How Word-of-Mouth and Customer Satisfaction Mediate CRM and Behavioural Intention, in Thailand's Hotel Industry

Waleerak Sittisom[a], [a]Suan Sunandha Rajabhat University, Bangkok, Thailand, Email: [a]waleerak.si@ssru.ac.th

The study explore the nexus between CRM practices. Those practices are the intention of customer to re-visit the Thai hotels (Behavioural Intention), Word Of Mouth (WOM), and customer satisfaction among the victors of the Thai hotel industry. Firstly, the impact of CRM practices, namely; service quality, physical environment, and social networking about the intention to re-visit were examined, in the Thai hotel industry. Secondly the study examined the mediating role of customer satisfaction in the relationship between CRM practices, namely; WOM, customer satisfaction and the re-visit intention among victors described above. The final practice examined is the moderating role of WOM in the relationship between behavioural intention to re-visit the hotel, and customer satisfaction. The study author has chosen the visitors of the three-, four- and five-star hotels as respondents. In total 420 questionnaires were received, completely and properly filled out; a response rate of 70 percent. Due to the research objectives, abilities and goals, SEM-PLS was used to analyse data. Questionnaire items were adopted using prior studies. The results of this study support its hypothesized results. The research is among the pioneering studies on the issue, and will help future researchers understand it.

Key words: *CRM practices, Service Quality, Customer Satisfaction, word of mouth, Thailand.*

Introduction

The hotel industry is one of the fastest-growing, globally. Services in this sector include gyms, conference halls, cafes, restaurants, and accommodation. Studies mention that tourism

growth in a country is directly associated with the growth of its hotel industry. The business is getting more competitive over time, globally. As the business environment becomes more challenging, therefore, it is important to research the service quality provided by firms, so the existence and prosperity of the business can become possible (Ali, Amin, & Ryu, 2016). Service quality is the main focus of the organizations operating in the service sector, because of intense competition. The hotel industry in Thailand is also playing a key role in attracting tourists. It also growing at around 13% annually since 2014. At the same time, competition is tightening. Due to the increase of competition, according to Tessera, Hussain, and Ahmad (2016), it is important for hotel management staff to look at different ways by which relationships with customers improve, so that they become satisfied which will eventually impact their decision to re-visit the hotel (Mohammad & Alhamadani, 2011).

It is important for service sector firms to improve behavioural intention (BI) to rebuy. A number of scholars have attended to this point, because BI is the main determinant of customer behaviour. The relationship between attitude and behaviour needs better understanding, because it impacts customer decision-making (Abubakar & Ahmad, 2014; Wajeetongratana, Joemsittiprasert, & Jermsittiparsert, 2019). Personal attitudes create the perception, subjective norms and behaviour which ultimately create BI. Intention is the basic antecedent of behaviour and can be controlled by marketers. Scholars have conducted research on BI and paid considerable intention to this phenomenon. Essentially, BI is the measure or probability of performing a specific task in future (Huang, 2009).

The customer may intend to buy a specific product or use a specific service again in future. It is known as the repurchase intention. It is also referred as the BI to rebuy. It measures the customer's tendency to continue the amount of service from the current service provider. Organizations measure the repurchase intentions of their existing customers through surveys, and assess their capacity to buy the same product again in the future. Scholars on a number of occasions have used BI and repurchase intention as synonyms (Cronin Jr, Brady, & Hult, 2000). In these terms BI is the future propensity of the consumer to continue the services of the service provider. On the other hand, 'customer retention' is also used by scholars. For the company's success, customer retention is key. Moreover, the cost of targeting a new customer exceeds that of retaining an existing one. Therefore, it is important for organizations to shift their efforts to retain their current customers (Zaharan & Razak, 2016).

Satisfied customers have strong intentions to use the same services again in future. By satisfying customers, organizations can retain these customers for the long-term, even in the current era of tough competition globally. Therefore, customer satisfaction (CS) is one key to developing and sustaining competitive advantage. Scholars have mentioned a number of ways to create CS. Among these, physical environment (PHYE), social media interaction and service quality (SQ) are important (Raza, Siddiquei, Awan, & Bukhari, 2012).

In the service sector and specifically the hospitality industry, SQ is critical for gaining and sustaining competitive advantage. SQ is critical to developing customer confidence in the service provider, because the market is very competitive, and maintaining good SQ is very important for developing and sustaining a competitive advantage over competitors (Tileagă & Oprişan, 2018). Once competitive advantage is developed in terms of service, firms can make customers satisfied and impact their behaviour long-term. Therefore, the SQ dimension of CRM is very important for the hotel industry. For a hotel to be successful, it is critical to provide excellent services to customers (Eshetie et al., 2016).

The organizations focusing on business services enjoy a number of benefits. These include customer satisfaction which later impacts business image and also customer loyalty. The SQ perception is different for different stakeholders. A business may be providing services that are good from the employee's perspective but not that good from the customers' perspective. Hotels can improve their market share by focusing on the SQ which will eventually lead to profitability as well. But it is important for organizations to measure the SQ dimension of CRM from the perspective of customers (Yilmaz, 2009).

