# The Value of CHSE Hotel Certificates in Increasing Hotel Loyalty among Domestic Tourists

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**Abstract:** The COVID-19 pandemic remains, and its impact continues to collapse on Indonesian tourism, particularly the hotel industry. During the pandemic, the Ministry of Tourism and Creative Economy implemented a program of issuing CHSE certificates to the hotels in order to restore their performance. However, no market-based analysis has determined the impact of the hotel's CHSE certification. This research measures how the CHSE certification can increase Indonesian tourists' loyalty to hotels during a pandemic. The structural equation model (SEM) found a significant positive influence on Indonesian tourists' loyalty from 564 respondents. Variables such as perceived quality, image, trust, perceived value, and satisfaction significantly influenced Indonesian tourist loyalty toward CHSE-certified hotels during the pandemic, both directly and indirectly. The NFI score of 0.907 indicates that the model constructed in this study is highly sufficient to describe the loyalty of CHSE-certified hotel visitors during the pandemic.

*Keywords:* CHSE; Hospitality; Hotel; Loyalty; Structural Equation Model (SEM); Tourism

## INTRODUCTION

The COVID-19 pandemic is ongoing, and tourism sector recovery measures continue to be carried out. Efforts to restore the decline in tourist visits (Soehardi et al., 2020; Sugihamretha, 2020), increase the purchasing power of tourists (Aknolt & Pakpahan, 2020; Nuruddin et al., 2020), reopen jobs (Sugihamretha, 2020; Utami, 2021), are necessary in order to return the tourism sector to a normal point. Tactically, recovery measures are carried out through tourism policies, including emergency response, recovery, and normalization policies (Kemenparekraf, 2020a). Emergency response policy is implemented by establishing a crisis center as a policy communication center during a pandemic. Meanwhile, recovery policies are implemented through various campaigns to increase market confidence, assistance, and incentives for the tourism industry. One of the policies included in the policy group in the normalization phase is cleanliness, health, safety, and environmental sustainability (CHSE) certification. The CHSE concept is implemented in the tourism industry to ensure that tourist destinations, accommodations, and other services meet high standards of cleanliness, health, safety, and environmental sustainability. The CHSE concept was first introduced during the COVID-19 pandemic to minimize the risk of virus transmission and restore tourists' confidence in traveling. One form of CHSE certificate issued to various business units is hoteliers. For the Ministry of Tourism and Creative Economy (Kemenparekraf), the hotel CHSE certificate is expected to

increase recognition, confidence, and credibility and calibrate business standards (Kemenparekraf, 2020b).

There has been little research into the recovery of the hospitality sector as a business most affected by the pandemic. (Diayudha, 2020; Nuruddin et al., 2020) . Most discussed variables were pulled factors of visit (Jatmiko & Sandy, 2020), the role of word of mouth (WoM) in increasing repurchase intention (Pane et al., 2020), survival strategies (Nuruddin et al., 2020); the significance of prices, facilities, and services in increasing consumer satisfaction (Purnomo et al., 2020); and consumer confidence level in purchasing decisions (Susilawati, 2021). The authors identified a gap in these literature findings, especially regarding the loyalty of hotel visitors during the pandemic and their experience after staying at a CHSE-certified hotel. From this point of view, this study focuses on confirming the factors that fabricate loyalty. Thus, the efficacy of CHSE in increasing loyalty, particularly during a pandemic, can be observed.

Within the scope of hospitality services, consumer loyalty can be seen in their desire to recommend and revisit (Wardi et al., 2018). Various shaping variables influence loyalty, such as experience quality, perceived value, image, trust, and satisfaction. In tourism, Experience quality is associated with various service qualities such as tangible objects, empathy, reliability, and responsiveness (Eggert & Ulaga, 2002). Experience quality in the field of service is closely related to services that positively affect tourist loyalty, both towards destinations (Hussein et al., 2018; Wardi et al., 2018), types of tourism (Jia & Chaozhi, 2020), to hotel visitor loyalty (Kusumawati & Rahayu, 2020; Paulose & Shakeel, 2021) (H3). In addition, experience quality in the service sector also has a positive effect on consumer satisfaction (Lemke et al., 2011; Pine & Gilmore, 1998) in the tourism sector (P.-T. Chen & Hu, 2010; Gohary et al., 2020; Hussein et al., 2018; Kastenholz et al., 2018) including the hospitality sector (Hyun & Han, 2012; Kusumawati & Rahayu, 2020; Paulose & Shakeel, 2021) (H1). Experience quality also serves as a factor that predicts customer perceived value (Bolton & Drew, 1991; P.-T. Chen & Hu, 2010; Kuppelwieser et al., 2021; F. Lai et al., 2009), and the hospitality sector also (Kusumawati & Rahayu, 2020; Paulose & Shakeel, 2021) (H2). Experience quality can positively affect the hotel's image (Ng et al., 2013; Qoura & Khalifa, 2016; Rumambi, 2007; Saleem & Raja, 2014). Furthermore, the image also affects the complexity of perceptions, beliefs, ideas, and impressions related to the cumulative feeling of service by hotel customers (Hussein et al., 2018; Hyun & Han, 2012; Nicoletta & Servidio, 2012; Padgett & Allen, 1997) (H5). Even the experience quality of hospitality services is also able to influence trust positively (Review et al., 2013) (Rather et al., 2019) through a commitment to improving long-term relationships (Morgan et al., 2012) (H8).

