

https://www.e-journal.trisakti.ac.id/index.php/jet

The screenshot shows the homepage of the JURNAL EKONOMI TRISAKTI website. The header features the journal's logo on the left, the title "JURNAL EKONOMI TRISAKTI" in large yellow letters in the center, and "E-JOURNAL UNIVERSITAS TRISAKTI" on the right. Below the header is a navigation menu with links for HOME, ABOUT, CURRENT, ARCHIVES, and ANNOUNCEMENTS. A search bar is located on the right side of the menu. The main content area is divided into several sections: a publication information section on the left, a "PENGUMUMAN" (Announcement) section on the right, an "ARTICLE TEMPLATE" section, and a "TUTORIAL" section. The publication information section includes the e-ISSN 2339-0840, a brief description of the journal, and the current issue details: "Vol. 3 No. 2 (2023): Oktober". A small thumbnail of the journal cover is displayed below the issue information. The "PENGUMUMAN" section lists three steps: 1. Kewajiban Publikasi, 2. Proses Penerbitan, and 3. Verifikasi LOA. The "ARTICLE TEMPLATE" section contains a link to the "Article Template". The "TUTORIAL" section includes a "Video Template" with a play button icon.

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PENGUMUMAN

1. Kewajiban Publikasi
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ARTICLE TEMPLATE

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Manual Book Register



ADDITIONAL MENU

ANALISIS STRATEGI BISNIS PADA TOKO BUAH XYZ DI OTISTA

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M. Azwar Anas Sudirman, Tiarapuspa
2441-2448

PDF

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The screenshot displays the homepage of the journal 'JURNAL EKONOMI TRISAKTI' from Universitas Trisakti. The main article featured is 'THE INFLUENCE OF TRUST ON CONSUMER DESIRE TO VISIT HOTELS' by Jamilah Kartha and Laki Adisti Prasomo. The article's abstract discusses the impact of trust on consumer desire in the hotel industry. The website layout includes a navigation menu, a search bar, and several utility sections on the right side such as 'PENGUMUMAN', 'ARTICLE TEMPLATE', 'TUTORIAL', and 'ADDITIONAL MENU'. The browser's address bar shows the URL 'https://www.e-journal.trisakti.ac.id/index.php/jet/article/view/17079'. The Windows taskbar at the bottom indicates the system date as 06/04/2024 and the temperature as 28°C.

JURNAL EKONOMI TRISAKTI
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HOME ABOUT CURRENT ARCHIVES ANNOUNCEMENTS

Home Archives Vol. 3 No. 2 (2023): October Articles

THE INFLUENCE OF TRUST ON CONSUMER DESIRE TO VISIT HOTELS

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Abstract
Perkembangan industri perhotelan yang pesat dan persaingan yang semakin ketat. Salah satu faktor kunci yang mempengaruhi keputusan konsumen adalah tingkat kepercayaan terhadap hotel. Kepercayaan mencakup persepsi konsumen terhadap integritas, keandalan dan kompetensi hotel dalam memberikan pelayanan yang sesuai dengan harapan konsumen. Penelitian ini bertujuan untuk mengeksplorasi pengaruh etika dan kepercayaan terhadap keinginan konsumen untuk mengunjungi hotel. Kepercayaan yang tinggi terhadap hotel dapat membantu menciptakan persepsi positif terhadap kualitas pelayanan, keamanan, privasi dan kepuasan konsumen. Penelitian ini akan diterbitkan secara bergilir melalui media elektronik. Hasil dari penelitian ini antara lain, Ethical Branding memiliki pengaruh positif terhadap Trust, dan Trust memiliki pengaruh positif terhadap intention to visit. Hasil ini menunjukkan bahwa kepercayaan konsumen memiliki peran penting dalam mempengaruhi keputusan konsumen untuk mengunjungi hotel dan dapat menjadi faktor diferensiasi yang signifikan di antara hotel yang bersaing.

Keywords: Kepercayaan Hotel, Pemasaran, Perilaku Konsumen

DOI: <https://doi.org/10.29103/jet.v3i2.17079>

Published: Jul 22, 2023

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Dimensions

PENGUMUMAN
1. Kewajiban Publikasi
2. Proses Penyerbitan
3. Verifikasi LOA

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ADDITIONAL MENU

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28°C 20:29 06/04/2024

THE INFLUENCE OF TRUST ON CONSUMER DESIRE TO VISIT HOTELS

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Abstrak:

Perkembangan industri perhotelan yang pesat dan persaingan yang semakin ketat. Salah satu faktor kunci yang mempengaruhi keputusan konsumen adalah tingkat kepercayaan terhadap hotel. Dalam kepercayaan mencakup persepsi konsumen terhadap integritas, keandalan dan kompetensi hotel dalam memberikan pelayanan yang sesuai dengan harapan konsumen. Penelitian ini bertujuan untuk mengeksplorasi pengaruh etika dan kepercayaan terhadap keinginan konsumen untuk mengunjungi hotel. Oleh karena itu, kepercayaan yang tinggi terhadap hotel dapat membantu menciptakan persepsi positif terhadap kualitas pelayanan, keamanan, privasi dan kepuasan konsumen. Penelitian ini akan disebarluaskan secara langsung melalui media elektronik. Hasil dari penelitian ini antara lain, Ethical Branding memiliki pengaruh positif terhadap Trust, dan Trust memiliki pengaruh positif terhadap intention to visit. Hasil ini menunjukkan bahwa kepercayaan konsumen memiliki peran penting dalam mempengaruhi keputusan konsumen untuk mengunjungi hotel dan dapat menjadi faktor diferensiasi yang signifikan di antara hotel yang bersaing.

