The Effect of Advertising and Service Quality on Consumer Purchase Intention Hotel: An Experimental Study

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Abstract

This study examines the differences in the green hotel and non-green hotel advertisements on consumers' purchase intentions. It discusses the differences in the green hotel and non-green hotel service quality on consumers' purchase intentions. The research method used is an experiment with a sample of 100 participants. This study uses a fictitious print advertisement featuring hotel facilities, prices and promotions as a sample for the same product as a treatment in the experiment. The type of experimental design used is a statistical utterly randomized design, where the treatment given to research participants is based on randomization. Data were analyzed using ANOVA. The results showed that green hotel advertisements positively affected consumers' purchase intentions, while advertisements in non-green hotels had no significant effect on consumers' purchase intentions. Meanwhile, the service quality variable in green hotels has a positive impact on consumers' purchase intentions, and service quality in non-green hotels has no significant effect on consumers' purchase intentions.

Keywords

Green Hotel and Non-green Hotel Advertisements, Consumer Purchase Intentions, Service Quality.

Introduction

The era that continues to develop and is modern has now spread to all corners of the world, one of which is technology, namely the internet. Along with the development of the internet in Indonesia, it is also influenced by the high growth of smartphones because it can make it easier to access the internet and change activities to be lighter. The use of smartphones in Indonesia has exceeded the use of television in their daily lives; this proves that the internet has become a fundamental need for the people of Indonesia. With internet access that is very easy to obtain, it will be easier for people to access everything, including those who access the internet. These, namely online shops, can be done anywhere and anytime according to the time you want.

The increasing use of the internet can finally open up great business opportunities. People's lifestyles that continue to shift can create innovations in business that specifically lead to transactions of goods and services via the internet, namely e-commerce. Electronic commerce cannot be separated from attractive advertising, a good service quality, and how consumer brand trust can increase buyer interest.

Several factors that can influence buying interest include advertising, promotional activities carried out with fees charged, and a company needs advertising and providing information about products and services. (Sudirjo, 2018). The lack of advertising media that is done a lot makes consumers less aware of the information and advantages of a brand.

The next factor is service quality, aligning consumer expectations with delivery accuracy and fulfilling consumer wants and needs (Aptaguna & Pitaloka, 2016). Good service will make consumers feel happy for what they get. Furthermore, brand trust, consumers who feel safe and comfortable with the brand, are used for specific purposes without hesitation to buy and own it (Junita & Simanjuntak, 2020). Consumers believe that this brand can bring security, fulfill their needs and the responsibility assigned to them.

Green hotels are a part of green tourism products. In contrast, green tourism is a component of sustainable tourism defined as travel activities to achieve sustainability by preserving natural resources, culture and contributing to the economic sector. (Quan & Wang, 2004). On the other hand, non-green hotels are often associated with environmental degradation and wasted resources. Non-green hotels were found to have produced significant ecological hazards through the use of non-recyclable goods, water, heating energy, ventilation, air temperature (such as electricity and gas). (Jokom, 2014). A

report written by the American Hotel and Lodging Association shows that, on average, 209 gallons of water are consumed per day per room in hotels in the United States (Bergh et al., 2014). With the use of sustainable products and resources, it is necessary to take environmental care actions to maintain and preserve the environment around the hotel and preserve resources for future generations (Tan et al., 2020). Thus, green hotels and non-green hotels can compete in advertising.

Advertising is a complete communication function to pursue goals and use strategies to influence consumers' feelings, thoughts, and actions. Advertising is also a motivation for a buyer by promoting a product or service to be advertised and providing information by inviting consumers to refer to the product or service offered. Each ad has a purpose or service it performs (Khoirinnisa et al., 2016). Advertising is a medium to introduce products to a wide audience and find out information about a series of products, ranging from materials, manufacturing methods, and how to use and product advantages. So that it can attract or suggest many people to start trying it (Santoso & Fitriyani, 2017).

Quality of service is any action or activity that one party can offer to another, which is essentially intangible and does not result in the ownership of anything. Products can be associated with physical products and are also the control and responsibility that exist for a service and have high stability in meeting the desires and expectations of consumers so that it becomes something that can be remembered or remembered by consumers. For service (Giuma Mahfud & Soltes, 2016). Service quality compares consumer expectations and the results or reality of services provided by service providers (Wiyanto, 2019).

