

I SLEPT WELL AND I WILL BE BACK: AN EMPIRICAL STUDY ON HOTEL GUESTS IN INDONESIA

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Abstract

The impact of sleep quality as a fundamental function of hotel services has not been thoroughly and effectively researched. Most studies simply pay attention to the factors that influence sleep quality. Likewise, research on the impact of sleep quality on the hospitality industry sector is still rarely studied. The presence of this study aims to analyze more deeply the role of sleep quality in influencing guest interest in staying again through functional congruence, satisfaction and trust. Data collected from 391 respondents in Indonesia were analyzed using structural equation modeling analysis. The results of this study indicate that sleep quality is an important construct that can shape guest interest to stay again. This finding can certainly help hotel management to consider sleep quality as an important factor in maintaining a high room occupancy rate due to the large number of returning guests. Additionally, the findings of this study can undoubtedly contribute to the validation of earlier research findings. However, the few numbers of sample size and self-reported data might limit the generalizability of this study's results.

Keywords: Sleep Quality, Functional Congruence, Satisfaction, Trust, Return Intention, Hotel

INTRODUCTION

The primary goal of every hotel manager is to increase return intention (Luturlean & Anggadwita, 2016). This reflects the outcome of a positive guest experience. While hotels use a variety of measures to assess guest satisfaction, the gold standard in hospitality is return intention (Barsky, 1992). As a result, understanding return intention is critical in expanding market share in a constantly changing industry environment. Return intention is based on familiarity and consistency, with guests believing that a hotel will provide an equally satisfying guest experience when staying in the future (Buehring & O'Mahony, 2019). This means that the hotel must not undermine consumer trust to the point where it discourages guest return intentions.

As a result, understanding return intention is critical in expanding market share in a constantly changing industry environment. Return intention is based on familiarity and consistency, with guests believing that a hotel will provide an equally satisfying guest experience when staying in the future (Buehring & O'Mahony, 2019). This means that the hotel must not undermine consumer trust to the point where it discourages guest return intentions. This is reflected when guests are asked to rate a hotel. Hotel guests always consider their sleeping experience (Li et al., 2013; Liu et al., 2013). For example, one of the online platforms related to hotel reviews is TripAdvisor, which is widely used as the primary reference for hotel guests (Filieri et al., 2021). Some of the detail's hotel guests want to know before making a reservation include sleep

quality (Filiari et al., 2021). In their research, Rhee & Yang (2015) confirmed that sleep quality is one of the aspects that hotel customers pay the most attention to, while other hotel services are not the most valuable hotel attributes.

Research that highlights the problem of sleep quality in general has been investigated in many medical studies (Jemere et al., 2019; Nelson et al., 2022; Nunn et al., 2016; J. Wang et al., 2017); human resource management (Bukowska et al., 2015; Jensen et al., 2016; Loew et al., 2019; Niu et al., 2011; Palhares et al., 2014); and the world of education (Alsaggaf et al., 2016; Nappier et al., 2019). According to these studies, poor sleep quality has a negative impact on a person's health, balance, quality of life, and performance.

However, research on the impact of sleep quality in the context of the hospitality industry is still scarce (Fung & Hon, 2019; Medic et al., 2017; Pallesen et al., 2016). Traveling is one of life's pleasures for some people, and it may be an essential part of their job (Mitchell, 2018). Regardless of the reason people travel, one important thing that cannot be underestimated is sleep quality when staying at a hotel (Medic et al., 2017). The experience of sleeping while traveling can produce new and interesting experiences, and vice versa (Mao et al., 2018).