Kata Kunci: Kepercayaan, Hotel, Pemasaran, Perilaku Konsumen

Abstract:

The rapid development of the hospitality industry and increasingly fierce competition. One of the key factors influencing consumer decisions is the level of trust in the hotel. Trust includes consumer perceptions of the integrity, reliability and competence of the hotel in providing services in accordance with consumer expectations. This study aims to explore the influence of ethics and trust on consumers' desire to visit hotels. Therefore, high trust in hotels can help create positive perceptions of service quality, security, privacy and consumer satisfaction. This research will be disseminated directly through electronic media. The results of this study include, Ethical Branding has a positive influence on Trust, and Trust has a positive influence on intention to visit. These results indicate that consumer trust has an important role in influencing consumers' decision to visit a hotel and can be a significant differentiation factor among competing hotels.

Keywords: Ethical Branding, Trust, Hotel, Consumer Behavior

Artikel dikirim: 25-06-2023

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Artikel diterima: 22-07-2023

INTRODUCTION

The purpose of this study is to practice both empirically and theoretically by examining the tourism activities after the pandemic in the Indonesian hotel industry and methods to attract customer in visiting the hotel. The global hotel industry's business reputation has suffered as a result of the lockdown and the spread of the Covid-19 pandemic (Bresciani et al., 2021). The Covid-19 pandemic has had a significant impact not only on the social, and economic sectors, especially on the service industry (Lopes et al., 2021). As the general expects hospitality companies to be norms

and socially responsible for crisis recovery, the Covid-19 pandemic is expected to drive post-pandemic ethical branding development (J. Kim et al., 2021). However, the pandemic resulted in an increase in innovation acceleration (Hospitality SMEs) because businesses of all sizes were forced to adjust to changing conditions (Galanakis et al., 2021).

Hotels are responding to the pandemic crisis by being concerned not only about their own health but also about the health of their guests when they stay at their establishments. According to Amani, (2023) and Hui-Wen Chuah et al., (2022) of the study's findings, ethical branding can result in a hotel's intention to visit and, ultimately, a business reputation. This can be accomplished by placing an emphasis on activities related to ethical branding to earn customers' trust (He & Harris, 2020). According to (Amani, 2023), ethical branding strategies influence a variety of attitudes, including customer loyalty. Therefore, hotel companies' give contribution to social ethics responsibility following the pandemic is crucial and is regarded as strategic philanthropy (Shin & Mattila, 2019).

According to theory, a company should organize its operations and make decisions in a way that maximizes society's benefit in order to maintain a long-term competitive advantage (Hui-Wen Chuah et al., 2022). As a result, it is necessary to conduct a focused study to discuss issues related to comprehending how businesses decide on ethical branding actions such as social and environmental responsibility, customer trust, and the intention of customers to visit a hotel and engage following the Covid-19 pandemic. As a result, it is necessary to conduct a focused study to discuss issues related to comprehending how businesses decide on ethical branding actions such as ethics, customer trust, and the intention of customers to visit a hotel and engage following after pandemic.

LITERATURE REVIEW

Ethical Branding

According to social contract theory, ethical branding is the process of creating a distinct image by fulfilling a company's moral commitment to the public or society as well as its obligation to the company (Alwi et al., 2017). Socially responsible and accountable behavior is part of a company's strategy in business contexts with highly demanding customers who prefer businesses that support ethical practices (Amani, 2023). In addition, the researchers hypothesized that hospitality businesses could enhance their ethical brand identification by incorporating ethical practices into strategic corporate marketing strategies, such as adopting service industry ethical norms in response to pandemic measures (Wei et al., 2021). A company's social and environmental responsibility can be effectively communicated through ethical branding (Amani, 2023). In the aftermath of the global Covid-19 pandemic, hospitality organizations' ethical practices serve as a driving force toward achieving a type of positioning strategy that defines the essence of the organization (Zhang et al., 2021).

Trust

Amani, (2023), defines customer trust as "trust in a company's ability to fulfill its promises and do the right thing for its customers". People's perceptions are identical to commitment to trust, so it's likely ingrained in their thinking. In this circumstance, the priority in the services sector, which will establish a transparent connection with customers, has been to build trust for corporate reputation. Public trust in the hospitality industry decreased following the pandemic, resulting in lower customer loyalty and, ultimately, poor performance by hospitality businesses (Wei et al., 2021). As a result, it has been demonstrated that certain social responsibilities can be an effective tool for fostering customer trust in hotels (Micevski et al., 2021). Overall, building trust with customers is an easy way to return them to the company after a pandemic (Shodiquil & Kurniawati, 2023).