In the current era, customers have become sophisticated because of their understanding of tourism products and services. Therefore, it is not possible to rely on low or competitive prices alone, to gain and sustain market-share in the long run. It is not possible for customers to sacrifice service or environment when they want to relax in a hotel. The hotels providing good physical environment (PHYE) can satisfy their customers. Researchers in the past have given significant attention to the PHYE because it is very important in impacting consumer behaviour (Ali & Amin, 2014).

Technology has transformed tourism globally. Technology is also rapidly changing the business environment, and it has become easy for the customer to interact with other customers. Clients have the ability to interact with each other due to emergence of social media, and they can collaborate and share information as well as experience. Social media includes video sharing, newsfeeds, wikis, tagging, and many other forms. Hotels can gain customer attention by using social media like Twitter and Facebook. By using these platforms, organizations can share information regarding their services (Garrido-Moreno & Lockett, 2016).

On the basis of the above discussion, the objective of this study is as follows: To conduct empirical research to fill this gap by investigating the impact of PHYE, social media interaction and SQ on CS in the hotels of Thailand. This research help marketers and managers in the hotel industry, to improve hotels' CS, which will eventually lead to tourism improving in the country.

Literature Review
Behavioural Intention (Rebuy Intention)

In the literature, scholars have defined BI as the subjective probability that the individual will perform the specific task again in future; it is the major predictor of individual behaviour (Chienwattanasook & Jermsittiparsert, 2019). The relationship of BI is in the Theory planned behaviour, according to which intention is predominantly caused by social norms and attitudes. Scholars have mentioned positive relationships among behaviour, and the intention to use something (Ajzen & Fishbein, 2005).

Service Quality (SQ)

Scholars have defined SQ as the extent of service fulfilment that fulfils customers' expectations and needs. Scholars have also conceptualized SQ as customers' overall impression regarding the excellence or weakness of the service. Researchers have also defined SQ as the thing which customers get and are willing to pay for. For this reason, SQ is the gap between expected services and actual services received (Al-Ababneh, 2017).

Physical Environment (PHYE)

The PHYE of an organization includes all of its aesthetics, decoration, design, and layout (Bitner, 1992). Basically, it is the environment in which products and services are delivered to customers. PHYE is considered as an important phenomenon for evaluating CS in service sector firms. The favourable response is created in the customer due to reasonable PHYE. The favourable response includes positive Word Of Mouth (WOM), intention to buy something and many more. Scholars have given a lot of importance to the factors which contribute to an attractive atmosphere. In hospitality management, it is important to keep the PHYE in good form, to attract customers and also for CS (Han & Ryu, 2009). In this context, a critical role is played by the PHYE to create 'point of difference' for service sector organizations. The PHYE includes a number of elements such as design, ambiance, services, security, and cleanliness. All impact business reputation, and guests of a hotel perceive its quality on the basis of these factors (Ali & Amin, 2014).

Social Network Interaction

Scholars have defined social or online platforms as the medium through which customers can make profiles, add more friends, and send messages to each other. Through social networking websites, people can share information with their followers and friends. Customers are encouraged to communicate with each other through social media networks. Social media

sites have interactive features, compared to online communication platforms (Aluri, Slevitch, & Larzelere, 2016).

Customers have been observed by scholars to interact on social media websites such as Facebook and through networks, and to share their experiences of staying at hotels. This is very important for decision-making. Potential customers are attracted by the social media channels mentioned on hotel websites. Such interaction result in a number of behavioural and attitudinal outcomes (Yoong & Lian, 2019).

Customer Satisfaction (CS)

In the literature of marketing, CS is one of the most studied topics. Scholars have defined it as the customer's overall assessment regarding the performance of different features of the services or product. Its roots lie in business psychology. The satisfaction of customers predicts their expectations, creates value for them, and their needs are to be satisfied. Thus, it is very important to define their wishes and needs. Definition requires their prior identification by hotel management (Bartikowski & Llosa, 2004).

Service Quality: Relationship with CS and BI

Customer satisfaction is based on their experience encountered while using a product or service. Scholars have mentioned that SQ is the antecedent of CS. It is because the outcome of services is the SQ, and these services are provided by the organization or service provider. SQ will be treated as the antecedent of customers' satisfaction, regardless of whether the construct used is transaction-specific or cumulative (Karim & Chowdhury, 2014). On the other hand, CS is inclusive and influenced by customer perception regarding pricing, product quality and SQ. Studies have related CS and SQ to each other (Agbor, 2011).

Scholars have reported a positive relationship between SQ and CS. Complaining behaviour and switching a service provider are negatively related to SQ, whereas it has a positive impact on customers' willingness to recommend it to others. Scholars have reported a positive impact of SQ on repurchase intention. Moreover, in the restaurant industry, customer patronage is also associated with SQ. Another study reported that SQ dimensions have a significant impact on repurchase intention (Ladhari, 2009).