This study tries to investigate the impact of sleep quality on return intention involving several factors such as functional congruence, satisfaction and trust. Several studies have tried to observe the antecedents of the sleep quality of hotel guests. Almost all of them agree that the factors of sleep amenities, sleep atmosphere, and sleep environment are the main antecedents of the sleep quality of hotel guests (Fung & Hon, 2019; Hon & Fung, 2019; Roberts & Shea, 2017). To our knowledge, there are no studies that consider the effects of sleep quality on functional congruence, satisfaction, and trust from the perspective of hotel guests that can entice them to return. This is one of the goals of this study, as well as a novel approach to filling a research gap. Furthermore, this study chooses Indonesia as the site of research because research on sleep quality in hotels in Indonesia has been scarce. Existing research only includes hotel guests from a specific urban environment or country, so generalizing research results to other geographic areas should be done with caution. Of course, the suggestion of Fung & Hon (2019) is worth considering where further research is possible to conduct a more diverse geographic data analysis to generalize the findings of previous studies.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This study creates a research model (see Figure 1) that demonstrates that sleep quality is highly valued by guests and can elicit positive perceptions from hotel guests in terms of functional congruence, satisfaction, and trust when resting at a hotel. Important factors that can encourage their guests to return.

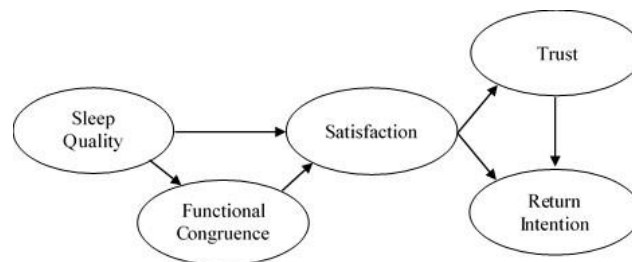


Figure 1: Research Model

Sleep quality, in general, refers to how well a person sleeps, regardless of sleep duration (Crain et al., 2018). In other words, quality sleep is determined by a person's assessment of his or her sleep situation (Nelson et al., 2022). Hotels have been architecturally designed in such a way that sleeping activities are expected to create a pleasant resting experience (Chiang et al., 2019; Valtonen & Veijola, 2011). However, many hotel guests are unable to sleep comfortably while staying at the hotel. It is safe to assume that the guest is dissatisfied with the hotel where he is staying, or that guest satisfaction is low.

Guest satisfaction reflects how well hotel services elicit pleasant feelings and experiences (Tai et al., 2021). The interaction between service providers and consumers is often referred to as a "moment of truth" (Groth et al., 2019), in which customers cognitively and psychologically evaluate the level of service provided by comparing expectations and perceptions of the service (Saragih et al., 2022). As a result, according to this study, hotel guests can, of course, evaluate hotel services, including sleep quality, based on their perceptions during their stay, which will, in turn, shape perceptions of satisfaction.

There is consensus in the tourism literature that functional variables influence travelers' choice of destinations (Sirakaya & Woodside, 2005; Sirgy & Su, 2000). The match/mismatch between the perceived performance of a destination's or product's functional attributes and the performance attributes desired by the traveler or consumer is referred to as functional congruence (Ahn et al., 2013). The perceived consistency in functional features is represented by functional congruence (Sirgy & Su, 2000). In relation to this argument, the hotel should also be included. Hotel guests clearly perceive a match/mismatch between the perceived performance of the hotel's functional attributes and the performance attributes they desire. Su & Reynolds (2017) researched functional congruence and discovered that it is an indicator of consumer attitudes toward hotels.

Functional congruence is determined by how well a product meets consumer expectations for product performance (Sirgy & Su, 2000). In other words, functional congruence is affected by expected performance-related attributes rather than symbolic attributes or value expressions (Ahn et al., 2013). In the hotel context, performance attributes aim to meet the most important guest needs, such as accommodation quality, which includes relaxation, comfort, security, convenience, etc. (Ahn et al., 2013; Sirgy & Su, 2000). According to the argument that quality sleep is a fundamental function of hotel services that hotel guests expect (Limberger et al., 2014; Mao et al., 2018; Rhee & Yang, 2015), sleep quality should be an important component

of hotels that can influence functional congruence. As a result, the purpose of this research is to determine whether the higher functional congruence is also caused by the sleep quality expected by hotel guests.

