

The rule of core and peripheral service attributes in increasing word of mouth in homestay industry: mediating effect of relationship quality =
Aturan layanan utama dan atribut periferal dalam meningkatkan word of mouth di industri homestay: memediasi pengaruh kualitas hubungan

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Abstrak

ABSTRACT

The objective of this study is to examine the rule of core and peripheral service attributes of homestay industry service quality, personal interaction quality, physical environment quality, functional value, emotional value, and social value. Using relationship quality as the mediating effect, this study purposes a model that assess the influence word of mouth. In addition, Structural Equation Modelling SEM is used to analyze the relationship. The result of this study shows that service quality, physical environment quality and social value do not influence satisfaction to influence word of mouth. Meanwhile, all the variables involved for relationship quality model satisfaction, trust, commitment and word of mouth and some core and peripheral service attributes personal interaction quality, functional value, and emotional value perform positive relationships.

ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji core dan peripheral service attributes dari industri homestay; service quality, personal interaction quality, physical environment quality, functional value, emotional value, dan social value. Dengan menggunakan relationship quality sebagai mediating effect, penelitian ini mengusung model yang menilai pengaruh word of mouth. Selain itu, Structural Equation Modeling SEM digunakan untuk menganalisis hubungan diantara variabel. Hasil dari penelitian ini menunjukkan bahwa service quality, physical environment quality dan social value. tidak mempengaruhi satisfaction untuk mempengaruhi word of mouth. Sementara itu, semua variabel yang terlibat untuk model relationship quality satisfaction, trust, commitment, dan word of mouth dan beberapa service attributes dari core dan peripheral dalam layanan homestay personal interaction quality, functional value, emotional value memiliki hubungan positif, yaitu memberikan berpengaruh.