It is therefore hypothesized that;
H1. SQ significantly impacts CS.
H2. SQ significantly impacts BI.

Physical Environment: CS and BI

Customers' perceptions of services is the focus of a number of studies, because it directly and significantly impacts their satisfaction level. Perception and expectation have also been studied comparatively. Customers were found to have a number of expectations in terms of the service provider's PHYE. Once these expectations are met, customers are satisfied with the service provider. For this reason, ambience and aesthetic design attracts customers and also impacts the level of satisfaction directly. Scholars have also reported that PHYE influences BI in service settings. The PHYE of hotels can force an approach or avoid outcome in the customer (Ali & Amin, 2014; Jang, Liu, & Namkung, 2011; Wu & Liang, 2009).

BI has been defined academically as customers' willingness to re-purchase a product and recommend it to others. There exists a positive relationship between PHYE and approach behaviour. Customers are impacted cognitively and emotionally because of PHYE. Thus, it influences their satisfaction and behaviour. Moreover, their willingness to buy a product again in the future is also significantly impacted by the SQ (Jang et al., 2011).

It is therefore hypothesized that;
H3. PHYE significantly impacts CS.
H4. PHYE significantly impacts BI.

Social network interaction: CS and BI

In the hotel industry, social network interaction is created to develop CS. Its basic purpose is to use social media to maximize customer experience. A number of studies have showed numerous online media used by the hotels. Marketers can thereby understand which online media customers prefer. Moreover, the hotel industry's use of social media is discussed in the literature (Khan et al., 2017). Advance levels of CS are created by the service provider. This satisfaction is caused by the best efforts to produce high quality services. As a result, businesses retain customers, which leads to more profit and growth for them. Today social media is very complex and very important for expanding markets. Its link with its components and its impact on information and CS has rarely been studied (Moh'd, 2017).

It is very important for service sector organizations to use social media, because it is a key to the decision-making process. Moreover, it has impact on the BI to re-use the services again in future. A number of studies have examined the impact of social media networks on CS and BI, as to re-using services (Karami, Bozbay, & Arghashi, 2018). Scholars have found significant impacts from social media interaction and CS as well. On the basis of the above argument, it is hypothesized that;

H5. Social network interaction significantly impacts CS.
H6. Social network interaction significantly impacts BI.

CS and BI

The literature mentions a positive opinion by the customer, regarding the service provider, will positively impact the BI. That is, a significant impact of CS on BI is reported. Another study reported a positive impact on BI if there were cognitive factors of customer satisfaction. Similarly, it has been argued that it is critical to explore the relationship between re-purchase intention and CS (Simpson, 2000).

H7: CS significantly impacts the BI.
H8: CS mediates the relationship between social network interaction and BI.
H9: CS mediates the relationship of SQ and BI.
H10: CS mediates the relationship between PHYE and BI.

Word of Mouth: Role as Moderator

WOM is an unpaid form of advertisement, in which customers share their bad or good experience with other potential users. WOM plays important role in shaping customers' intention and behaviour. In the current era of marketing, customers are sharing their experiences through social media networks and platforms, such as online reviews, blogs, and networks sites. Positive WOM has been academically described as positively impacting customers re-purchase intentions. Customers who get good experiences regarding services will generate positive WOM regarding them. These positive experiences will not only generate positive impact on potential customers, but also will lead to the current buyer to intend to re-purchase in the future (Leonnard, Comm, & Thung, 2017).

H11: WOM Moderates the relationship between CS and BI.