In addition to being influenced by the experienced quality, trust also positively influences loyalty in the tourism and hospitality sector (Alketbi et al., 2020; Martínez & Rodríguez, 2013; Nuryakin & Priyo, 2018; Sumana & Muttanachai, 2021; Trini & Salim, 2018; van Tonder & Petzer, 2018). Trust is also considered the most consistent variable (Almaamari & Abdulrab, 2017; Morgan et al., 2012) and evolves in the repetition of customer interactions (Shukla et al., 2015), especially in the field of service (Khan & Khan, 2021; Nguyen et al., 2013) (H9).

Another variable that affects loyalty is image. The customer's image of the hotel is highly effective at fostering their desire to return and recommending it to others (I. K. W. Lai, 2019; Nikou et al., 2016, 2017; Qu et al., 2011; Song et al., 2019). It can also build through cognitive and affective aspects related to customer decision-making (Hwang & Kim, 2019; Sui & Baloglu, 2003; Zhang et al., 2014) (H7). In addition, the customer's image of the hotel also affects their satisfaction (Lahap et al., 2016; Nikou et al., 2016, 2017; Novitaningtyas et al., 2021) (H6) as the most critical factor in the success of the tourism industry (Abror et al., 2019). Satisfaction also affects traveler *loyalty* (C. F. Chen & Chen, 2010; Gohary et al., 2020; Hati et al., 2020; Kastenholz et al., 2018), including in the hospitality sector (Alketbi et al., 2020; Nuryakin & Priyo, 2018; Trini & Salim, 2018) (H4). In addition to loyalty, satisfaction also closely affects trust in the non-profit field (Shamsher, 2021), banks (Leninkumar, 2017), organizations (Naskrent & Siebelt, 2011), and public trust (Badri et al., 2015). In the field of tourism, satisfaction also very positively affects the trust of tourists (Review et al., 2013), including in the hospitality sector (Alketbi et al., 2020; Hendrawan & Agustini, 2021) (H10).

In addition to the above influence, one of the variables that directly affect satisfaction and loyalty is perceived value. Generally, a person's perceived value is a rational assessment based on the price and quality of the product or service they consume by their culture. (S. C. Chen & Lin,

2019; Herman et al., 2017). The perceived value affects traveler satisfaction (Asgarpour et al., 2015) (Jeong & Kim, 2020) (Jeong & Kim, 2020), including hotel customer satisfaction through hedonic, price, quality, transaction, and other service components (Adirestuty, 2019; El-Adly, 2018; K. et al., 2020; Kusumawati & Rahayu, 2020; Novitaningtyas et al., 2021; Paulose & Shakeel, 2021; Pham et al., 2020; Shabrina et al., 2016; Susanti, 2019) (H11). Furthermore, perceived value can also affect loyalty (El-Adly, 2018), including related tourist loyalty (Jeong & Kim, 2020) and hotel visitor loyalty (Kusumawati & Rahayu, 2020; Novitaningtyas et al., 2021; Paulose & Shakeel, 2021) (H12). Following is a summary and description of all references to this relationship:

(H1) *Experienced quality* affects *satisfaction*
(H2) *Experienced quality* affects *perceived value*
(H3) *Experienced quality* affects *loyalty*
(H4) *Satisfaction* affects *loyalty*
(H5) *Experienced quality affects image*
(H6) *Image* affects *satisfaction*
(H7) *Image affects loyalty*
(H8) *Experienced quality* affects *trust*
(H9) *Trust affects loyalty*
(H10) *Satisfaction affects trust*
(H11) *Perceived value* affects *satisfaction*
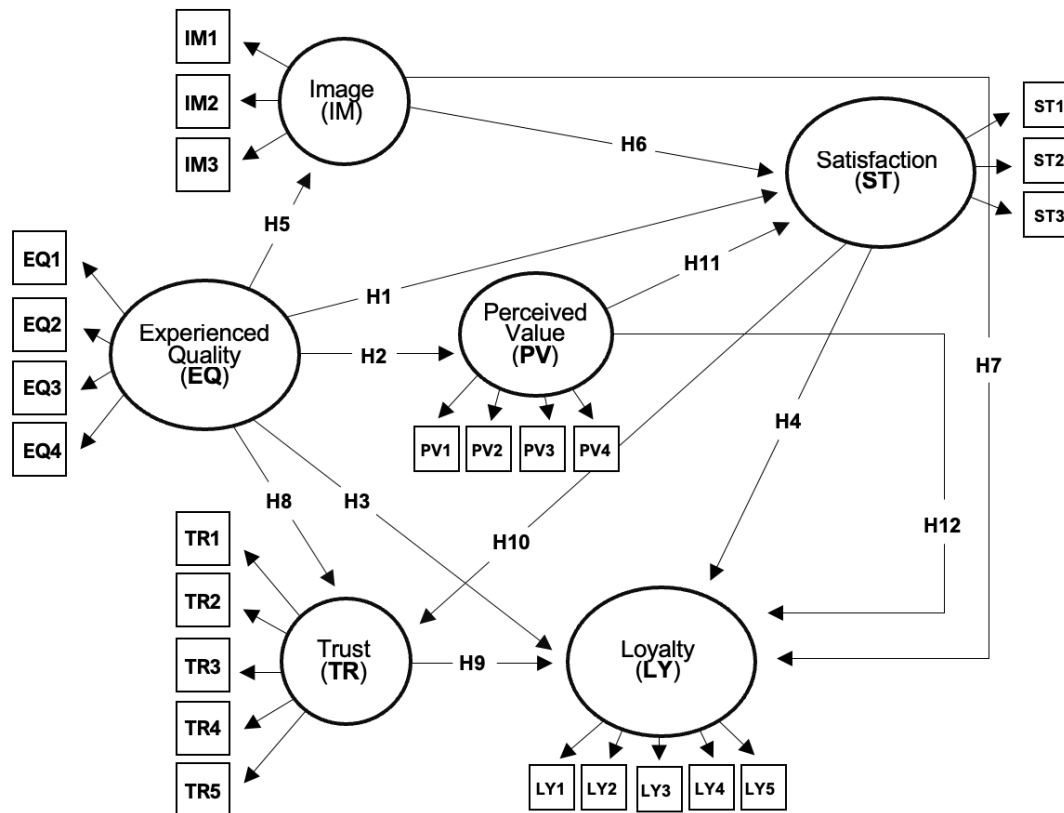(H12) *Perceived value* affects *loyalty*