Brand trust is a trust that consumers give to products or other things that have a particular brand and is already very recognizable so that consumers like to use it (Mardalena et al., 2018). Brand trust is a consumer who has trusted a brand to hope that the product can be relied upon from its sales service, quality assurance, and function of the brand offered. (Rahmah & Wulandari, 2020). Subastian et al. (2021) state that three things need to be considered in maintaining brand trust: Brand characteristics (brand characteristics). Has a critical role in trusting a brand by making decisions, including reputation, competence, and predictability, company characteristics (company characteristics). This will be the basis of consumer knowledge of a product brand by knowing the company that gave birth to it. These characteristics include company motivation, company reputation, and company integrity, Consumer–brand (consumer characteristics – brand). These characteristics include brand personality, brand experience, and brand preferences. Consumers and brands are two groups that influence each other; therefore, consumers and brands can influence trust in brands.

Buying interest is a stimulus obtained from the product seen to encourage people to buy the product by trying the product first (Fandyanto & Kurniawan, 2019). Buying interest is behavior based on responses after seeing an object that shows a desire to purchase by consumers (Ekawati et al., 2020).

The description of the background of the problem makes research on advertising and service quality still needs to be done. Researchers want to examine advertising and service quality as the independent variables. The objectives to be achieved in this study are to explore the differences in advertising between green hotels and non-green hotels on consumer purchase intentions and to examine differences in service quality between green hotels and non-green hotels on consumer purchase intentions. The researcher assumes a difference in advertising between green hotels and non-green hotels and that there is also service quality between green hotels and non-green hotels on consumers' purchase intentions.

Literature Review

Service Quality

According to Conger (2012) are as follows: Service quality is a reflection of consumers' evaluative perceptions of the services received at a particular time. Service quality is determined based on the level of importance of the service dimensions. Service quality is two interrelated and integral syllables; these two syllables must be done correctly and adequately. The concept of service quality provides a concrete perception of the quality of service. The idea of service quality is a complete, permanent revolution in changing the human perspective in carrying out or pursuing its efforts related to dynamic, ongoing, continuous processes in meeting expectations, desires and needs, and perceptions.

Advertising

Advertising is a paid form of communication that uses mass media and interactive media to reach a broad audience in order to connect a clear sponsor with a buyer (target audience) and provide information about products (goods, services, and ideas). (Sandra Moriaty, 2011). This definition of advertising contains five factors: Advertising is usually paid for by the advertiser; paid, and the sponsor is identified; advertising generally reaches a broad audience; The message is conveyed through various mass media. In other words, advertising is not aimed at specific people, although these characteristics changed after the advent of the internet and more interactive media types. Advertising (Advertising) can be concluded that one of the promotional tools, usually used to direct

persuasive communication to target buyers and the public where this form of advertising presentation is non-personal.

Purchase Intention

Intention, in the context of the hospitality industry, is the degree to which a person plans or wants to stay at a hotel, as expressed by Purchase intention is a thought that arises because of a feeling of interest and wants to own an expected product or service. (Abdul Muzammil, Mukhlis Yunus, 2017). Schiffman et al. (2015) argue that buying interest is a psychic activity that arises because of thoughts (cognitive) and feelings (affective) towards a desired product or service. So that interest in buying a product or service can be interpreted as a happy attitude towards an object that makes individuals try to get the thing by paying for it with money or with sacrifice. Consumer buying interest is a consumer behavior where consumers desire to buy or choose a product based on experience in selecting, using, consuming, or even wanting an outcome (Satria, 2017). Suppose consumers have an interest in buying an item or service. In that case, consumers will show a positive attitude and feel happy about the goods or services to manifest this interest with buying behavior.

Advertising against Buying Interest

Many companies are increasingly aware of the importance of advertising in promoting a product or service. Advertising in marketing communications has an essential role in building consumer purchase intentions. This is because this activity has a target of the broader community so that in a relatively short time, the messages to be conveyed about consumers' purchase intentions arrive faster. Every company makes good products and invests in improving the brand through advertising so that with advertising, consumers will become aware of the advantages of certain product brands.

Advertising is also used to educate and build consumer preferences. It is the same as research conducted by (Ismail, 2018) that advertising is the most important way to inform customers and to create consumer buying intentions so that it helps in generating more sales and revenue.