Framework
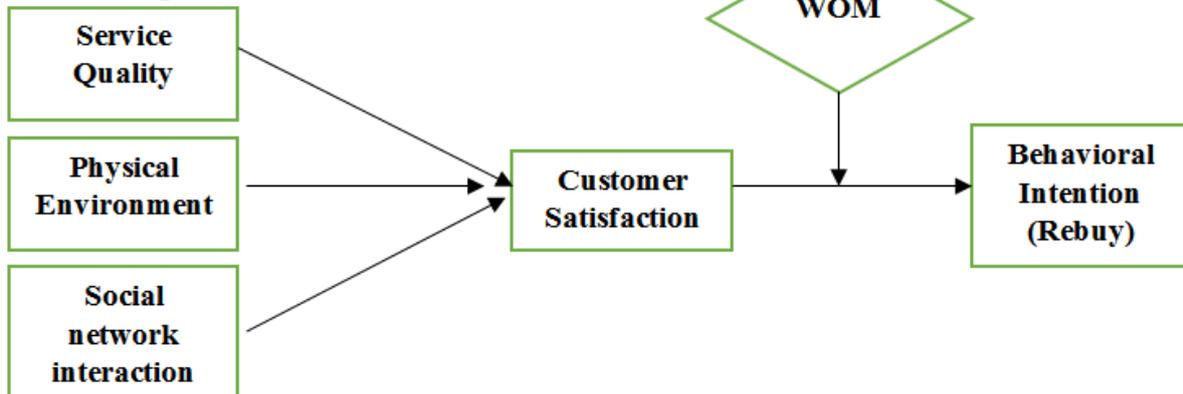
Methodology

The current study was carried out during a certain period, so the current study is co-relational. Using the primary research method we collected the data, through developing a questionnaire and emailing it to targeted respondents, for the generalization of answers regarding a certain condition. This delivery of the questionnaire saved time and costs. We collected the required data from different regions easily. We employed the cluster sampling technique for the collection of data (Hair et al., 2016). After that data collection, statistical testing was also carried out on our hypotheses, the purpose for this study. We adopted the PLS-SEM technique for data analysis, because this method is the most extensively used technique (Ringle, Sarstedt, Mitchell, & Gudergan, 2018). For structural model estimation and, for the analysis of structural relationships among the latent and observed variables, we adopted structural equation modelling (Hair, Anderson, Tatham, & William, 1998).

The most important feature of PLS-SEM is the estimation of suitable sample size. For the current study we have taken a sample size of 420 on the basis of population size. We have followed the (Morgan & Krejcie, 1970) table to determine the sample size. However, to avoid biased responses we increased the sample size to 600. We have received the 420 questionnaires which were filled properly. The response rate was 70%. PLS-SEM was adopted by keeping in mind the objectives and abilities of research, for the achievement of the objectives and goals of the current study. We have adopted questionnaire items from many studies.

Results

SEM has appeared as most beneficial technique in the last few years, because it is capable of carrying out statistical procedures which are progressive or unconventional. PLS-SEM is the part of that group which combines factor analysis, regression and multivariate techniques. This permits analysis of the measurement model; the determination of associations between latent and measured variables, and the assessment of structural theory, that is the existence of associations between latent constructs. Since the 1970s many different approaches have developed SEM, whereas the widely used technique is covariance-based SEM by (Jöreskog, 1973). It has earned significant attention in the social sciences. However, EQS, LISREL and AMOS were also used to carry out this type of analysis, and create ignorance about composite-based PLS-SEM, a convenient alternative to SEM. PLS-SEM is the more preferable technique, as compared specifically to CB-SEM, in social science situations like estimating the complexed model, during the association of mode estimation, and small sample size. So PLS-SEM has a similar rigour to CB-SEM. It also offers a complementary modelling approach. If we apply PLS-SEM technique properly, according to conditions, it will work like a 'silver bullet'. With cause and effect relationships between the construct and set of latent constructs, it shares the compatibility with SEM (Gustafsson & Johnson, 2004). Moreover, the main reason of using this technique is that the purpose of this study is to measure whether there is any mediating effect in the association of variables. The second reason for using this technique is that PLS is compatible with handling both kinds of data. Whether it is normal or non-normal data, PLS is appropriate for social science research because these researches mostly show the non-normality of data, and PLS can handle the abnormality easily. PLS-SEM is expert when estimating the structural model and measurements at the same time. That is another important feature which makes PLS an influential multivariate statistical method.

Testing the validity of an instrument is a key step in data analyzation. So, by following the rule of thumb, we have use the confirmatory factor analysis (CFA), according to which all factor loadings must be above 0.5. In this study we have sample size 420. This will also be used for computing the factor loading values, which is preferable for the relationship between factor loadings and sample size.