**Figure 1. Research Model**
*Source*: *Author, 2022*

**RESEARCH METHOD**

This research used a quantitative method known as the Structural Equation Modeling (SEM) method. By using SmartPLS software, this study aims to validate the theoretical foundation of

research indicators as a shaper of research construction (Confirmatory Factor Analysis). PLS-SEM assumes that the research data do not meet the assumptions of parametric models due to pandemic conditions that are dynamic and atypical. In addition, PLS-SEM is used based on its suitability for parametric statistical characteristics in producing information that explains predictive and affirmative relationships (Ghozali, 2021).

The primary data used in this study were collected through questionnaires distributed online through the surveymonkey.com platform. Respondents are Indonesian domestic tourists who knew and have stayed at CHSE-certified hotels during the pandemic at least once. This study included 9,851,753 domestic tourists over 15 who stayed in hotels based on destination provinces in 2019 (the most recent year for which data is available). Meanwhile, research samples were selected using a random sampling method, the Slovin formula (Sugiyono, 2019), and a Margin of Error of 4.21%. Based on the calculation provisions, there were 564 samples in this study.

This study's questionnaire utilized closed questions with Likert scale response options ranging from 1 (Strongly disagree) to 4 (Strongly agree). Twenty-four items comprised six variables and eight questions referring to respondent characteristics.

**Table 1.** Construction of Variables and Indicators

| Konstruksi/Item |
|---|
| *Experienced Quality* **(EQ)** |
| **(EQ1)** CHSE-certified hotels implement clean protocols well |
| **(EQ2)** CHSE-certified hotels implement health protocols well |
| **(EQ3)** CHSE-certified hotels implement safety protocols well |
| **(EQ4)** CHSE-certified hotels implement environmental sustainability protocols well. |
| *Image* **(IM)** |
| **(IM1)** I feel that the existence of a CHSE certificate improves the standards of cleanliness, health, and safety of hotels during the pandemic. |
| **(IM2)** I feel calm when staying at a CHSE-certified hotel during the pandemic |
| **(IM3)** I felt protected when I found a CHSE certificate in a hotel during the pandemic. |
| Trust **(TR)** |
| **(TR1)** I believe that the CHSE certificate can improve the standards of cleanliness, health, and safety of hotels during the pandemic. |
| **(TR2)** I believe that CHSE-certified hotels implement hotel hygiene, health, and safety protocols consistently during the pandemic. |
| **(TR3)** I believe that CHSE-certified hotels have adequate facilities to implement hotel hygiene, health, and safety protocols during the pandemic. |
| **(TR4)** I believe that CHSE-certified hotels have sufficient human resources to implement hotel hygiene, health, and safety protocols during the pandemic. |
| **(TR5)** I believe the CHSE certificate is only awarded to hotels that can meet hygiene, health, and safety standards during the pandemic. |
| *Perceived Value* **(PV)** |
| **(PV1)** In my opinion, CHSE-certified hotels have implemented hygiene, health, and safety protocols with good quality. |
| **(PV2)** By staying at a CHSE-certified hotel, I feel that I have contributed more to preventing the transmission of COVID-19 in the community. |
| **(PV3)** I feel safer from the COVID-19 transmission when staying at a CHSE-certified hotel. |
| **(PV4)** The price I paid for a stay at a CHSE-certified hotel was worth the service I received. |
| *Satisfaction* **(ST)** |
| **(ST1)** I am satisfied with the hotel's performance during the pandemic. |
| **(ST2)** I am satisfied with the implementation of hygiene, health and safety protocols in CHSE-certified hotels during the pandemic. |
| **(ST3)** I am satisfied with the government's efforts in providing CHSE certificates to hotels that have implemented hygiene, health, and safety protocols during the pandemic. |

**Table 1.** Construction of Variables and Indicators (cont')

| | *Loyalty* **(LY)** |
|---|---|
| **(LY1)** | On the next occasion, I will ensure the presence of a CHSE certificate in the hotel before staying during the pandemic. |
| **(LY2)** | On the next occasion, I prefer to stay at a CHSE-certified hotel during the pandemic. |
| **(LY3)** | I would recommend the closest person to make sure there is a CHSE certificate at the hotel before staying during the pandemic. |
| **(LY4)** | On the next occasion, I prefer to stay at a CHSE-certified hotel during the pandemic. |
| **(LY5)** | I will invite the closest people to stay at a CHSE-certified hotel during the pandemic. |

*Source: Author, 2022*

The questionnaire was then tested for validity and reliability using SPSS 26 software. The number of samples used for the questionnaire trial was as many as 30. The validity test refers to the Pearson product-moment correlation value compared to the *r-table* value at a significance level of 5% (0.361) (Brown, 2015; Harrington, 2008; Sugiyono, 2019). The reliability test refers to the value of Cronbach's alpha with the provisions of exploratory research, where the value of Cronbach's alpha 0.6 is used as the reliability standard, 0.7 is considered sufficient, and 0.8 is considered good (Garson, 2020).