Potential consumers are made to pay attention and care about products that provide benefits to them that will give them a reason to buy. According to Rosalia's (2019), ad repetition means when an ad exposes more than once a day. Repetition of advertising, use of celebrities in advertising, and perceived product quality, the perceived judgment of product superiority and superiority, influence consumers to buy that brand. In consumer

purchasing decisions, consumers choose one product and decide to buy it. While repetition advertising with consumer purchasing decisions is to assist companies in marketing their products so that potential consumers are more familiar and able to be considered by prospective consumers to be able to judge for themselves the advantages or disadvantages of a product after seeing repeated advertisements and ultimately decide to buy or not the product.

Service Quality against Buying Interest

Based on the theoretical basis above, it can be seen that in building a solid foundation in establishing good relationships with consumers, quality service quality is needed. Services are something that cannot be created suddenly but must be formed slowly. Services refer to consumers who hold tightly to a unique memory in their memory of a product or service. Satisfied customers will benefit the company. Therefore, creating quality services is the company's goal for the creation of consumer purchase intentions. Thus there is a link in which service can be used to measure the level of consumer purchase intention.

According to Putri (2012) which states that service is closely related to the service business which is carried out by providing satisfaction in service to the company's customers. In the relationship between service quality, customer satisfaction, and customer retention, In addition, the journal quoted by (Al Azri & Nio, 2019) said that there was a positive influence between The relationship between service quality and consumer buying interest, from the quality of service provided is a measure of service performance to customers so that it affects customer satisfaction.

Methods

Research Design

This study uses an experimental method to determine causal relationships, which is a type of research where researchers can manipulate one or more independent variables (experimental) and then measure the effect of these manipulations on the dependent This study uses subject advertising experiments because at the two levels of treatment given in the experiment, each experimental group only gets one level of treatment, namely non-green hotel advertisements (experimental group 1) or advertisements from non-green hotels (experimental group 2). The type of experimental design used is statistical utterly randomized design, where the treatment given to research participants is based on randomization (Ghozali, 2018).

In this study, no control group was used because each treatment group was a control group for other groups. Researchers conducted experiments to determine the difference in a green hotel and non-green hotel advertisements on consumers' purchase intentions and the quality of the green hotel and non-green hotel services on consumers' purchase intentions. In a statistically completely randomized design, research participants were grouped into two separate groups, each of which was treated with one of the two print advertising formats used as advertising samples. A subject who has been shown advertisements to green hotel consumers will not be shown with advertisements with non green hotels, because this will have a sequence effect. The research design is denoted as follows:

$$EG_1 \ R \ (X_1 \ O_1)$$
$$EG_2 \ R \ (X_2 \ O_2)$$

Information:

EG1 is experimental group 1, while EG2 is experimental group 2. R is notation randomization (subjects are placed randomly or randomly). X1 is exposure 1 (subjects shown treatment 1), while X2 is exposure 2 (subjects shown treatment 2). O1 is a formal observation or measurement 1 (subject's response to treatment is measured by giving a self-filled questionnaire after being given treatment 1), O2 is a formal observation or measurement 2 (subject's response to treatment is measured by giving a self-filled questionnaire after being given treatment 2).

Data was collected by using a questionnaire as a means of measuring consumer intentions. Because this study used two levels of treatment, a questionnaire was used for two versions of the advertisement, which contained statements to find out the participants' opinions about the intentions of the advertisements and purchase intentions after they saw the print advertisements. The sample used in this study is an individual who hotel visitor consumers represent. The sample was taken using a purposive judgment sampling technique (non-probability) because the researcher determined specific criteria for selecting samples to be used as participants in the study.

Before conducting the actual experimental research, the researcher first conducted a manipulation check to find out whether the treatment was appropriate or not, to ensure that the subject was able to recognize and distinguish the service quality of green hotels and non-green hotels in advertisements. The number of samples in this manipulation check is 50 people which is different from the sample used in the actual experiment. The

results of the manipulation check show that the actions given, namely green hotel advertisements and non-green hotel advertisements are correct. The results of the 2-sample t-test showed that there was a significant difference in the mean values for the two types of advertisements, which means that participants could identify attractive advertisements on green hotels and non-green hotels used in advertisements and could distinguish them based on the location of green hotels and green hotels and good service quality at green and non-green hotels.