Many researchers have stated that the best sample size range is 30 to 150. Additionally, the normality of data is guaranteed with a large sample size. As we increase the data size the normality of data will increase. To check whether the sample data is appropriate for modelling, we have carried out the normality test as well.
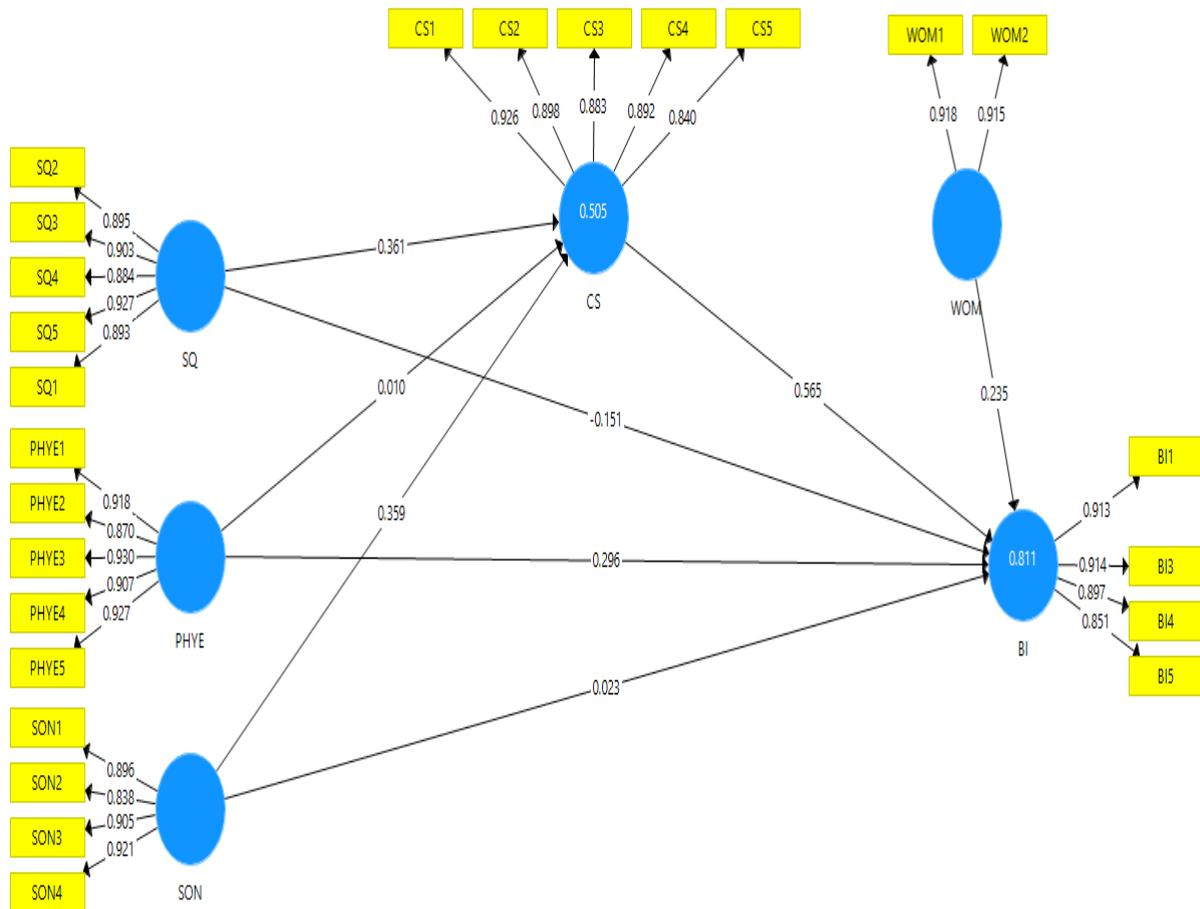
Figure 1. Measurement Model

Table 1: Outer Loadings

	BI	CS	PHYE	SON	SQ	WOM
BI1	0.913					
BI3	0.914					
BI4	0.897					
BI5	0.851					
CS1		0.926				
CS2		0.898				
CS3		0.883				
CS4		0.892				
CS5		0.840				
PHYE1			0.918			
PHYE2			0.870			
PHYE3			0.930			
PHYE4			0.907			
PHYE5			0.927			
SON1				0.896		
SON2				0.838		
SON3				0.905		
SON4				0.921		
SQ2					0.895	
SQ3					0.903	
SQ4					0.884	
SQ5					0.927	
WOM1						0.918
WOM2						0.915
SQ1					0.893	

We have analyzed the data over smart PLS (a software for observing the path modelling of PLS-SEM) after getting the surveys (J. F. Hair, Ringle, & Sarstedt, 2011). We have then tested the hypothesis by using SEM. Subsequently, to observe the reliability of latent constructs and internal consistency, we tested composite reliability. The CR threshold is greater than or equal to 0.70. So, the CR value for each construct was evinced as recommended by the literature, which ensures reliability for all the constructs of the model.

Table 2: Reliability

|	Cronbach's Alpha	rho_A	CR	(AVE)
BI	0.916	0.921	0.941	0.799
CS	0.933	0.934	0.949	0.789
PHYE	0.948	0.951	0.960	0.829
SON	0.913	0.915	0.939	0.793
SQ	0.942	0.944	0.955	0.811
WOM	0.810	0.810	0.913	0.840

By using the Cronbach Alpha test, we can check the internal reliability of latent constructs, which should show the value as greater than or equal to 0.70. The values for all the constructs of the model are acceptable as per literature $\alpha > 0.70$. In this study we have used the measure average variance extracted (AVE) for the observation of convergent validity (CV) (J. F. Hair et al., 2011). The AVE value must be greater than or equal to 0.50. In the current study the range of AVE is 0.511 to 0.725 which also meets the threshold level.

The results of the current study show that all the computing items demonstrate consistent results for convergent validity, internal consistency and reliability. We have omitted all the measurements from the model which had a lower level of loadings. That is confirmed by analyzing the discriminant validity that the measurement construct is unique, demonstrating that the same phenomena do not own the other latent variables (Henseler, Ringle, & Sarstedt, 2015). By the Fornell and Larcker criterion we have also observed the discriminant validity (DV), which should show the value greater than the correlation among other latent variables (Fornell & Larcker, 1981). We have presented the square roots of AVE in **Table 3**.