Hypothesis 1: Sleep quality felt by guests directly affects satisfaction

Hypothesis 2: Sleep quality perceived by guests directly affects functional congruence

According to S. Wang et al. (2021)'s research, functional congruence is one of the most important factors influencing customer satisfaction. Certain post-purchase evaluative judgments, particularly cognitive assessments, take functional congruence into account (Day, 1984). Thus, functional congruence has a greater impact on customer cognitive satisfaction (Oliver & Swan, 1989; Sreejesh et al., 2015). However, Mura (2015) presents an interesting fact in his research on accommodation in Malaysia, which shows that while guests prefer authentic experiences, they only enjoy them for a short time because they do not want to compromise on the usual comforts of accommodation standards for quite some time. As a result, while functional congruence is important and has previously been recognized, systematic and clear developments related to these constructs in the context of accommodation are still rare (S. Wang et al., 2021), and it needs to be further deepened, as the previous study.

As mentioned earlier, that functional congruence is determined by customer perceptions of expected performance attributes, not symbolic attributes or value expressions (Ahn et al., 2013). Sleep quality performance in the hotel context aims to meet the most important needs of guests (Limberger et al., 2014; Mao et al., 2018; Rhee & Yang, 2015), allowing it to influence functional congruence. And, if hotel guests have high functional congruence in terms of sleep quality, it has the potential to boost satisfaction even further.

Hypothesis 3: Functional congruence has a direct effect on guest satisfaction

Hypothesis 4: Functional congruence mediate the relationship between sleep quality and satisfaction

Hotel guest satisfaction and return intention are important issues that have been extensively researched in many studies related to the hospitality industry (Moise et al., 2018; Ugwuanyi et al., 2021), and they may become even more important as the hospitality industry must be able to adapt to changing market demands that are changing and competitive (Hon & Fung, 2019). Hotel guests' willingness to return is determined by the outcomes of their previous stays (Ugwuanyi et al., 2021). Considering that satisfaction is a post-purchase evaluation (Oliver, 2014), and if the evaluation is positive, then positive behavioral intentions, one of which is repurchase, will occur (Rashid et al., 2021). According to research, the higher the guest satisfaction, the more likely the guest will return (Hon & Fung, 2019), which will benefit the hotel (Rashid et al., 2021).

Existing research, on the other hand, confirms that trust is one of the most commonly used factors to assess the relationship between consumers and organizations. Satisfaction and trust are essential for establishing and maintaining long-term relationships (Deszczynski, 2018), and they play a significant role in hospitality marketing research (Kim & Kim, 2016). Guest trust

is defined as the belief that the service provider can be relied on to serve the best interests of the consumers (Chen et al., 2022). According to Horppu et al. (2008), satisfaction precedes and positively influences trust.

Hypothesis 5: Guest satisfaction has a direct effect on return intention

Hypothesis 6: Guest satisfaction has a direct effect on guest trust

Return intention is rooted in familiarity and consistency, where guests feel at ease re-booking the same hotel property as a future place to stay (Kim & Kim, 2016). This means that guests expect a hotel to provide an equally satisfying experience during their subsequent stays. Unless the hotel betrays that trust by failing to encourage hotel guests to return. Guest satisfaction, on the other hand, is formed through a learning process in which guests try to find products that match their expectations (Chen et al., 2022; Hon & Fung, 2019). If customers are pleased with the service and see positive results, they will be more likely to use it again (Kim & Kim, 2016).