The analysis technique used is statistical data analysis technique. This data analysis is used to analyze quantitative data in the form of student learning outcomes by processing using a T-test through a statistical application, namely SPSS 26 for Windows. The steps taken in the use of statistics for data processing are normality test, homogeneity test and One-Way ANOVA test.

Result and Discussion

Characteristics of Participants

In the actual experimental study, the number of participants was 100 people consisting of 50 participants in the first experimental group with treatment in the form of advertising with green hotels, and 50 participants for the second experimental group with treatment in the form of advertising with non-green hotels. To test the homogeneity of the characteristics of the study participants based on gender and age in the two treatment groups, the Chi-square test was used. From the results of data processing the proportion of sex, the results obtained Asymp.sig = 0.841 with a probability value > 0.05, which means that there is no difference in the proportion between men and women in the two treatment groups (homogeneous). The demographic characteristics of the participants and the results of the homogeneity test of these characteristics are presented in Table 1.

Table 1 Demographic Characteristics of Participants and Homogeneity Test

Characteristics Demographics	Group First Experiment	Group Second Experiment	*Chi-Square Test*	Asymp. Sig	Remarks
Gender: Female Male	 27 23	 24 26	0,040	0,841	Homogeneous
Age 20-40years 40-60 years	 36 14	 35 15	3,240	0,072	Homogeneous

Source: Analyzed data (2021)

From the results of the above data processing, based on the proportion of age, the results obtained Asymp.sig = 0.072 which means that there is no difference in the proportion between the 18-20 year age group and the 21-23 year age group in the two experimental groups (homogeneous). Based on the overall homogeneity test of the proportion of sex and age, it can be concluded that the two treatment groups in the experiment have the same participant characteristics, as evidenced by the Chi-Square value which shows the probability value, both gender and age, which is more than 0.05 . This means that the attitude of the participants when responding to advertisements is the intention obtained because of the treatment at the time of the experiment, not due to differences in the characteristics of the participants.

Validity and Reliability Test Results

Table 2 Validity and Reliability Test Results

Variabele	Factor Loading	Cronbach's Alpha	
		Green hotel	**Non green hotel**
Advertising (X1)	0,88	0,775	0,694
Service Quality (X2)	0,769	0,654	0,709
Purchase Intention (Y)	0,900	0,785	0,792

Source: Analyzed data (2021)

Based on the results of the reliability test in the table above, for the experiment, it shows that the Cronbach's Alpha value of each dependent variable for green hotel advertisements and non-green hotel advertisements is quite good or reliable, whose value is > 0.60, so it can be used for further testing. The reliability coefficient with Cronbach's Alpha value between 0.60 - 0.70 is quite good and acceptable (Ghozali, 2018).

Hypothesis Testing

In testing research hypotheses using ANOVA, one of the assumptions that must be met is the homogeneity of variance, indicating that the dependent variable must have the same variance in each category of independent variables. The results of the homogeneity of variance test can be seen in table 3.

Table 3 Homogeneity of Variance Test Results

Variable	Levene Statistic	df1	df 2	Sig.
Advertising (X1)	1,555	1	98	0,200
Service Quality (X2)	0,574	1	98	0,403
Purchase Intention (Y)	0,495	1	98	0,483

Source: Analyzed data (2021)

Based on Table 3, it can be seen that the Levene test value for the advertising variable is 1.555 with a probability value of 0.200, for the service quality variable on consumer purchase intentions, the value is 0.574 with a probability value of 0.403, and the Levene test value for the consumer purchase intention variable is 0.495 with a probability value of 0.483.All significance values show more significance than the significance level (probability > 0.05). It can be concluded that the variance in the groups is the same, and ANOVA testing using the F test can be performed. The next test is the One-Way ANOVA test which can be presented in the table below:

Table 4 Results of One-Way ANOVA

	Green Hotel		Non Green Hotel		N	df	F	Sig.
	Mean	**Standard Deviation**	**Mean**	**Standard Deviation**				
Advertising (X1)	4,9900	0,72743	4,1434	0,87915	100	1	23,833	0,000
Service Quality (X2)	4,9010	0,62591	4,5502	0,77293	100	1	1,573	0,013
Purchase Intention (Y)	4,3500	1,21689	3,6600	1,12595	100	1	4,773	0,021

Hasil Olah Data, 2021.