Table 3: Validity Matrix

	BI	CS	PHYE	SON	SQ	WOM
BI	0.894					
CS	0.876	0.888				
PHYE	0.791	0.749	0.911			
SON	0.700	0.792	0.891	0.890		
SQ	0.766	0.792	0.883	0.795	0.901	
WOM	0.836	0.885	0.703	0.774	0.715	0.917

Figure 2. Structural Model
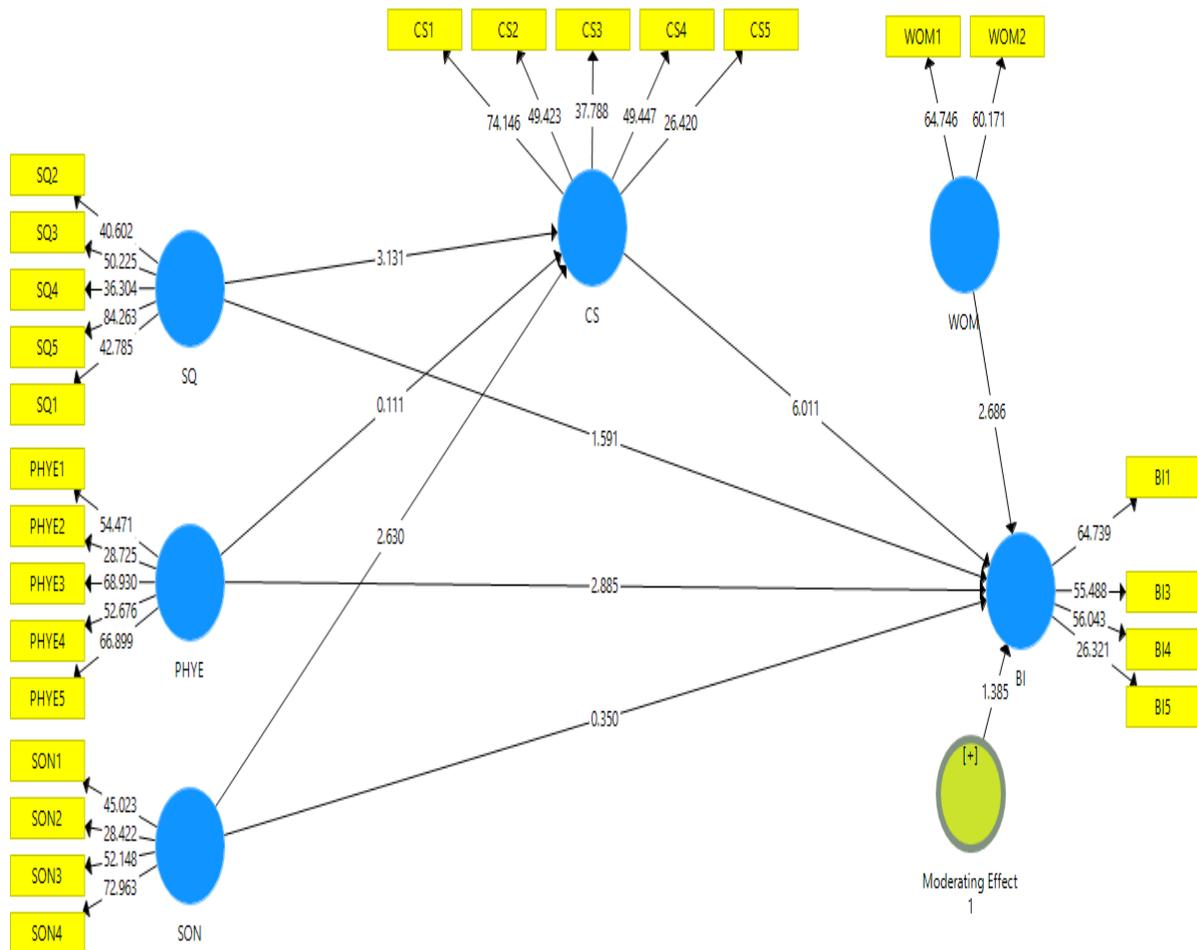
With first order constructs we have determined the proposed model. The objective of the study is the determination of associations between the structural model and involved latent constructs in the model. By analyzing the construct relationships, we have obtained the path coefficients. We have also taken decisions concerned with the proposed hypothesis. Subsequently we transformed the structural model by analyzing the relationship among the measurement model, exogenous variables and endogenous variables. For the estimation of the structural model, evaluation of significance, path coefficients by following the effect of estimation, determination size of coefficient, predictive relevance, effect of mediation as stated by (Henseler, Ringle, & Sinkovics, 2009). We also carried out bootstrapping procedures for observing significance of path coefficients with the involvement of 420 cases, and a total sample of 600 (Henseler et al., 2009). Original line is this involving 470 cases and 5000 sample observations (Henseler et al., 2009).