Hypothesis 7: Guest trust has a direct effect on return intention

Hypothesis 8: Guest trust mediates the relationship between satisfaction and return intention

RESEARCH METHOD

In order to produce objective research findings, this study uses a quantitative approach as well as the positivism paradigm. The respondents' participation is also voluntary, and the confidentiality of respondent data will be ensured. The research population includes guests of five-star hotels in several major Indonesian cities, including Jakarta, Surabaya, Denpasar, Bandung, and Makassar. Considering the large population and the fact that the exact number is unknown, the determination of the minimum number of samples is based on Krejcie & Morgan (1970)'s opinion. According to the results of purposive sampling questionnaire distribution from April to October 2022, 391 respondents (86.9%) participated out of a total of 450 questionnaires distributed. According to Krejcie & Morgan (1970), the number of samples has reached the minimum. The respondents also met the specified criteria, which included staying at a five-star hotel in Indonesia for at least one night within the previous year. The collected data was analyzed using General Structured Component Analysis (GSCA), which is based on Structural Equation Modeling (SEM).

Measures

All study variables are assessed using self-report measures on a five-point scale ranging from strongly disagree to strongly agree. To preserve the same meaning as the original source, all things are taken from various types of pre-existing research and translated into Indonesian by local speakers. This study uses seven items representing the seven components of the Pittsburgh Sleep Quality Index (PSQI) created by Buysse et al. (1989) to more accurately measure the sleep quality of hotel visitors. PSQI is a reputable measure that has been used in numerous studies to assess sleep quality (Doi et al., 2000; Fung & Hon, 2019). Furthermore, functional congruence is measured using four items adapted from Su & Reynolds (2017) research; four items adapted from Karakas (2014) research to measure guest satisfaction; five

items adapted from Kim & Kim (2016) research to measure trust; and five items adapted from Cheng & Rashid (2013) research to measure return intention.

RESULTS AND DISCUSSION

From the total number of questionnaires collected, 58.1% are women and 41.9% are men; 36.32% are 36-45 years old, 28.9% are 26-35 years old, 14.58% are 46-55 years old, 11.76% are 18-25 years old, and 8.44% are over 56 years old. 79.8% are married, while 20.2% are unmarried. 51.66% have a bachelor's degree, 33.5% have a high school diploma, 11% have a master's degree, and the remaining 3.84% have a doctorate degree. 67.52% stay in hotels for vacation, 26.85% stay in hotels for business, and 5.63% stay in hotels for the MICE program. 50.64% stay for at least 1-2 nights, 41.18% stay for three to four nights, and 8.18% stay for more than four nights.

Table 1: Construct Quality Measures

Variable	Cronbach's alpha	Rho	AVE
Sleep Quality	0.941	0.952	0.86
Functional Congruence	0.907	0.934	0.883
Satisfaction	0.873	0.913	0.851
Trust	0.874	0.908	0.815
Return Intention	0.902	0.927	0.848

Source: GSCA output

The results of the validity and reliability of the overall measurement items used in the five research variables are shown in Table 1. All items pass the validity and reliability tests. Cronbach's alpha is used to assess the reliability of sum scores; Rho is Dillon-rho Goldstein's or the composite reliability; and AVE is an assessment of discriminant validity using the Fornell Larcker Criterion calculation method (Fornell & Larcker, 1981). Cronbach's alpha, Rho, and AVE all need to be greater than 0.7.

Table 2: Model Fit Measures

Fit Model							
FIT	0.688	AFIT	0.687	GFI	0.992	SRMR	0.049

Source: GSCA output

Table 2 shows the various sizes of fit models. FIT value of 0.688 indicates that 68.8% of the total variance of all variables is explained by the model. There is no rule of thumb cutoff for FIT that indicates acceptable fit. Like adjusted R-squared in linear regression, AFIT (Adjusted FIT) considers the complexity of the model. However, AFIT cannot be interpreted like FIT. AFIT is only for comparing competing models where the largest AFIT value can be selected among competing models. Furthermore, the GFI value is 0.992 and the SRMR is 0.049 indicating acceptable fit for the number of samples greater than 100.