After being declared valid and reliable, the evaluation of Goodness of Fit (GoF) is carried out through a measurement model (outer model) and structural model (inner model). Evaluation of the measurement model is carried out by checking convergent and discriminant validity to see the validity of each item and variable, as well as composite reliability and Cronbach alfa to see the reliability of variables. Meanwhile, the evaluation of the structural model is measured using the R-square value of endogenous latent variables, the Q-square model, and the t-test to assess the significance of the path by the bootstrap resampling method (Ghozali, 2021).

## RESULTS AND DISCUSSION

The questionnaire instruments used in the study were first tested for validity and reliability (Table 2). Each item on each variable has a Pearson correlation score higher than the r-table value (0.361), so each item is declared valid in describing the variable under study. Meanwhile, the reliability test results show that the significance values of the variables EQ, IM, TR, PV, ST, and LY are above the r-table value (0.361) and are considered reliable and consistent in explaining the phenomenon under study.

**Table 2.** Questionnaire Validity and Reliability Test Results

| Item | Validity Test | | Reliability Test | Item | Validity Test | | Reliability Test |
|---|---|---|---|---|---|---|---|
| | *Pearson Correlation Score* | Validity Score (> r table) | Validity Status | | *Pearson Correlation Score* | Validity Score (> r table) | Validity Status |
| EQ1 | .722** | **Valid** | 0.825/ **Reliable** | PV1 | .832** | **Valid** | 0.820/ **Reliable** |
| EQ2 | .879** | **Valid** | | PV2 | .880** | **Valid** | |
| EQ3 | .880** | **Valid** | | PV3 | .832** | **Valid** | |
| EQ4 | .806** | **Valid** | | PV4 | .692** | **Valid** | |
| IM1 | .896** | **Valid** | 0.939/ **Reliable** | ST1 | .883** | **Valid** | 0.869/ **Reliable** |
| IM2 | .977** | **Valid** | | ST2 | .934** | **Valid** | |
| IM3 | .960** | **Valid** | | ST3 | .856** | **Valid** | |
| TR1 | .784** | **Valid** | 0.904/ **Reliable** | LY1 | .788** | **Valid** | 0.891/ **Reliable** |
| TR2 | .904** | **Valid** | | LY2 | .770** | **Valid** | |
| TR3 | .860** | **Valid** | | LY3 | .900** | **Valid** | |
| TR4 | .816** | **Valid** | | LY4 | .915** | **Valid** | |
| TR5 | .898** | **Valid** | | LY5 | .804** | **Valid** | |

*Source: Author, 2022*

The online questionnaire managed to capture 564 respondents within one month. As shown in Table 3, there is no significant dominance in the sex group. However, most respondents are millennials and centennials centennial tourists as a generation active in social media (Rastati, 2018) and domiciled in DKI Jakarta, West Java, and Banten, which are included in the areas with the most populous internet access (BPS, 2021). Most respondents have a higher level of education to represent the established level of thinking (Djeri et al., 2017). Later on, most have a middle-income level, as an indication of the ability to purchase power (Mangifera et al., 2018) and are dominated by professional groups of public and private employees, as the largest market for Indonesian hotels during the pandemic (Voi.id, 2021). Furthermore, 55.9 percent of respondents stayed in hotels more than three times in one year, so it was considered sufficient to have the ability to compare the situation of staying in hotels before and after the pandemic.

**Table 3.** Characteristics of Respondents

| Characteristic | Percentage | Characteristic | Percentage |
|---|---|---|---|
| **Gender** | | **Income** | |
| Woman | 54.6% | Rp. 4.800.001 - Rp. 7.200.000 | 19.50% |
| Man | 45.4% | Rp. 3.000.001 - Rp. 4.800.000 | 14.18% |
| **Year of Birth** | | Rp. 7.200.001 - Rp. 9.600.000 | 14.18% |
| 1980 - 1994 | 52.7% | **Profession** | |
| 1995 - 2010 | 26.8% | Civil Servant (PNS & PPPK) | 31.91% |
| 1965 - 1979 | 17.4% | Private Employees | 22.87% |
| | | Researcher/ Lecturer/ Teacher | 8.69% |
| **Domicile** | | **Frequency of Stay** | |
| DKI Jakarta | 28.50% | 3 – 6 times a year | 36.9% |
| West Java | 26.60% | < 3 times a year | 22.0% |
| Banten | 8.20% | 7 – 10 times a year | 19,0% |
| **Education** | | | |
| Bachelor (S1) / Diploma 4 (D4) | 54.08% | **Sources of Information** | |
| Magister (S2) | 23.58% | On Stay | 354 |
| High School/Equivalent | 10.46% | Instagram | 291 |
| | | *Offline/online* news articles | 179 |

*Source: Author, 2022*

Furthermore, the convergent validity test is carried out to determine the validity of each indicator with its construct or latent variable through the significance of the loading factor value of the item and the Average Variance Extracted (AVE) value of the variable item (Table 4). The entire item has a loading factor value greater than 0.7 as the standard that experts use to demonstrate the item's ability to construct variables (Chin & Todd, 1995). Meanwhile, the AVE value in each research variable has exceeded 0.50, so it is considered valid and able to capture all variants of items with a small probability of error (Ghozali, 2016).