Table 4: Direct and Moderating Effects

	(O)	(M)	(STDEV)	T Statistics	P Values
CS -> BI	0.602	0.591	0.100	6.011	**0.000**
Moderating Effect 1 -> BI	0.040	0.039	0.029	1.385	**0.083**
PHYE -> BI	0.276	0.280	0.096	2.885	**0.002**
PHYE -> CS	0.010	0.019	0.094	0.111	**0.456**
SON -> BI	0.035	0.030	0.100	0.350	**0.363**
SON -> CS	0.359	0.357	0.137	2.630	**0.004**
SQ -> BI	-0.158	-0.148	0.099	1.591	**0.056**
SQ -> CS	0.361	0.356	0.115	3.131	**0.001**
WOM -> BI	0.245	0.248	0.091	2.686	**0.004**

Table 5: Mediation

	(O)	(M)	(STDEV)	T Statistics	P Values
PHYE -> CS -> BI	0.006	0.010	0.057	0.111	**0.456**
SON -> CS -> BI	0.216	0.212	0.093	2.334	**0.010**
SQ -> CS -> BI	0.217	0.209	0.073	2.955	**0.002**

The coefficient of determination is another criterion for assessing the variance of endogenous variables under PLS-SEM (J. F. Hair et al., 2011). It represents that proportion of endogenous variables which can be foreseeable by one or more variables. As per the literature, the value of R^2 lies within 0-1, the higher change in the dependent variable clarified by the analysts if the value of R^2 is close to 1. In the current study the value of R^2 equals 0.640, which interprets that 6% change in dependent variable is expected with independent variable. Though by using PLS-SEM, we must take the measures to show the forecasted relevance of the model for the assessment of its quality. The current study has used blindfolding measures based on the forecasted relevance test purposed by Stone-Geisser. This test is mostly used for measuring the goodness of fit for the model under PLS-SEM.

Table 6: R-square

	R Square
BI	0.811
CS	0.505

Conclusion

The study was carried out to explore the nexus between CRM practices, CS, WOM, and the intention to re-visit. The total number of questionnaires filled out properly was 420, and the response rate was 70 percent. PLS-SEM was adopted by keeping in mind the objectives and abilities of research, and to achieve the objectives and goals of the current study. We have adopted questionnaire items from many studies.

The study reveals that the SQ is insignificant, and a positive relationship with the intention to re-purchase and the CS. The result indicates that the focus on the SQ will attract customers and force them to re-purchase products. Behavioural intention to re-visit the Thai hotel is significantly impacted by the CS. Meanwhile, the CS appears as a mediator, regarding the SQ intention to re-visit. The findings illustrate that the superior SQ is linked with the higher frequency of the re-visit, and also the willingness of customers to recommend; a factor affected by WOM.

There exists a significant relationship between CS and PHYE. Moreover, customers' re-purchase intentions, also known as the re-visit intention, is also influenced by CS generated by PHYE. The direct relationship between re-visit intention and CS is also the same. In the context of hotels in Thailand, PHYE impacts customers' intention to re-visit in the future.

Social networks have a significant relationship with the CS and re-visit intention. Re-visit intention, also known as BI, is significantly mediated by social networks. This indicates the increasing role that social media is playing, a key role in the hospitality industry. Lastly, WOM is in a significant relationship with the re-visit intention of Thai hotel industry victors. This study is among the pioneering studies on the issue, and will be helpful for future researchers in understanding the research issue.

REFERENCES

Abubakar, F. M., & Ahmad, H. (2014). Determinants of Behavioural Intention to Use E-Payment System in Nigerian Retail Industry: A Conceptual Extension of UTAUT with Concern for Customers. *Selangor Business Review (SBR), 1*(1).

Agbor, J. M. (2011). The Relationship between Customer Satisfaction and Service Quality: a study of three Service sectors in Umeå.

Ajzen, I., & Fishbein, M. (2005). The influence of attitudes on behavior. *The handbook of attitudes, 173*(221), 31.

Al-Ababneh, M. (2017). Service quality in the hospitality industry. *Journal of Tourism & Hospitality, 6*(1), 133.

Ali, F., & Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioural intentions in Chinese resort hotel industry. *Journal for Global Business Advancement, 7*(3), 249-266.

Ali, F., Amin, M., & Ryu, K. (2016). The role of physical environment, price perceptions, and consumption emotions in developing customer satisfaction in Chinese resort hotels. *Journal of Quality Assurance in Hospitality & Tourism, 17*(1), 45-70.

Aluri, A., Slevitch, L., & Larzelere, R. (2016). The influence of embedded social media channels on travelers' gratifications, satisfaction, and purchase intentions. *Cornell Hospitality Quarterly, 57*(3), 250-267.

Bartikowski, B., & Llosa, S. (2004). Customer satisfaction measurement: comparing four methods of attribute categorisations. *The Service Industries Journal, 24*(4), 67-82.

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing, 56*(2), 57-71.

Chienwattanasook, K. & Jermsittiparsert, K. (2019). Factors Affecting Art Museum Visitors' Behavior: A Study on Key Factors Maximizing Satisfaction, Post-Purchase Intentions and Commitment of Visitors of Art Museums in Thailand. *International Journal of Innovation, Creativity and Change, 6*(2), 303-334.