Intention to Visit

When businesses consider their business strategy, they should first consider how to entice customers to visit a hotel (Hermawan & Ina Oktaviana Matusin, 2023). According to the current study, businesses must differentiate themselves in terms of correctness, consistency, timeliness, and completeness in order to influence customers' decision-making regarding where to visit (Mcknight et al., 2017). The integration of service in the hotel industry is the priority of management, to involve the social ethics responsibility of the company to increase customer trust and attract customers to visit the hotels (Yulianti & Sri Vandayuli Riorini, 2023). As a result, developing and keeping loyal customers to revisit hotels is helping businesses in achieving business growth and long-term competitive advantage (Latif et al., 2020). Therefore, the situation after the pandemic has changed the customers' loyalty to the hotel and reshaped their expectations when visiting the hotel again.

Conceptual Framework

Research conducted by Amani, (2023) and Hui-Wen Chuah et al., (2022) demonstrates how ethical branding, social and environmental responsibility, trust, and the intention to visit a hotel following a pandemic will pique consumers' interest in the establishment. According to Amani, (2023) and Hui-Wen Chuah et al., (2022) Trust in ethical brands is affected. The relationship between trust and the desire to visit, However, social contract theory serves as the study's theoretical foundation. Overview, in accordance with the conceptual model shown in Figure 1, society is obligated to grant survival rights to hospitality businesses that are in the hospitality industry after the pandemic has ended.

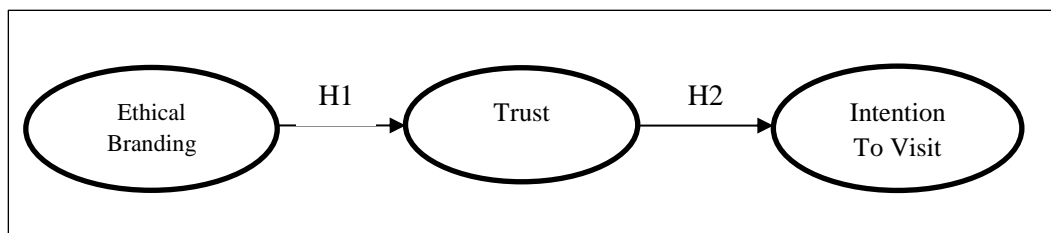


Figure 1. Conceptual Framework

Hypothesis Development

Hypothesis 1

Despite the fact that provider flexibility may appear to be an inherent quality of service activities that promote trust behavior in the workplace to raise the branding ethic Building customer

trust in the service industry. In point of fact, some researchers have demonstrated that if a company is regarded as having high intelligence in ethical branding, brand trust entails a strong relationship and more solid behavioral intentions in a crisis (Neha Srivastava et al., 2016). As a result, safety and health have become significant concerns that influence consumer behavior (Amani & Ismail, 2022). Customers' beliefs, on the other hand, are referred to as their trust in the service provider's approach to their duty to the customer. As a result, the study's hypotheses are as follows:

H1. ethical branding has a positive impact on trust

Hypothesis 2

It is important for service companies such as hotels to provide the best service to gain trust from customers after the pandemic ended to convince customers visit to the hotel. Their loyalty to green products or services is positively correlated with their trust, indicating a favorable influence on their desire to visit and recommend (Chen et al., 2019). Researchers found that customers' intentions to visit hotels were positively influenced by trust (Lien et al., 2015). In a hotel setting, some researchers discovered that there was a positive correlation between hotel guests' trust and their desire to stay there (Wang et al., 2018). Customers' beliefs, are referred to as their trust in the service provider's approach to their duty to the customer. As a result, the study's hypotheses are as follows:

H2. Trust has a positive impact on the intention to visit

RESEARCH METHOD

The research was modified from studies conducted by (Amani, 2023; Hui-Wen Chuah et al., 2022) The goal of this study is to observe changes in behavior and ethical branding strategies after the pandemic ended and their effects on the hotel industry's company reputation with reference to, Trust, and Intention to Visit. All the questions were generated using five-point Likert scales that stood for "Strongly disagree" and "Strongly Agree" using questionnaires cross-sectional design (Sekaran & Bougie, 2016). Data from this research were derived from primary data, primary data direct both online and personal distribution of questionnaires to respondents is used for data collecting. Nonprobability sampling was used in this study's sample strategy, where the respondent was selected at random based on the criteria, and purposive sampling (Sekaran & Bougie, 2016). Criteria to meet the qualifying requirements are that customers in the service industry within have had experience in the hotel industry in the last year after the lockdown pandemic. Based on the theory of Hair et al., (2019), to determine the number of samples can be 5-10 times the number of indicators owned, this study has an indicator of 15, and the total number of respondents collected is 133 in this study.

Table 1. Demographic Characteristics of Respondents

Profile	Frequency	Percentage
Gender		
Male	57	43,2
Female	76	56,8
Age		
<24	17	12,9
25 - 34	29	21,2
35 - 44	22	16,7
45 - 55	40	30,3
> 55	25	18,9
Education		

Profile	Frequency	Percentage
SMA/SMK	10	7,6
S1	84	62,9
S2	34	25,8
S3	5	3,8
Occupation		
Students	13	9,8
Private Employees	25	18,2
Entrepreneurs	12	9,1
Professional (Teacher, Lecturer, Lawyer, Doctor, Consultant, etc.)	7	5,3
Lainnya	76	57,6
Income		
< 2.000.000	12	9,1
2.000.000 - 5.000.000	26	19,7
5.000.000 - 8.000.000	30	22,7
8.000.000 - 11.000.000	16	12,1
> 11.000.000	49	36,4

