages that are advantageous to hotel stays rather than quality of service (Ladhari, 2009).
3. The results of testing of the third hypothesis shows that customer satisfaction has a positive effect on behavioral intention. Where dimension of customer satisfaction the highest dimension is satisfaction with food and beverage with value 0,88 and lowest value satisfaction with housekeeping with value 0,27. Dimensional behavioral intention with highest recommendation value 0.91 and lowest paying premium price 0.88. The results show support and stated customer satisfaction gives a strong influence on behavioral profitable intentions. (Casidy, Wymer, & O'Cass, 2018).

Customer satisfaction is still showing the dimensions of satisfaction with food and beverage is the highest value where the value contained is the friendliness of restaurant staff, quick responsiveness, the operational accuracy of the restaurant, the comfort of the atmosphere and the quality of f&b are guaranteed. But other things to consider is satisfaction with housekeeping is still a sensitive matter which must pay attention to the

satisfaction with should be improved housekeeping staff friendliness, the speed of service for example special requests such as room cleaning service or long requests realized, completeness of facilities to be focus on and level of cleanliness and comfort of the room conditions for the guests.

Customer satisfaction affects the hotel image where the image attribute will make the hotel's image rise for the customer. Strategic location, complete facilities, attractive interiors, service and friendly and deft. But with the low value of holistic image where the values of sense of security, hotel reputation, the physical form of the building and the arrangement of the lobby should still be a concern for the Hotel Manager.

Behavioral intention is very crucial for the creation of recommendation, loyalty and paying a premium price. Recommendation is the highest value of the research that has been done, it means that the Hotel has done things in accordance with the expectations of guests and the dimensions of loyalty should still be considered where the number of competitors and is expected to maintain the loyalty of guests is a factor that must be considered and must have a special value for guests remain loyal.

This research has some limitations. The samples were customers of 4-star hotels located in the Special Capital Region of Jakarta. This study only focus on the the variables of customer satisfaction, hotel image, and behavioural intentions. The sampling period was implemented from April 2017 until September 2017.

Further research could include luxury and budget hotels, as well as apartments in other big cities. It can also develop a variable consisting of the dimension of trust and commitment, to perform testing of the dimension of relationship quality to other variables.

## ACKNOWLEDGMENT

The researcher would like to thank Prof. Bahtiar Saleh Abbas, Vice Rector V (Research), and Dezie Leonarda Warganegara, Ph.D. as the Dean of the Faculty of Economics and Communication, as well as the Hotel Management Lecturers who fully support the finalisation of this paper.

## REFERENCES

- AbuKhalifeh, A. N., & Mat Som, A. P. (2012). Service Quality Management in Hotel Industry: A Conceptual Framework for Food and Beverage Departments. *International Journal of Business and Management*, 7(14), 135-141.
- Casidy, R., Wymer, W., & O'Cass, A. (2018). Enhancing hotel brand performance through fostering brand relationship orientation in the minds of consumers. *Tourism Management*, 66, 72-84.
- Choe, J. (., & Kim, S. (. (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1-10.
- Durna , U., & Dedeoglu, B. B. (2015). The role of servicescape and image perceptions of customers on behavioral intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748.

- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346-351.
- Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions A study in the hotel industry. *Managing Service Quality*, 19(3), 308-331.
- Lahap, J., Ramli, N. S., Said, N. M., Radzi, S. M., & Zain, R. A. (2016). A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry. *Procedia - Social and Behavioral Sciences*, 224, 149 – 157.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management* 69, 41-48.
- Liu, Y., & Jang, S. S. (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28, 338–348.
- Milfelner, B., & Korda, A. P. (2011). Hotel image and guests satisfaction as a source of sustainable competitive advantage. *Int. J. Sustainable Economy*, 3(1), 92-106.
- Molinillo, S., Sanchez, R. A., Buchalis, D., & Buhalis, D. (2018). DMO online platforms: Image and intention to visit. *Tourism Management*, 65, 116-130.
- Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, 2, 118-127.
- Raza, M. A., Siddiquei, A. N., Awan, P. M., & Bukhari, K. (2012). Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry. *Interdisciplinary Journal of Contemporary Research in Business*, 4(8), 788-805.
- Saleem, H., & Raja, N. S. (2014). The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. *Middle-East Journal of Scientific Research*, 19(5), 706-711.
- Sugiyono. (2014). *Metode Penelitian Pendekatan Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.
- Yen, C.-L. A., & Tang, C.-H. H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76, 9-18.