Table 3: Loadings

Variable	Items	Estimate	SE
Sleep Quality	Sleep1	0.885	0.013
	Sleep2	0.868	0.011
	Sleep3	0.877	0.014
	Sleep4	0.856	0.014
	Sleep5	0.779	0.023
	Sleep6	0.887	0.017
	Sleep7	0.862	0.015
Return Intention	Return1	0.8	0.022
	Return2	0.871	0.011
	Return3	0.875	0.01
	Return4	0.88	0.014
	Return5	0.807	0.024
Functional Congruence	Funct1	0.893	0.011
	Funct2	0.908	0.011
	Funct3	0.886	0.011
	Funct4	0.846	0.017
Satisfaction	Satis1	0.843	0.014
	Satis2	0.854	0.017
	Satis3	0.873	0.014
	Satis4	0.835	0.017
Trust	Trust1	0.794	0.02
	Trust2	0.829	0.02
	Trust3	0.782	0.021
	Trust4	0.822	0.018
	Trust5	0.849	0.013

Source: GSCA output

Table 3 shows the estimated component load indicator and bootstrap standard errors for each component (SE). The sixth sleep quality item has the highest loading value of 0.887. Furthermore, the fourth item has the highest estimate of loading value on return intention, with a value of 0.88. The second item with a value of 0.908 is critical for maintaining functional congruence. The third item, which is 0.873, represents satisfaction. The fifth item on the trust has the highest estimated value of loadings, which is 0.849.

Table 4: Path Coefficients

Paths	Estimate	SE	CR	Remarks
Sleep Quality → Satisfaction	0.215	0.072	2.986	Supported
Sleep Quality → Functional Congruence	0.791	0.025	31.64	Supported
Functional Congruence → Satisfaction	0.55	0.064	8.594	Supported
Satisfaction → Return Intention	0.083	0.052	1.596	Not supported
Satisfaction → Trust	0.823	0.823	45.722	Supported
Trust → Return Intention	0.768	0.045	17.067	Supported

Note: 95% confidence intervals; Source: GSCA output

According to Table 4, not all hypotheses involving a direct influence between variables have a critical ratio (CR) value greater than 1.96. As a result, the fifth hypothesis is not supported. Return intention can be directly influenced by trust, but not by satisfaction. Satisfaction has a direct impact on trust. Sleep quality and functional congruence have a direct impact on satisfaction. Finally, sleep quality has a direct impact on functional congruence.

Table 5: Mediation Analysis

Paths	Estimate	SE	CR	Remarks
Sleep Quality → Functional Congruence → Satisfaction	0.435	0.054	8.056	Supported
Satisfaction → Trust → Return Intention	0.632	0.042	15.048	Supported

Note: 95% confidence intervals; Source: GSCA output

Table 5 shows that not all hypotheses involving a direct influence between variables have a critical ratio (CR) greater than 1.96. As a result, the fifth hypothesis is invalid. Return intention can be influenced directly by trust but not by satisfaction. Trust is directly affected by satisfaction. Sleep quality and functional congruence have a direct impact on satisfaction. Finally, the quality of one's sleep has a direct impact on functional congruence.

DISCUSSION

As stated in the introduction, the purpose of this study is to investigate the impact of sleep quality on return intention by examining the roles of functional congruence, satisfaction, and trust perceived by star-rated hotel guests. According to the findings, sleep quality is an important factor that influences hotel guests' intention to return. As a result, considering sleep management strategies that can accommodate hotel guests' expected performance demands can provide a better understanding of the activation traits in guest satisfaction and trust, which influence their intention to return. This is consistent with the opinion that hotels should be able to design sleeping activities that hotel guests expect to create a pleasant resting experience (Chiang et al., 2019; Valtonen & Veijola, 2011), and lead to a desire to return and stay in the future (Hon & Fung, 2019). According to existing research, the satisfaction felt by hotel guests who completed questionnaires about their sleep experience is more triggered by a match between their perceived and expected performance regarding their sleep experience. According to Nelson et al. (2022), hotel guests evaluate their sleeping conditions to get a qualified sleeping experience. When the evaluation is positive because the expected performance can be met well by the perceived performance (functional congruence situation), then of course hotel guests get good satisfaction as well. This situation matches the findings of the research of Su & Reynolds (2017) which is also reinforced by S. Wang et al. (2018) which states that functional congruence is one of the crucial factors in influencing customer satisfaction.