**Table 4.** Convergent Validity Test Results

| | | | Loading Factor | | | | Status | AVE (> 0,5) | Status |
|---|---|---|---|---|---|---|---|---|---|
| | EQ | IM | LY | PV | ST | TR | | | |
| EQ1 | 0.878 | | | | | | Valid | 0.821 | Valid |
| EQ2 | 0.919 | | | | | | Valid | | |
| EQ3 | **0.945** | | | | | | Valid | | |
| EQ4 | 0.880 | | | | | | Valid | | |
| IM1 | | 0.877 | | | | | Valid | 0.847 | Valid |
| IM2 | | **0.943** | | | | | Valid | | |
| IM3 | | 0.939 | | | | | Valid | | |
| LY1 | | | 0.878 | | | | Valid | 0.842 | Valid |
| LY2 | | | 0.913 | | | | Valid | | |
| LY3 | | | **0.948** | | | | Valid | | |
| LY4 | | | 0.933 | | | | Valid | | |
| LY5 | | | 0.915 | | | | Valid | | |
| PV1 | | | | 0.848 | | | Valid | 0.765 | Valid |
| PV2 | | | | 0.883 | | | Valid | | |
| PV3 | | | | **0.903** | | | Valid | | |
| PV4 | | | | 0.863 | | | Valid | | |
| ST1 | | | | | 0.928 | | Valid | 0.836 | Valid |
| ST2 | | | | | **0.932** | | Valid | | |
| ST3 | | | | | 0.882 | | Valid | | |
| TR1 | | | | | | 0.874 | Valid | 0.813 | Valid |
| TR2 | | | | | | 0.909 | Valid | | |
| TR3 | | | | | | **0.925** | Valid | | |
| TR4 | | | | | | **0.925** | Valid | | |
| TR5 | | | | | | 0.875 | Valid | | |

*Source: Author, 2022*

In discriminant validity testing, the cross-loading of the variable-forming item against the measured variable shows a significance whose magnitude exceeds the correlation of the item with other variables. This result means that the entire item is declared valid in measuring variables. In comparison, the Fornell Larcker criterion test shows the AVE root value of each latent variable, which is greater than the correlation between other latent variables. So, it is concluded that each variable is considered valid.

**Table 5.** Discriminant Validity Test Results

| | Cross Loading | | | | | | Ket. | Fornell larcker Criterion | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | EQ | IM | LY | PV | ST | TR | | EQ | IM | LY | PV | ST | TR |
| EQ1 | **0.878** | 0.575 | 0.428 | 0.542 | 0.567 | 0.568 | Valid | 0.906 | | | | | |
| EQ2 | **0.919** | 0.616 | 0.471 | 0.595 | 0.629 | 0.633 | Valid | Valid | | | | | |
| EQ3 | **0.945** | 0.644 | 0.500 | 0.637 | 0.665 | 0.678 | Valid | | | | | | |
| EQ4 | **0.880** | 0.599 | 0.485 | 0.606 | 0.607 | 0.612 | Valid | | | | | | |
| IM1 | 0.583 | **0.877** | 0.565 | 0.649 | 0.630 | 0.686 | Valid | 0.672 | **0.920** | | | | |
| IM2 | 0.634 | **0.943** | 0.635 | 0.711 | 0.668 | 0.721 | Valid | | Valid | | | | |
| IM3 | 0.638 | **0.939** | 0.639 | 0.703 | 0.678 | 0.726 | Valid | | | | | | |
| LY1 | 0.442 | 0.575 | **0.878** | 0.598 | 0.559 | 0.563 | Valid | 0.521 | 0.667 | **0.918** | | | |
| LY2 | 0.474 | 0.620 | **0.913** | 0.620 | 0.599 | 0.574 | Valid | | | Valid | | | |
| LY3 | 0.470 | 0.616 | **0.948** | 0.655 | 0.638 | 0.618 | Valid | | | | | | |
| LY4 | 0.497 | 0.643 | **0.933** | 0.662 | 0.646 | 0.619 | Valid | | | | | | |
| LY5 | 0.504 | 0.605 | **0.915** | 0.672 | 0.633 | 0.608 | Valid | | | | | | |
| PV1 | 0.615 | 0.630 | 0.546 | **0.848** | 0.733 | 0.791 | Valid | 0.658 | 0.748 | 0.700 | **0.875** | | |
| PV2 | 0.553 | 0.661 | 0.621 | **0.883** | 0.712 | 0.718 | Valid | | | | Valid | | |
| PV3 | 0.557 | 0.668 | 0.676 | **0.903** | 0.732 | 0.727 | Valid | | | | | | |
| PV4 | 0.577 | 0.656 | 0.602 | **0.863** | 0.778 | 0.756 | Valid | | | | | | |

**Table 5.** Discriminant Validity Test Results (Cont')

| | *Cross Loading* | | | | | | Ket. | *Fornell larcker Criterion* | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | EQ | IM | LY | PV | ST | TR | | EQ | IM | LY | PV | ST | TR |
| ST1 | 0.648 | 0.641 | 0.592 | 0.783 | **0.928** | 0.778 | Valid | 0.682 | 0.716 | 0.671 | 0.845 | **0.914** | |
| ST2 | 0.658 | 0.673 | 0.614 | 0.799 | **0.932** | 0.787 | Valid | | | | | **Valid** | |
| ST3 | 0.564 | 0.650 | 0.637 | 0.735 | **0.882** | 0.706 | Valid | | | | | | |
| TR1 | 0.594 | 0.759 | 0.620 | 0.762 | 0.734 | **0.874** | Valid | 0.689 | 0.773 | 0.650 | 0.855 | 0.829 | **0.902** |
| TR2 | 0.638 | 0.686 | 0.543 | 0.768 | 0.749 | **0.909** | Valid | | | | | | **Valid** |
| TR3 | 0.639 | 0.690 | 0.599 | 0.793 | 0.759 | **0.925** | Valid | | | | | | |
| TR4 | 0.617 | 0.670 | 0.575 | 0.774 | 0.752 | **0.925** | Valid | | | | | | |
| TR5 | 0.617 | 0.678 | 0.593 | 0.757 | 0.741 | **0.875** | Valid | | | | | | |

