

The effect of hotel features performance on word-of-mouth e-marketing behaviors (Study of Kish Island hotels)

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Abstract

The purpose of this study is to investigate the effect of hotel features performance on electronic oral marketing behaviors (studied in Kish Island hotels). The present research is applicable in terms of purpose and descriptive-survey in terms of nature and method of data collection; and is specifically based on structural equation modeling. The statistical population of the study is all customers of Kish Island hotels, which are 54 hotels and apartment hotels in the first six months of 2020. According to surveys, about 200 people have stayed in these hotels in the last 6 months, and based on the available community and Cochran's formula, 322 people have been selected by cluster sampling method as a sample. Two questionnaires were used as collection tools in the present study, including the Hotel Reputation Performance Questionnaire from Khan et al.'s (2017) questionnaire and word-of-mouth e-marketing questionnaire from the standard word-of-mouth advertising questionnaire of Bamboer et al. (2011). Findings showed that the performance of hotel features has a significant effect on word-of-mouth e-marketing behaviors. Hotel environment and facilities have a significant impact on word-of-mouth e-marketing behaviors. The competence of hotel staff has a significant effect on word-of-mouth e-marketing behaviors. The hotel-to-guest experience has a significant effect on word-of-mouth e-marketing practices. Hotel location has a significant effect on word-of-mouth e-marketing behaviors.

Keywords:

Hotel features, marketing behaviors, word-of-mouth marketing, hotel reputation, hotel performance

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Extended Abstract

Introduction

Marketing executives acknowledge that not only does selling products and services create value for customers, but also customer experience is an important factor in creating value. Due to the numerous challenges and interactions at the contact points, creating a memorable brand experience is important especially in the service sector. Hotels that provide a high level of quality and value in the points of contact with guests provide a good model for creating experience in service activities. They can also, by providing a complete package of services, arouse the excitement of guests to create permanent experiences and stimulate their five senses (Wiedmann et al, 2017). Guests, while choosing their accommodation hotels, pay attention to the brand of them. Having strong and well-known brands facilitates the decision-making process for hotel choosing. People today pay less attention to commercial advertising and more to what others think about the products and services we offer them. Informal communication related to products and services has a strong effect on consumer behavior, which is often greater than the messages received through advertising. These impersonal relationships are known as mouth-to-mouth, and are traditionally and in a face to face method shared between acquaintances (Izadi et al, 2019). It often seems that the increase in sales of a product or service is only due to the successful advertising of companies, but in fact the main motivation of sales is people's talking to each other about the company and its products (Khademi & Murzaei, 2020). According to the above, the main issue of the research is the effect of hotel characteristics on the word-of-mouth marketing behaviors (studied in Kish Island hotels).

Theoretical literature

Today, having a powerful brand is one of the priorities of many organizations, especially service organizations. Users are looking for redundant information to reduce the uncertainty and complexity of decision-making to reuse. Therefore, electronic word-of-mouth marketing has become the main source of information, and since the hotel industry is one of the main pillars of the tourism industry and its development directly affects the growth and development of the tourism industry, it should receive the necessary attention (Konjkav Monfared & Hoseini, 2020).

Noruzi et al, (2020) investigated in their study entitled the study of the mediating role of word-of-mouth electronic advertising in the relationship between the dimensions of empirical marketing and consumer buying intention (Case study: mobile Internet market). The results showed that word-of-mouth electronic advertising also had a positive and significant effect on consumer's purchase intention. The direct effect of empirical marketing as well as its indirect effect through the mediation of electronic word-of-mouth advertising on the consumer's purchase intention has also been confirmed.

Khademi & Mirzaei, (2020) investigated the effect of service quality on word-of-mouth marketing with the mediating role of customer loyalty (Case study: Tejarat Bank branches in North Khorasan province). Findings showed that service quality has a positive and significant effect on customer loyalty and word-of-mouth marketing. Also, customer loyalty has a positive and significant effect on word-of-mouth marketing and that the quality of services indirectly affects word-of-mouth marketing through customer loyalty.

Methodology

The present research is an applicable research in terms of purpose, and a descriptive-survey research in terms of the method used. The statistical population of the study is all customers of Kish Island hotels, in 54 hotels and apartment hotels in the first six months of 2020.

According to surveys, about 200 people have stayed in these hotels in the last 6 months, and based on the available community and Cochran's formula, 322 people have been selected as a sample and by cluster sampling method. The questionnaire of Khan et al (2017) was used to collect data on hotel reputation performance variable, and the standard word-of-mouth e-advertising questionnaire (Bamboer et al, 2011) were used to collect data on word-of-mouth e-marketing variable, which was used in the research (Moradi, 2014).

Discussion and Results

Structural equation modeling method with the help of SPSS software was used to test the research hypothesis, and inferential statistics was used to test the hypotheses. Then regression was used to test the hypotheses with pls software, which was confirmatory and content factor analysis as well as the effect of factors, and the results showed that the performance index of hotel features with a coefficient of 0.39 has a significant effect on word-of-mouth electronic marketing behaviors. At the confidence level of 0.95 and considering the t-value which is equal to 2.30, it can be said that the performance of hotel features has a significant effect on word-of-mouth electronic marketing behaviors. The GoF criterion was also used to evaluate the overall fit of the model and the measurement for the structural model. Results of average shared values and average values of R Squares show that: GOF value is equal to 0.66, which indicates a strong fit model. Hotel environment and facilities index with a coefficient of 0.27 has a significant effect on word-of-mouth electronic marketing behaviors. At the confidence level of 0.95 and considering the t-value which is equal to 4.83, it can be said that the hotel environment and facilities have a significant effect on word-of-mouth electronic marketing behaviors. The competency index of hotel staff with a coefficient of 0.44 has a significant effect on word-of-mouth electronic marketing behaviors. At the confidence level of 0.95 and considering the t-value which is equal to 2.23, it can be said that the competence of hotel staff has a significant effect on word-of-mouth electronic marketing behaviors. Hotel-to-guest experience index with a coefficient of 0.21 has a significant effect on electronic word-of-mouth marketing behaviors. At the confidence level of 0.95 and considering the t-value which is equal to 2.77, it can be said that the guest-to-guest hotel experience has a significant effect on electronic word-of-mouth marketing behaviors. Hotel location index with a coefficient of 0.17 has a significant effect on word-of-mouth electronic marketing behaviors. At the confidence level of 0.95 and considering the t-value which is equal to 2.18, it can be said that the location of the hotel has a significant effect on word-of-mouth electronic marketing behaviors.