Source: Data processing results attached

Validity Test

An indicator's suitability for evaluating the study's variables is determined by the validity test. The questionnaire is regarded as legitimate if the questions can explain the variables to be studied (Sekaran & Bougie, 2016). In this research with 133 respondents, the loading was determined using practical importance as a criteria. If Standardized Factor Loading $\geq 0,50$, the indicator is valid and if Standardized Factor Loading $\leq 0,50$, the indicator is invalid. The validity test of the variable measure using 133 respondents, can be said to be *valid* based on the factor loading value > 0.50

Reliability Test

The indicator is reliable, according to the findings of the indicator reliability test with item if Cronbach's coefficient Alpha ≥ 0.60 are reliable and if Cronbach coefficient alpha ≤ 0.60 are no reliable. The internal consistency reliability test uses Cronbach's Alpha Coefficient to evaluate how accurately and precisely the items represent the concept (Sekaran & Bougie, 2016). Based on the result, can be said to be reliable based on Cronbach's Alpha value > 0.60 .

Table 2. Validity and Reability Test

No	Indicator	Factor Loading	Cronbach Alpha
Ethical Branding			
1.	This hotel respects the moral rules that apply in Indonesia	0,796	
2.	This hotel always complies with the laws set by the government.	0,885	
3.	This hotel is socially responsible.	0,835	0.914
4.	This hotel avoids destructive behavior in any way.	0,845	
5.	This hotel is a well-recognized brand.	0,810	
6.	This hotel will make decisions only after carefully considering the potential positives or negatives for	0,848	

No	Indicator	Factor Loading	Cronbach Alpha
	all parties involved.		
	Trust		
1.	I believe this hotel puts its customers first	0,888	
2.	I believe this hotel is very reliable	0,902	
3.	I believe this hotel is able to keep its promises to hotel customers	0,872	0.932
4.	I believe this hotel has done the right thing to every hotel customer.	0,909	
5.	I feel safe when staying at this hotel because the hotel has good rules to ensure the safety of hotel customers.	0,865	
	Intention To Visit		
1.	I predict I will stay at this hotel again in the future	0,796	
2.	I would stay at this hotel again rather than another hotel.	0,898	
3.	I will try to stay at this hotel again in the near future.	0,855	0.880
4.	If everything goes the way I want, I will plan to stay at this hotel again in the future. I will put this hotel as my number one choice for my next trip.	0,879	

Goodness Of Fit Model

The model must be checked for goodness of fit, before the research can explain all of the implications of cause and effect, the general suitability of the model (overall fit models) must be assessed. The sample supports the hypothesis from the population where the sample was drawn followed an established distribution. The goodness of fit test is performed by analyzing numerous measurement criteria, namely:

Table 3. Goodness of Fit Model

Types of Goodness of Fit Measure	Goodness of Fit Measure	Level of Acceptance	Calculating Measure	Acceptable
Absolute Fit Measure	Chi-square	Small chi-square	403,079	POOR FIT
	p-value	p-value ≥ 0.05	0.000	POOR FIT
	RMSEA	< 0.10	0.115	POOR FIT
Incremental Measure	RMR	< 0.10	0.048	GOOD FIT
	NFI	> 0.90 or close to 1	0.825	MARGINAL
	TLI	> 0.90 or close to 1	0.862	FIT
	CFI	> 0.90 or close to 1	0.881	MARGINAL
Parsimonius Fit	IFI	> 0.90 or close to 1	0.882	FIT

Types of Goodness of Fit Measure	Goodness of Fit Measure	Chi- Square	Level of Acceptance	Calculating Measure	Acceptable Measure
Measure	Normed square		Lower limit: 1.0; Upper limit: 2.0/3.0 or 5.0	2.724	MARGINAL FIT MARGINAL FIT GOOD FIT

Source: AMOS output (attached)

RESULT AND DISCUSSION

Descriptive Statistics

Descriptive statistics are ways for gathering and presenting a collection of data in order to present meaningful information. The SPSS Statistic software is used to process the data, and the findings are given in the table above. The table below shows descriptive statistics for Ethical Branding, Trust, and Intention to Visit variables in this research as a whole:

Ethical Branding

Table 4. Statistic Descriptive Variable

Item of Statement	N	Mean	Std. Deviation
Ethical Branding	133	4,1313	0,67866
Trust	133	4,1212	0,66359
Intention To Visit	133	4,2227	0,71693

Based on the descriptive statistics table, the average value for the Ethical Branding variable is calculated by using six assertions. Table 3 shows the results of the respondent's answers to Ethical Branding has an average value of 4,1313, based on the results, the majority of respondents think that this hotel has met their expectations in norms and ethics in the hotel environment when visiting hotels after pandemic situation, and variable Trust has an average value of 4,2227, based on the results, the majority of respondents think that this hotel has met their expectations in which makes customers trust and feel safe when visiting hotels after pandemic situation. The next result of Intention to Visit has an average value of 3,7803, based on the results, the majority of respondents think this hotel works well to attract customers to visit hotels after pandemic situation, and consider to back to the hotel.

Hypothesis Testing

After determining Goodness of Fit, this study is appropriate for proceeding to the next stage, which is hypothesis testing. The primary purpose of hypothesis testing is to evaluate if the null hypothesis is likely to be rejected in favor of the alternate hypothesis (Sekaran & Bougie, 2016). There are 2 (two) hypotheses in this study that refer to previous studies by (Amani, 2023) and (Hui-Wen Chuah et al., 2022). The information that follows is the theory, if $p\text{-value} > \alpha 0.05$ then H_0 is accepted, there is no significant relationship between the two variables and if $p\text{-value} < \alpha 0.05$ then H_0 is rejected, there is a significant relationship between the two variables.