*Source: Author, 2022*

The loading factor value in Table 4 shows that implementing safety protocols (EQ3) is the highest item in forming the experienced quality (EQ) variable. Stay-at-rest (IM2) is the highest image variable (IM) forming item. Trust in facilities (TR3) and the presence of adequate human resources (TR4) for the implementation of the CHSE protocol are the highest variable trust (TR) forming items. The feeling of safety from COVID-19 (PV3) transmission is the highest item in forming variable perceived value (PV) of CHSE-certified hotels. Satisfaction with implementing the CHSE protocol (ST2) is the highest item capable of measuring the satisfaction (ST) variable of the CHSE Hotel certificate. While recommending the existence of a CHSE certificate (LY3) becomes the most significant item that forms loyalty (LY).

All model reliability test results on composite reliability and Cronbach's alpha (Table 6) are significant above 0.7. This result means that all research variables can answer social phenomena studied periodically or continuously and declared reliable.

**Table 6.** Model Reliability Test Results (Composite Reliability dan Cronbach's Alpha)

| | *Composite Reliability* | *Cronbach's Alpha* | **Keterangan** |
|---|---|---|---|
| EQ | 0.948 | 0.927 | **Reliable** |
| IM | 0.943 | 0.909 | **Reliable** |
| LY | 0.964 | 0.953 | **Reliable** |
| PV | 0.929 | 0.897 | **Reliable** |
| ST | 0.939 | 0.902 | **Reliable** |
| TR | 0.956 | 0.942 | **Reliable** |

*Source: Author, 2022*

Once declared valid and reliable, an inner model test is performed to determine the extent to which the model can be accepted through the consistency of correlation between variables. The results of the r-square test (Table 7) show the ability of exogenous variables to affect each endogenous variable. The author used three $R^2$ measurement criteria, namely weak (>0.19), moderate (>0.33), and high (>0.67) (Haryono, 2017; Jonathan, 2017; Sarwono, 2015). As a result, the influence of exogenous variables on the endogenous variables ST (0.747) and TR (0.715) became the highest among the influences of other variables. Meanwhile, the ability of exogenous variables to form PV variables is the lowest, even though IM, LY, and PV are still included in the moderate category.

Furthermore, a predictive relevance test is carried out to measure the goodness of the observation value produced by the model and the estimation of its parameters. The calculation results show that the $Q^2$ value is 0.455 and is declared to have met the predictive relevance requirement, where the model has been well reconstructed (the value is >0).

After meeting the $R^2$ and $Q^2$ conditions, path coefficient measurements are performed to see the strength of the relationship while testing the strength of the constructed hypothesis (Table 7). As a result, not all variables' correlations are 0 and are close to 1. On the variables EQ and LY, as well as TR and LY, the correlation built showed negative results or was close to -1. This result means that both correlations between variables are negative.

**Table 7.** Inner Model Test Results (Path Coefficient and Predictive Relevance)

| | R-Square | | Path Coefficient | | | | | | Predictive Relevance |
|---|---|---|---|---|---|---|---|---|---|
| | Value | Level | EQ | IM | LY | PV | ST | TR | $Q^2$ (=1-SSE/SSO) |
| EQ | | | | 0.672 | * -0.033 | 0.658 | 0.187 | 0.231 | |
| IM | 0.452 | Moderate | | | 0.308 | | 0.114 | | 0.377 |
| LY | 0.548 | Moderate | | | | | | | **0.455** |
| PV | 0.433 | Moderate | | | 0.334 | | 0.637 | | 0.328 |
| ST | 0.747 | High | | | 0.214 | | | 0.671 | 0.619 |
| TR | 0.715 | High | | | * -0.028 | | | | 0.576 |

*Source: Author, 2022*

The inner model test (table 8) was performed by looking at the constructed model's t-statistical values, p-values, and fit models to see the strength of each hypothesis. As a result, the relationship between H3 (EQ>LY) and H9 (TR>LY) was assessed as insignificant. This result means that the quality of the stay experience during the pandemic and the trust of domestic tourists cannot afford to affect their loyalty to CHSE-certified hotels.

**Table. 8** Inner Model Hypothesis Test Results (T Statistics, P Values & Model Fit)

| | | Original Sample | T Statistics | P Values | Ket. | Model Fit (NFI) |
|---|---|---|---|---|---|---|
| H1 | EQ > ST | 0.187 | 4.648 | 0.000 | **Significant** | |
| H2 | EQ > PV | 0.658 | 14.528 | 0.000 | **Significant** | |
| H3 | EQ > LY | -0.033 | *0.583 | *0.560 | *Insignificant | |
| H4 | ST > LY | 0.214 | 2.610 | 0.009 | **Significant** | |
| H5 | EQ > IM | 0.672 | 15.431 | 0.000 | **Significant** | |
| H6 | IM > ST | 0.114 | 2.542 | 0.011 | **Significant** | **0.907** |
| H7 | IM > LY | 0.308 | 5.256 | 0.000 | **Significant** | **Accepted** |
| H8 | EQ > TR | 0.231 | 4.407 | 0.000 | **Significant** | |
| H9 | TR > LY | -0.028 | *0.358 | *0.720 | *Insignificant | |
| H10 | ST > TR | 0.671 | 14.175 | 0.000 | **Significant** | |
| H11 | PV > ST | 0.637 | 14.209 | 0.000 | **Significant** | |
| H12 | PV > LY | 0.334 | 3.955 | 0.000 | **Significant** | |

*Source: Author, 2022*

Although the direct effect of EQ on LY is not significant, the variable EQ still significantly affects LY indirectly through the mediation of PV, IM, and ST variables. The significance values of EQ>PV>LY, EQ>IM>LY, EQ>ST>LY, and EQ>PV>ST>LY are below 0.05 (α). The loyalty of CHSE-certified hotel visitors can only be influenced by the quality of the visitor experience if they already have good perceived value, image, and satisfaction after staying during the pandemic. Meanwhile, the relationship between TR and LY does not have mediation variables, so the indirect relationship between the two cannot be known further in this study. Despite this, the entire model is considered fit and feasible to measure endogenous variables (loyalty).