Based on table 4 above, the results of the One-Way ANOVA test can be concluded in the hypothesis test. In this study, there are three hypotheses proposed.

In this study, there are three hypotheses proposed. Hypothesis 1 aims to test whether advertisements conducted in green hotels have a more positive effect on consumers' purchase intentions when compared to advertisements conducted in non-green hotels. The ANOVA analysis results indicate a significant difference between the two treatment groups, namely advertisements conducted at green hotels and advertisements conducted at non green hotels, on the advertising variable (X1) (mean for green hotels = 4,9900, the mean for non-green hotels). green hotel = 4,1434, F output = 23,833). The value obtained from the ANOVA test results is 0.000 ($\alpha < 0.005$), indicating that hypothesis 1 which predicts a more positive effect of advertising conducted in green hotels than advertising conducted in non-green hotels on advertising, is supported. This means that advertisements carried out by green hotels have a more positive effect on consumers' purchase intentions towards advertisements compared to advertisements carried out in non-green hotels. The research results conducted by (Roy 2010) also show that the use of national celebrity endorsers in advertising has a more positive effect on consumer attitudes towards advertising. Still, this study compares national celebrity endorsers and regional celebrity endorsers in advertising. The use of celebrities as endorsers in advertisements is proven to influence consumer attitudes towards advertisements effectively. The results of this study are supported by previous research conducted by

(Aptaguna & Pitaloka, 2016), showing the results that service quality has a significant effect on interest in buying GO-JEK GO-ride services. The same thing was also done by research (Prabowo et al., 2020), showing that service quality, brand image, and word of mouth affect repurchase intentions, either directly or indirectly.

Furthermore, research (Eman et al., 2018) also shows the results of service quality and risk perception because these two variables significantly influence consumer purchase intentions. The same thing is also investigated by research (Nurcahyo et al., 2017) which also shows that service quality and customer satisfaction have a significant effect on customer loyalty.

Hypothesis 2 in this study aims to test whether service quality in green hotels has a more positive effect on consumer purchase intentions when compared to service quality in non-green hotels. Based on Table 4, the results of the ANOVA analysis indicate that there is a significant difference between the two treatment groups, namely advertisements carried out in green hotels and advertisements carried out in non-green hotels, on the service quality variable (mean for green hotels = 4.9010, mean for non-green hotel = 4,5502 output = 1,573). The value obtained from the ANOVA test results is 0.013 (α > 0.005), which indicates that service quality in green hotels positively affects consumer purchase intentions compared to service quality in non-green hotels, which means that hypothesis 2 in this study is supported.

Hypothesis 3 in this study aims to test whether advertisements conducted in green hotels have a more positive effect on consumers' purchase intentions when compared to advertisements conducted in non-green hotels. ANOVA .analysis results indicate that there is a significant difference between the two treatment groups, namely advertisements in green hotels and advertisements in non-green hotels, on the variable of consumer purchase intention (mean for green hotels = 4,3500, mean for non-green hotels = 3,6600, F output = 4.773). The value obtained from the ANOVA test results is 0.021 (α > 0.005), which indicates that service quality in green hotels positively affects consumer purchase intentions compared to service quality in non-green hotels, which means that hypothesis 2 in this study is supported.

The quality of green hotel services uses five measurement indicators in the study, namely Tangible, Reliability Responsiveness Assurance, Empathy (Empathy). In the study results, it can be seen that green hotels have positive service quality in the minds of consumers in terms of responsiveness, according to respondents' answers which show 50 respondents stated that green hotel employees are quick to respond to customer questions

and complaints. This is supported by research (Ahmad & Zhang, 2020) showing the results that greenwashing has a negative effect on consumer purchase intentions. The same thing was also studied (Yuniati, 2020), showing the relationship between Purchasing, Satisfaction, and Loyalty in green consumers, where satisfaction is an essential element in growing customer loyalty. This is also researched by research (Lie et al., 2019), showing that service quality has a negative and insignificant effect on consumer loyalty. The variable of consumer satisfaction is a mediating variable between the relationship between service quality and consumer trust in consumer loyalty. Several researchers are revealing that service quality which consists of five indicators, has a positive effect on customer satisfaction (Juliana et al., 2020; Pramezwary et al., 2021; Juliana et al., 2021; Juliana et al., 2019; Juliana, 2019; Pramezwary et al., 2021; Stella et al., 2021) and trust affect consumers' purchase intentions (Djakasaputra et al., 2018; Pramono et al., 2021; Juliana et al., 2021), A good brand image will also affect consumers' purchase intentions for a product (Djakasaputra, et al., 2018).