Table 5. Hypothesis Testing Result

Hypothesis	Theory	Estimate	P-Value Two Tail	P-Value One tail	Description
<i>H1. ethical branding has a positive impact on trust</i>	+	0,959	0,000	0,000	H3 accepted

<i>H2. Trust has a positive impact on the intention to visit</i>	+	0,562	0,053	0,026	H4 accepted
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H1. Ethical Branding has a positive impact on Trust

Based on the results of statistical testing, the estimate of Ethical Branding is 0.959, meaning that the higher the Ethical Branding, the higher the perception of Trust. The test results show a p-value of $0.000 / 2 = 0.000 < 0.05$ (alpha 5%), it is concluded that statistically at a 95 percent confidence level there is a positive effect of Ethical Branding on Trust. The results of this study seem to support previous research conducted (Amani, 2023) when looking at the effect of **Ethical Branding** towards **Trust**.

H2. Trust has a positive impact on the Intention to Visit

Based on the results of statistical testing, the estimate of **Trust** is 0.562, meaning that the higher the **Trust**, the higher the perception of **Intention to Visit**. The test results show a p-value of $0.053/2 = 0.026 < 0.05$ (alpha 5%), so it is concluded statistically at a 95 percent confidence level that there is a **positive effect of Trust on Intention to Visit**. The results of this study seem to support previous research conducted (Hui-Wen Chuah et al., 2022) when looking at the effect of **Trust** towards **Intention to Visit**.

CONCLUSION

Based on the findings of the research and discussion given in the previous section, the following conclusions can be drawn: (1) Ethical Branding has a positive influence on Trust, (2) Trust has a positive influence on Intention to Visit. Data analysis shows a positive relationship between consumers' level of trust in hotels and their willingness to visit the hotel again in the future. The higher the level of consumer confidence, the greater their desire to visit the hotel again. These results suggest that consumer trust has an important role to play in influencing consumer decisions to visit hotels and can be a significant differentiation factor among competing hotels.

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THE INFLUENCE OF TRUST ON CONSUMER DESIRE TO VISIT HOTELS

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THE INFLUENCE OF TRUST ON CONSUMER DESIRE TO VISIT HOTELS

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Abstrak:

Perkembangan industri perhotelan yang pesat dan persaingan yang semakin ketat. Salah satu faktor kunci yang mempengaruhi keputusan konsumen adalah tingkat kepercayaan terhadap hotel. Dalam kepercayaan mencakup persepsi konsumen terhadap integritas, keandalan dan kompetensi hotel dalam memberikan pelayanan yang sesuai dengan harapan konsumen. Penelitian ini bertujuan untuk mengeksplorasi pengaruh etika dan kepercayaan terhadap keinginan konsumen untuk mengunjungi hotel. Oleh karena itu, kepercayaan yang tinggi terhadap hotel dapat membantu menciptakan persepsi positif terhadap kualitas pelayanan, keamanan, privasi dan kepuasan konsumen. Penelitian ini akan disebarkan secara langsung melalui media elektronik. Hasil dari penelitian ini antara lain, Ethical Branding memiliki pengaruh positif terhadap Trust, dan Trust memiliki pengaruh positif terhadap intention to visit. Hasil ini menunjukkan bahwa kepercayaan konsumen memiliki peran penting dalam mempengaruhi keputusan konsumen untuk mengunjungi hotel dan dapat menjadi faktor diferensiasi yang signifikan di antara hotel yang bersaing.

Kata Kunci: Kepercayaan, Hotel, Pemasaran, Perilaku Konsumen

Abstract:

The rapid development of the hospitality industry and increasingly fierce competition. One of the key factors influencing consumer decisions is the level of trust in the hotel. Trust includes consumer perceptions of the integrity, reliability and competence of the hotel in providing services in accordance with consumer expectations. This study aims to explore the influence of ethics and trust on consumers' desire to visit hotels. Therefore, high trust in hotels can help create positive perceptions of service quality, security, privacy and consumer satisfaction. This research will be disseminated directly through electronic media. The results of this study include, Ethical Branding has a positive influence on Trust, and Trust has a positive influence on intention to visit. These results indicate that consumer trust has an important role in influencing consumers' decision to visit a hotel and can be a significant differentiation factor among competing hotels.

Keywords: Ethical Branding, Trust, Hotel, Consumer Behavior

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INTRODUCTION

The purpose of this study is to practice both empirically and theoretically by examining the tourism activities after the pandemic in the Indonesian hotel industry and methods to attract customer in visiting the hotel. The global hotel industry's business reputation has suffered as a result of the lockdown and the spread of the Covid-19 pandemic (Bresciani et al., 2021). The Covid-19 pandemic has had a significant impact not only on the social, and economic sectors, especially on the service industry (Lopes et al., 2021). As the general expects hospitality companies to be norms

Jurnal Ekonomi Trisakti

and socially responsible for crisis recovery, the Covid-19 pandemic is expected to drive post-pandemic ethical branding development (J. Kim et al., 2021). However, the pandemic resulted in an increase in innovation acceleration (Hospitality SMEs) because businesses of all sizes were forced to adjust to changing conditions (Galanakis et al., 2021).