**Table 9.** Comparison of Significant Direct and Indirect Effects

| Relationship | Original Sample | Relationship | Original Sample | Relationship | Original Sample |
|---|---|---|---|---|---|
| EQ > IM | 0.672 | EQ > PV > ST > LY | 0.090 | EQ > IM > ST | 0.077 |
| EQ > IM > LY | 0.207 | EQ > TR | 0.231 | EQ > IM > ST > TR | 0.052 |
| EQ > PV | 0.658 | EQ > ST > TR | 0.125 | PV > LY | 0.334 |
| EQ > PV > LY | **0.220** | EQ > PV > ST > TR | **0.281** | PV > ST | 0.637 |
| EQ > ST | 0.187 | IM > LY | 0.308 | PV > ST > LY | 0.136 |
| EQ > ST > LY | 0.040 | IM > ST | 0.114 | ST > LY | 0.214 |
| EQ > PV > ST | **0.419** | IM > ST > TR | 0.077 | ST > TR | 0.671 |
| | | | | PV > ST > TR | 0.427 |

*Source: Author, 2022*

After removing the two insignificant relationships, there are ten positive relationships, including EQ>ST (H1), EQ>PV (H2), ST>LY (H4), EQ>IM (H5), IM>ST (H6), IM>LY (H7), EQ>TR (H8), ST>TR (H10), PV>ST (H11), PV>LY (H12) shown in Figure 2.
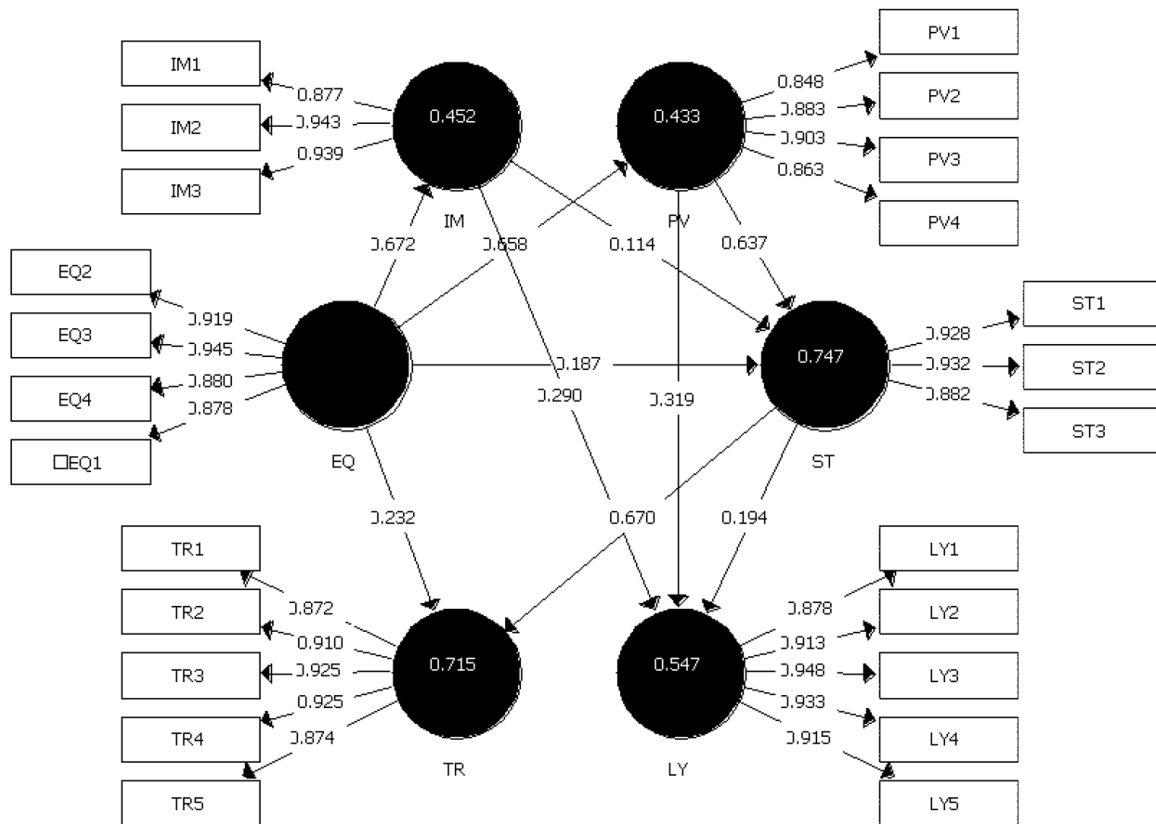