Another interesting finding from this study is that the interaction of hotel guest satisfaction does not directly affect return intention. Whereas in many other studies, it is stated that hotel guest satisfaction and return intention have a close relationship and are frequently studied in

many studies related to the hospitality industry (Hon & Fung, 2019; Moise et al., 2018; Ugwuanyi et al., 2021). The findings of this study confirm that the trust factor of hotel guests is also important in bridging the interaction between satisfaction and return intention. This is consistent with the findings of Horppu et al. (2008), who discovered that satisfaction precedes and positively influences trust. When trust is strong, a return intention based on familiarity and consistency can be created (Kim & Kim, 2016). Based on the results of their previous positive experiences, hotel guests who participated in this study have a strong belief that the hotel will provide an equally satisfying experience in their future stays.

Based on the findings of this study, it can be stated that the effort to make guests feel good quality sleep in the hotel is the hotel's core mission. Sleep quality is an important indicator and one of the essential functions of hotel services that hotel guests expect (Limberger et al., 2014; Mao et al., 2018; Rhee & Yang, 2015). As a result, hotel managers must exercise caution when it comes to sleep management practices that aim to improve sleep quality. Hotel managers can also consult with sleep specialists to recommend alternative sleep quality strategies (Hon & Fung, 2019). This is significant because guests are very concerned about the performance of services related to sleep quality at the hotel and provide a critical assessment indicating whether the guest is satisfied. Even if guests are pleased with the quality of their sleep, the hotel manager should not become complacent at this point. Another important mission that hotel managers must consider is making satisfied guests want to return in the future (Luturlean & Anggadwita, 2016). Other than satisfaction, there is a trust factor that must be created in guests because return intention is rooted in familiarity and consistency, so there is an element of trust that the hotel will provide an equally satisfying guest experience when staying in the future (Buehring & O'Mahony, 2019). This means that guest trust must first be created, which will then return the guest's intention. However, understanding return intention is critical in increasing hotel market share in today's dynamic industrial environment.

CONCLUSION

In recent years, studies on the sleep quality of hotel guests have emerged. Currently, existing research focuses on the antecedents of sleep quality experienced by hotel guests, and research on the outcome of sleep quality is still uncommon. Furthermore, it is related to functional congruence and trust, as well as satisfaction and return intention. To fill the existing gap, this study proposes a research model involving these factors, which, to our knowledge, has not been studied in previous studies. The findings of this study show that only one of the eight hypotheses developed is not supported, namely the direct interaction between satisfaction and return intention. Satisfaction must be preceded by trust to influence return intention. Other findings indicate that sleep quality has a direct impact on functional congruence and hotel guest satisfaction. The interaction between sleep quality and satisfaction, on the other hand, appears to have a stronger effect when it occurs through functional congruence. These findings undoubtedly present challenges for hotel managers as they strive to improve guest satisfaction and encourage return visits. This study suggests that hotel managers should make more efforts to improve sleep quality to increase functional congruence, satisfaction, and trust, which leads to a strong push on their guests' return intention.

Limitations and Further Study Recommendation

Aside from the existing findings, this study, of course, has several limitations that open space for future research. First, because this study's sample only included hotel guests from several major cities in Indonesia, caution should be exercised if these findings are generalized to other geographic areas, particularly different countries. As a result, future research can analyze samples from more diverse geographic areas. Second, this study is based solely on self-reported data. Some respondents may give responses that are biased. Even though the instrument used in this study has a high level of reliability and scientific validity, bias can still cause measurement errors. Meanwhile, the effects of the sleep quality construct must be far more complex than what has been studied in this study. Future research can attempt to link sleep quality with other, more diverse constructs, as well as continue to collect relevant data to broaden the scope of existing research.

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