Hotels are responding to the pandemic crisis by being concerned not only about their own health but also about the health of their guests when they stay at their establishments. According to Amani, (2023) and Hui-Wen Chuah et al., (2022) of the study's findings, ethical branding can result in a hotel's intention to visit and, ultimately, a business reputation. This can be accomplished by placing an emphasis on activities related to ethical branding to earn customers' trust (He & Harris, 2020). According to (Amani, 2023), ethical branding strategies influence a variety of attitudes, including customer loyalty. Therefore, hotel companies' give contribution to social ethics responsibility following the pandemic is crucial and is regarded as strategic philanthropy (Shin & Mattila, 2019).

According to theory, a company should organize its operations and make decisions in a way that maximizes society's benefit in order to maintain a long-term competitive advantage (Hui-Wen Chuah et al., 2022). As a result, it is necessary to conduct a focused study to discuss issues related to comprehending how businesses decide on ethical branding actions such as social and environmental responsibility, customer trust, and the intention of customers to visit a hotel and engage following the Covid-19 pandemic. As a result, it is necessary to conduct a focused study to discuss issues related to comprehending how businesses decide on ethical branding actions such as ethics, customer trust, and the intention of customers to visit a hotel and engage following after pandemic.

LITERATURE REVIEW

Ethical Branding

According to social contract theory, ethical branding is the process of creating a distinct image by fulfilling a company's moral commitment to the public or society as well as its obligation to the company (Alwi et al., 2017). Socially responsible and accountable behavior is part of a company's strategy in business contexts with highly demanding customers who prefer businesses that support ethical practices (Amani, 2023). In addition, the researchers hypothesized that hospitality businesses could enhance their ethical brand identification by incorporating ethical practices into strategic corporate marketing strategies, such as adopting service industry ethical norms in response to pandemic measures (Wei et al., 2021). A company's social and environmental responsibility can be effectively communicated through ethical branding (Amani, 2023). In the aftermath of the global Covid-19 pandemic, hospitality organizations' ethical practices serve as a driving force toward achieving a type of positioning strategy that defines the essence of the organization (Zhang et al., 2021).

Trust

Amani, (2023), defines customer trust as "trust in a company's ability to fulfill its promises and do the right thing for its customers". People's perceptions are identical to commitment to trust, so it's likely ingrained in their thinking. In this circumstance, the priority in the services sector, which will establish a transparent connection with customers, has been to build trust for corporate reputation. Public trust in the hospitality industry decreased following the pandemic, resulting in lower customer loyalty and, ultimately, poor performance by hospitality businesses (Wei et al., 2021). As a result, it has been demonstrated that certain social responsibilities can be an effective tool for fostering customer trust in hotels (Micevski et al., 2021). Overall, building trust with customers is an easy way to return them to the company after a pandemic (Shodiquil & Kurniawati, 2023).

Intention to Visit

When businesses consider their business strategy, they should first consider how to entice customers to visit a hotel (Hermawan & Ina Oktaviana Matusin, 2023). According to the current study, businesses must differentiate themselves in terms of correctness, consistency, timeliness, and completeness in order to influence customers' decision-making regarding where to visit (Mcknight et al., 2017). The integration of service in the hotel industry is the priority of management, to involve the social ethics responsibility of the company to increase customer trust and attract customers to visit the hotels (Yulianti & Sri Vandayuli Riorini, 2023). As a result, developing and keeping loyal customers to revisit hotels is helping businesses in achieving business growth and long-term competitive advantage (Latif et al., 2020). Therefore, the situation after the pandemic has changed the customers' loyalty to the hotel and reshaped their expectations when visiting the hotel again.

Conceptual Framework

Research conducted by Amani, (2023) and Hui-Wen Chuah et al., (2022) demonstrates how ethical branding, social and environmental responsibility, trust, and the intention to visit a hotel following a pandemic will pique consumers' interest in the establishment. According to Amani, (2023) and Hui-Wen Chuah et al., (2022) Trust in ethical brands is affected. The relationship between trust and the desire to visit, However, social contract theory serves as the study's theoretical foundation. Overview, in accordance with the conceptual model shown in Figure 1, society is obligated to grant survival rights to hospitality businesses that are in the hospitality industry after the pandemic has ended.

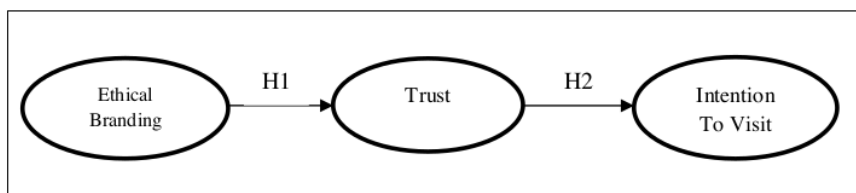


Figure 1. Conceptual Framework

Hypothesis Development

Hypothesis 1

Despite the fact that provider flexibility may appear to be an inherent quality of service activities that promote trust behavior in the workplace to raise the branding ethic Building customer

trust in the service industry. In point of fact, some researchers¹³ have demonstrated that if a company is regarded as having high intelligence in ethical branding, brand trust entails a strong relationship and more solid behavioral intentions in a crisis (Neha Srivastava et al., 2016). As a result, safety and health have become significant concerns that influence consumer behavior (Amani & Ismail, 2022). Customers' beliefs, on the other³⁸ hand, are referred to²⁶ their trust in the service provider's approach to their duty to the customer. As a result, the study's hypotheses are as follows:

H1. ethical branding has a positive impact on trust

Hypothesis 2

It is important for service companies such as hotels to provide the best service to gain trust from customers after the pandemic ended to convince customers visit to the hotel. Their loyalty to green products or services is positively correlated with their trust, indicating a favorable influence on their desire to visit and recommend (Chen et al., 2019). Researchers found that customers' intentions to visit hotels were positively influenced by trust (Lien et al., 2015). In a hotel setting, some researchers discovered that there was a positive correlation between hotel guests' trust and their desire to stay there (Wang et al., 2018). Customers' beliefs, are referred to a¹⁹ their trust in the service provider's approach to their duty to the customer. As a result, the study's hypotheses are as follows:

H2. Trust has a positive impact on the intention to visit

RESEARCH METHOD

The research was modified from studies conducted by (Amani, 2023; Hui-Wen Chuah et al., 2022) The goal of this study is to observe changes in behavior and ethical branding strategies after the pandemic ended and their effects on the hotel industry's company reputation with reference to, Trust, and Intention to Visit. All the questions were generated using five-point Likert scales that stood for "Strongly disagree" and "Strongly Agree" using questionnaires cross-sectional design (Sekaran & Bougie, 2016). Data from this research were derived from primary data, primary data direct both online and personal distribution of questionnaires to respondents is used for data collecting. Nonprobability sampling was used in this study's sample strategy, where the respondent was selected at random based on the criteria, and purposive sampling (Sekaran & Bougie, 2016). Criteria to meet the qualifying requirements are that customers in the service industry within have had experience in the hotel industry in the last year after the lockdown pandemic. Based on the theory of Hair et al., (2019), to determine the number of samples can be 5-10 times the number of indicators owned, this study has an indicator of 15, and the total number of respondents collected is 133 in this study.

¹⁶ **Table 1. Demographic Characteristics of Respondents**

Profile	Frequency	Percentage
		Gender
Male	57	43,2
Female	76	56,8
		Age
<24	17	12,9
25 - 34	29	21,2
35 - 44	22	16,7
45 - 55	40	30,3
> 55	25	18,9
		Education

Profile	Frequency	Percentage
SMA/SMK	10	7,6
S1	84	62,9
S2	34	25,8
S3	5	3,8
Occupation		
Students	13	9,8
Private Employees	25	18,2
Entrepreneurs	12	9,1
Professional (Teacher, Lecturer, Lawyer, Doctor, Consultant, etc.)	7	5,3
Lainnya	76	57,6
Income		
< 2.000.000	12	9,1
2.000.000 - 5.000.000	26	19,7
5.000.000 - 8.000.000	30	22,7
8.000.000 - 11.000.000	16	12,1
> 11.000.000	49	36,4

Source: Data processing results attached

Validity Test

An indicator's suitability for evaluating the study's variables is determined by the validity test. The questionnaire is regarded as legitimate if the questions can explain the variables to be studied (Sekaran & Bougie, 2016). In this research with 133 respondents, the loading was determined using practical importance as a criteria, If Standardized Factor Loading $\geq 0,50$, the indicator is valid and if Standardized Factor Loading $\leq 0,50$, the indicator is invalid. The validity test of the variable measure using 133 respondents, can be said to be *valid* based on the factor loading value > 0.50

Reliability Test

The indicator is reliable, according to the findings of the indicator reliability test with item if Cronbach's coefficient Alpha ≥ 0.60 are reliable and if Cronbach coefficient alpha ≤ 0.60 are no reliable. The internal consistency reliability test uses Cronbach's Alpha Coefficient to evaluate how accurately and precisely the items represent the concept (Sekaran & Bougie, 2016). Based on the result, can be said to be reliable based on Cronbach's Alpha value > 0.60 .

Table 2. Validity and Reability Test

No	Indicator	Factor Loading	Cronbach Alpha
Ethical Branding			
1.	This hotel respects the moral rules that apply in Indonesia	0,796	
2.	This hotel always complies with the laws set by the government.	0,885	
3.	This hotel is socially responsible.	0,835	0.914
4.	This hotel avoids destructive behavior in any way.	0,845	
5.	This hotel is a well-recognized brand.	0,810	
6.	This hotel will make decisions only after carefully considering the potential positives or negatives for	0,848	

No	Indicator	Factor Loading	Cronbach Alpha
	all parties involved.		
	Trust		
1.	I believe this hotel puts its customers first	0,888	0.932
2.	I believe this hotel is very reliable	0,902	
3.	I believe this hotel is able to keep its promises to hotel customers	0,872	
4.	I believe this hotel has done the right thing to every hotel customer.	0,909	
5.	I feel safe when staying at this hotel because the hotel has good rules to ensure the safety of hotel customers.	0,865	
	Intention To Visit		
1.	I predict I will stay at this hotel again in the future	0,796	0.880
2.	I would stay at this hotel again rather than another hotel.	0,898	
3.	I will try to stay at this hotel again in the near future.	0,855	
4.	If everything goes the way I want, I will plan to stay at this hotel again in the future. I will put this hotel as my number one choice for my next trip.	0,879	