**Figure 2.** Accepted Model
*Source: Author, 2022*

The model significantly explains the strong influence of experience quality on the image (Hussein et al., 2018; Qoura & Khalifa, 2016; Saleem & Raja, 2014) and perceived value (Kusumawati & Rahayu, 2020; Paulose & Shakeel, 2021). However, this model only weakly affects satisfaction (Gohary et al., 2020; Hussein et al., 2018; Kastenholz et al., 2018; Kusumawati & Rahayu, 2020; Paulose & Shakeel, 2021) and trust (Morgan et al., 2012; Rather et al., 2019; Review et al., 2013). Satisfaction variables positively affect loyalty (Alketbi et al., 2020; Nuryakin & Priyo, 2018; Trini & Salim, 2018) and trust (Alketbi et al., 2020; Hendrawan & Agustini, 2021; Review et al., 2013). Image has a positive effect on satisfaction (Lahap et al., 2016; Nikou et al., 2016, 2017; Novitaningtyas et al., 2021) and loyalty (Hwang & Kim, 2019; I. K. W. Lai, 2019; Nikou et al., 2016, 2017; Song et al., 2019; Zhang et al., 2014). Meanwhile, a perceived value significantly affects satisfaction and loyalty positively (Adirestuty, 2019; El-Adly, 2018; K. et al., 2020; Kusumawati & Rahayu, 2020; Novitaningtyas et al., 2021; Paulose & Shakeel, 2021; Pham et al., 2020; Shabrina et al., 2016; Susanti, 2019).

The highest ability of exogenous influences on endogenous occurred in the satisfaction (74.7%) and trust (71.5%) variables. During the pandemic, domestic tourist satisfaction is influenced by their experience quality, image, and perceived value towards CHSE-certified hotels. However, the perceived value felt by domestic tourists is the most significant determinant of the emergence of visitor satisfaction with CHSE-certified hotels during the pandemic. The good thing is that implementing the CHSE protocol during the pandemic is the factor that most dominates visitor satisfaction with CHSE-certified hotels' performance.

Furthermore, domestic tourist trusts are greatly influenced by experience quality and satisfaction at CHSE-certified hotels during the pandemic, especially after the appearance of

satisfaction with the performance and implementation of CHSE protocols in hotels to be satisfied with the government's efforts in providing CHSE certificates during the pandemic. Trust in facility ownership and human resources in implementing CHSE protocols is also a significant trigger for the high trust of domestic tourist CHSE-certified hotels during the pandemic. Nonetheless, compared to the facilities and the presence of HR, their confidence in improving CHSE protocols in certified hotels is not very high. On the contrary, in this study, although it had a significant influence, the implementation of good hygiene, health, safety, and environmental sustainability protocols during the pandemic was only able to affect the image by 45.2%, and the perceived value of CHSE certified hotel visitors during the pandemic by 43.3%. That is, the image and perceived value of CHSE-certified hotel visitors are primarily influenced by other variables (outside of research) besides experienced quality.

Loyalty, as the primary endogenous variable in the study, was well shaped by the image, perceived value, and satisfaction related to CHSE-certified hotels owned by domestic tourists during the pandemic. The most substantial influence that shaped domestic tourist loyalty is indicated through domestic tourist efforts to convince those closest to them to stay at CHSE-certified hotels and ensure the existence of CHSE certificates before staying during the pandemic.

## CONCLUSION

Domestic tourist loyalty to CHSE-certified hotels during the pandemic was greatly influenced by satisfaction, the value they received, and the domestic tourist image of the CHSE certificate. Meanwhile, domestic tourist satisfaction can be well-formed if the quality of experience, image, and value received by domestic tourists related to CHSE certificates in hotels during the pandemic has emerged. Interestingly, the quality of service of CHSE-certified hotels cannot directly shape visitors' loyalty during a pandemic. However, the quality of service must first be able to create a sense of value before bringing out their loyalty. Therefore, the problem investigated in this study relates to the factors that shape domestic tourist loyalty to CHSE-certified hotels during the pandemic, including the quality of experience, image, value, and service. In conclusion, tourism industry experts highlight the importance of CHSE certification and the need for hotels and tourism services to focus on providing quality experiences that cater to the unique needs of domestic tourists during the pandemic. By implementing strict hygiene protocols and safety measures, offering personalized experiences, and providing a sense of safety and security, hotels and tourism services can enhance domestic tourist loyalty and build long-term relationships with their customers.

The best way to increase hotel visitor loyalty during a pandemic is to ensure the quality of the domestic tourist experience, especially by improving the hygiene component to improve the image and value acceptance of CHSE-certified hotels. Ultimately, it can trigger a sense of satisfaction and loyalty in hotel visitors during the pandemic. The COVID-19 pandemic has significantly changed the tourism industry, including a heightened focus on health and safety measures. As such, CHSE certification has become a critical factor in influencing domestic tourist loyalty to hotels during the pandemic. The study's specific conclusion that enhancing the quality of the domestic tourist experience, mainly through improving the hygiene component, can trigger a sense of satisfaction and loyalty in hotel visitors during the pandemic is in line with the current industry focus. After all, hotels and other tourism services must adopt a customer-centric approach to enhance domestic tourist loyalty during the pandemic. This need includes understanding and addressing domestic tourists' unique concerns and needs, such as providing flexible cancellation policies and virtual experiences. This pandemic also emphasizes the importance of communication and transparency with customers, providing clear information on safety measures and protocols and regularly updating them on any changes.

Subsequent research needs to include other variables not included in the study while also testing loyalty approaches to CHSE objects other than the hospitality sector, such as transportation and attractions, which can provide valuable insights into the broader impact of CHSE certification on domestic tourist loyalty in the tourism industry. In conclusion, The industry should focus on health and safety measures, and a customer-centric approach highlights the importance of CHSE certification in enhancing domestic tourist loyalty during the pandemic and beyond.

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