Cronin Jr, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of retailing, 76*(2), 193-218.

Eshetie, S. K., Seyoum, W., & Ali, S. H. (2016). Service Quality and Customer Satisfaction in Hospitality Industry: The Case of Selected Hotels in Jimma Town, Ethiopia. *Global Journal of Management And Business Research*.

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics: SAGE Publications Sage CA: Los Angeles, CA.

Garrido-Moreno, A., & Lockett, N. (2016). Social media use in European hotels: benefits and main challenges. *Tourism & Management Studies, 12*(1), 172-179.

Gustafsson, A., & Johnson, M. D. (2004). Determining attribute importance in a service satisfaction model. *Journal of service research, 7*(2), 124-141.

Hair, Anderson, R. E., Tatham, R. L., & William, C. (1998). Black (1998), Multivariate data analysis: Upper Saddle River, NJ: Prentice Hall.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice, 19*(2), 139-152.

Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*: Sage publications.

Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of hospitality & tourism research, 33*(4), 487-510.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science, 43*(1), 115-135.

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing *New challenges to international marketing* (pp. 277-319): Emerald Group Publishing Limited.

Huang, Y.-C. (2009). *Examining the antecedents of behavioral intentions in a tourismcontext*: Texas A&M University.

Jang, S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: investigating Chinese restaurants. *International journal of contemporary hospitality management, 23*(5), 662-680.

Jöreskog, K. G. (1973). Analysis of covariance structures *Multivariate analysis–III* (pp. 263-285): Elsevier.

Karami, A., Bozbay, Z., & Arghashi, V. (2018). The influence of social media trust on consumer behavioral intention in tourism industry.

Karim, R., & Chowdhury, A. (2014). Customer satisfaction on service quality in private commercial banking sector in Bangladesh. *British journal of marketing studies, 2*(2), 1-11.

Khan, F. R., Al-balushi, H., Algaithi, A., & Al-Shihi, A. (2017). Impact of Social Media on Customers Satisfaction: Bank Muscat–A Case Study. *Ahead International Journal of Recent Research Review, 1*(11), 154-163.

Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry. *Managing Service Quality: An International Journal, 19*(3), 308-331.

Leonnard, S., Comm, M., & Thung, F. (2017). The relationship of service quality, word-of-mouth, and repurchase intention in online transportation services. *Journal of Process Management. New Technologies, 5*(4), 30-40.

Moh'd, A. (2017). The Impact of Social Media Marketing on Customer Satisfaction through Brand Image (Field Study based on Customers of Jordan Telecommunication Companies, Applied on the Students of the Private Universities that Located in Amman-Jordan). *Unpublished master thesis), Middle East University, Amman, Jordan.*

Mohammad, A. A. S., & Alhamadani, S. Y. M. (2011). Service quality perspectives and customer satisfaction in commercial banks working in Jordan. *Middle Eastern Finance and Economics, 14*(1), 60-72.

Morgan, D., & Krejcie, R. (1970). Determining sample size for research activities. *Educational and psychological measurement, 30*(3), 607-610.

Raza, M. A., Siddiquei, A. N., Awan, H. 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.

Ringle, C. M., Sarstedt, M., Mitchell, R., & Gudergan, S. P. (2018). Partial least squares structural equation modeling in HRM research. *The International Journal of Human Resource Management*, 1-27.

Simpson, K. (2000). Customer satisfaction and behavioural intentions in a rural community museum environment. *Journal of Quality Assurance in Hospitality & Tourism, 1*(3), 1-27.

Tessera, F. A., Hussain, I. A., & Ahmad, N. (2016). Service Quality and Hotel's Customer Satisfaction: An Empirical Evidence from Ethiopia. *Electronic Journal of Business and Management, 1*(1), 24-32.

Tileagă, C., & Oprişan, O. (2018). *Customer Satisfaction and Quality Services in the Hotel Industry: A Strategic Approach.* Paper presented at the International Economic Conference of Sibiu.

Wajeetongratana, P., Joemsittiprasert, W., & Jermsittiparsert, K. (2019). Determinants of Loyalty Intentions among Thai Banking Customers: A Knowledge-Based Perspective. *International Journal of Innovation, Creativity and Change, 8*(8), 277-295.

Wu, C. H.-J., & Liang, R.-D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management, 28*(4), 586-593.

Yilmaz, I. (2009). Measurement of service quality in the hotel industry. *Anatolia, 20*(2), 375-386.

Yoong, L. C., & Lian, S. B. (2019). Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry. *International journal of academic research in business and social sciences, 9*(1).

Zaharan, F. F., & Razak, N. S. A. (2016). Examining the Effect of Customer Satisfaction towards Repurchase Intention: A Study of Hotel Sector in Selangor, Malaysia. *Scientific Journal of PPI-UKM, 3*(3), 108-112.