Goodness Of Fit Model

The model must be checked for goodness of fit, before the research can explain all of the implications of cause and effect, the general suitability of the model (overall fit models) must be assessed. The sample supports the hypothesis from the population where the sample was drawn followed an established distribution. The goodness of fit test is performed by analyzing numerous measurement criteria, namely:

Table 3. Goodness of Fit Model

Types of Goodness of Fit	Goodness of Fit Measure	Level of Acceptance	Calculating Measure	Acceptable
Absolute Fit Measure	Chi-square	Small chi-square	403,079	POOR FIT
	p-value	p-value \geq 0.05	0.000	POOR FIT
	RMSEA	< 0.10	0.115	POOR FIT
Incremental Measure	RMR	< 0.10	0.048	GOOD FIT
	NFI	> 0.90 or close to 1	0.825	MARGINAL
	LI	> 0.90 or close to 1	0.862	FIT
	CFI	> 0.90 or close to 1	0.881	MARGINAL
Parsimonius Fit	IFI	> 0.90 or close to 1	0.882	FIT

Types of Goodness of Fit Measure	Goodness of Fit Measure	Level of Acceptance	Calculating Measure	Acceptable
Measure	Normed square	Chi- Lower limit: 1.0; Upper limit: 2.0/3.0 or 5.0	2.724	MARGINAL FIT MARGINAL FIT GOOD FIT

Source: AMOS output (attached)

RESULT AND DISCUSSION

Descriptive Statistics

Descriptive statistics are ways for gathering and presenting a collection of data in order to present meaningful information. The SPSS Statistic software is used to process the data, and the findings are given in the table above. The table below shows descriptive statistics for Ethical Branding, Trust, and Intention to Visit variables in this research as a whole:

Ethical Branding

Table 4. Statistic Descriptive Variable

Item of Statement	N	Mean	Std. Deviation
Ethical Branding	133	4,1313	0,67866
Trust	133	4,1212	0,66359
Intention To Visit	133	4,2227	0,71693

Based on the descriptive statistics table, the average value for the Ethical Branding variable is calculated by using six assertions. Table 3 shows the results of the respondent's answers to Ethical Branding has an average value of 4,1313, based on the results, the majority of respondents think that this hotel has met their expectations in norms and ethics in the hotel environment when visiting hotels after pandemic situation, and variable Trust has an average value of 4,2227, based on the results, the majority of respondents think that this hotel has met their expectations in which makes customers trust and feel safe when visiting hotels after pandemic situation. The next result of Intention to Visit has an average value of 3,7803, based on the results, the majority of respondents think this hotel works well to attract customers to visit hotels after pandemic situation, and consider to back to the hotel.

Hypothesis Testing

After determining Goodness of Fit, this study is appropriate for proceeding to the next stage, which is hypothesis testing. The primary purpose of hypothesis testing is to evaluate if the null hypothesis is likely to be rejected in favor of the alternate hypothesis (Sekaran & Bougie, 2016). There are 2 (two) hypotheses in this study that refer to previous studies by (Amani, 2023) and (Hui-Wen Chu et al., 2022). The information that follows is the theory, if $p\text{-value} > \alpha 0.05$ then H_0 is accepted, there is no significant relationship between the two variables and if $p\text{-value} < \alpha 0.05$ then H_0 is rejected, there is a significant relationship between the two variables.

Table 5. Hypothesis Testing Result

Hypothesis	Theory	Estimate	P-Value Two Tail	P-Value One tail	Description
H1. ethical branding has a positive impact on trust	+	0,959	0,000	0,000	H3 accepted

H2. Trust has a positive impact on the intention to visit + 0,562 0,053 0,026 H4 accepted

H1. Ethical Branding has a positive impact on Trust

Based on the results of statistical testing, the estimate of Ethical Branding is 0.959, meaning that the higher the Ethical Branding, the higher the perception of Trust. The test results show a p-value of $0.000 / 7 = 0.000 < 0.05$ (alpha 5%), it is concluded that statistically at a 95 percent confidence level there is a positive effect of Ethical Branding on Trust. The results of this study seem to support previous research conducted (Amani, 2023) when looking at the effect of Ethical Branding towards Trust.

H2. Trust has a positive impact on the Intention to Visit

Based on the results of statistical testing, the estimate of Trust is 0.562, meaning that the higher the Trust, the higher the perception of Intention to Visit. The test results show a p-value of $0.053 / 2 = 0.026 < 0.05$ (alpha 5%), so it is concluded statistically at a 95 percent confidence level that there is a positive effect of Trust on Intention to Visit. The results of this study seem to support previous research conducted (Hui-Wen Chuah et al., 2022) when looking at the effect of Trust towards Intention to Visit.

CONCLUSION

Based on the findings of the research and discussion given in the previous section, the following conclusions can be drawn: (1) Ethical Branding has a positive influence on Trust, (2) Trust has a positive influence on Intention to Visit. Data analysis shows a positive relationship between consumers' level of trust in hotels and their willingness to visit the hotel again in the future. The higher the level of consumer confidence, the greater their desire to visit the hotel again. These results suggest that consumer trust has an important role to play in influencing consumer decisions to visit hotels and can be a significant differentiation factor among competing hotels.

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