Based on the 5 indicators of service quality measurement in non-green hotels that show quite surprising results, where hotels must be able to improve the quality of their services, both in terms of physical evidence, reliability, responsiveness, assurance and empathy. This is indicated by the number of respondents' responses which indicate that non-green hotel employees are very less responsive to customer questions and complaints. Lupiyoadi, (2001) states that the company's success in providing quality services can be determined by a service quality approach. Therefore, companies must always pay attention to the quality of services provided to customers, as happened in non-green hotels. From the physical evidence in non-green hotels, it shows that there is a need for improvements in order to create maximum consumer purchase intentions. The stronger the efforts of non-green hotels to make customers more comfortable, safe with the facilities provided, the higher the level of customer satisfaction. Based on the results of respondents' responses on the reliability indicator does not affect the consumer's purchase intention. According to Kotler & Armstrong (2017) consumer purchase intention is the feeling of pleasure or disappointment of someone who is present after comparing the performance (outcome) of the product in mind with the expected performance or results. The reliability dimension has a low significance value because the Standard Operating Procedures applied to employees are less consistent to increase consumers' purchase intentions. Therefore, some improvement efforts are needed with the results and analysis conducted in this study. The responsiveness indicator also does not affect consumers' purchase intentions. According to Tjiptono & Chandra, (2016) customer loyalty cannot be created just like that. In other words, the responsiveness of employees is still not optimal

due to the limited quantity of human resources. In the perspective of customer service quality, non-green hotels must be willing to help customers in any case, answer complaints and provide solutions.

The non-green hotel guarantee indicator shows that it affects consumers' purchase intentions. These results provide empirical evidence that guarantees from service providers will increase purchase intention.

Furthermore, the same thing also happened to the empathy indicator, which did not affect consumers' purchase intentions. The increasing number of non-green hotel visitors is inversely proportional to the infrastructure and quantity of human resources in the service process to customers. Therefore, if you want to build good communication, the communication function must be carried out properly amid limitations that cause low scores on customer satisfaction. This is supported by research. This is supported by research (Ahmad & Zhang, 2020) showing that greenwashing has a negative effect on consumer purchase intentions. Furthermore (Makanyeza et al., 2021) shows results that awareness of consumer rights has a negative effect on consumer attitudes and intentions while consumer attitudes have a negative effect on consumer intentions. This is also researched by research (Lie et al., 2019), showing that service quality has a negative and insignificant effect on consumer loyalty.

Conclusion

Based on the results of testing the overall hypothesis, the advertisements used by green hotels and non-green hotels in advertising, especially for types of products with low levels of involvement, are proven to be effective in influencing consumer attitudes towards advertising, but not for consumer intentions towards advertising. Advertisements used in green hotels have a more positive effect on consumers' purchase intentions towards advertisements when compared to advertisements used in non-green hotels. The results of this study indicate that the advertising used in green hotels is proven to be effective in advertising as one of the most popular techniques in an effort to communicate products to consumers.

Advertisements used in green hotels are proven to be effective in influencing consumers' purchase intentions, so even though the company has to spend a lot of money to advertise it, this will have a positive effect on the effectiveness of advertising as part of marketing communications. The selection of consumers for advertisements to be promoted has proven to be more effective than advertisements used in non-green hotels, of course there

will be a significant cost difference between the two advertisements, where advertising costs in green hotels are considered higher when compared to costs advertised in non-green hotels green hotels.

The quality of green hotel services is proven to affect consumer purchase intentions because green hotel employees are quick to respond to customer questions and complaints. Meanwhile, the quality of non-green hotel services is not proven to be of service quality, where non-green hotel employees are less responsive in responding to customer questions and complaints. This study uses print advertising. Experimental research can also be carried out using television advertisements which may have different effects on consumer attitudes. In addition, this study only focused on one product brand in the category of low involvement level, especially for consumer goods, so the results cannot be generalized in general. This study can be replicated with participants who come from outside or abroad who visit green and non-green hotels to determine whether the findings in this study can be generalized to other general public.

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