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TOURIST ATTITUDE ON LUXURY HOTELS

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Abstract

The study is all about customers experience on the upscale hotels. The hotel industry is complex with particular reasons and opens up new frontiers in research on customer satisfaction. Respectively, customer service is the hotel industry's backbone that is used to be actual concept of industry itself. No matter the hotel businesses are big or not, a strong service-based philosophy is extremely importance to achieve business success level. The receipt of success in fostering high service quality of luxury hotel is to exhibit to customer that the hotel is serving the best facility they could offer by the best employee performance achievement through the most breathtaking views ever. For most people, hotel or hospitality service means entertaining guests with courtesy and warm, e.g the front desk is the hub of any guest transactions in a hotel to generate customers' problem-free at the beginning and end of cycle of services; housekeeping service is a vital and integral part of guest experience and satisfaction to being good infection prevention, healthy hygiene and cleanliness for guests, staff and visitors; security staffs maintain, safety and protective feeling for any individuals in a hotel, etc. The impact of these functions should not be under-estimated, but well collaboration and intercommunication to treat in-house guests such a family to absorb the feeling of home-away-from home. Therefore, the hotel' service quality especially in room division service is critical in shaping guest' pleasant memories of their stay. Different types of visitor segment regard to customer life cycle have various types of factors in a growth stage, and they unify to performance factors when the products and services mature. The diversity of guest market segments and booking channels have been charged by dynamic price strategy of hotel revenue management to maximize average room rate and occupancy percentage. The main objective of this study is to draw a theoretical framing of elements towards customer satisfaction and brand loyalty on the luxury hotel sector including guest online reviews, rate strategy and hotel website toward customer engagement behaviors through the process of perceived service quality. By integrating multiple marketing effort on brand attitude and customer focused, the multiple levels of customer satisfaction is related to perceptions of guests in order to be very affected in tourist arrivals and competitive performance of contemporary hotel industry. Specially, the conceptual model provides knowledge and recommendation to owners, managers, marketers, and practitioners to be more effective and efficient hotel and tourism management.

Keywords: Brand, Customer cognition, Customer engagement behaviors, Customer satisfaction, Luxury hotel, Service quality.

1 INTRODUCTION

The impact of tourist arrivals plays the vital role on the hotel and tourism industry. The only way to survive in the endless competitive market is to make customers happy. There is crucial to understand what makes customers feel satisfied through perception of service quality from their cognition of what and how to make them from willing to recommend and repurchase the service especially on the luxury hotels. Therefore, customer satisfaction should be taken as the most effective outcome measure to the hotels' competitiveness performances in overall. And the marketing effort is directed to customer attitude and hence it is imperative that retailing strategy initiatives result in higher customer satisfaction levels. Leadership style and marketing practices do score the vital of customer satisfaction for a business success (McColl-Kennedy & Schneider, 2000; Reichheld & Sasser, 1990).

As many studies has mentioned about customer satisfaction particularly in hotel services. Hung (2003) stated that providing excellent service quality and achieving customer satisfaction is the most important and challenging issue facing the contemporary service industry. The hotel industry is a large and high diversification that includes wide range of property style, usages and quality (Go 1995). Attsllah (2015) observed in Egypt that tourists had clear general notion regarding the services provided by the tourism establishments. In fact, the consumer perceptions of service quality in three hotel categories in Hong Kong found that when people pay more, they expect to get better quality services (Choi, T. Y., Chu, R. K., 1999). Whereas, service industry has been increasing stop less competition. Heung, V. C. S. & Wong, M.Y. (1997) studied hotel service in Hong Kong mentioned that in order to be successful in customer satisfaction, the management must know what their customers expect and then provide services to meet or go beyond their expectations.

A study in Malaysia found that customer awareness on hotel website impacts on consumer perceived service quality and repurchase intention toward revisit hotel website in the future (Abdullah et all, 2016). Furthermore, in Australia efficient website hotel and e-service enhance customer's willingness to book rooms and recommend the website o others (Weber, N. et all, 2005). And Bilgihan, A., Bujisic, M. (2014) confirmed that web design features such as hedonic and utilitarian, help improve customer's trust and loyalty. There is essential to understand consumer behavior in the progress of e-commerce in hospitality and tourism service, especially, it is usually claimed that online travel portals likely felt behind when attempt to create positive online environment for dynamic consumers' intention.

Besides, the management response to online reviews plays a crucial channel to communicate to customers toward the frequency, speed and length of response to enhance customer engagement on social media (Li et all, 2017). The online tourist comments allow either them to be willing to share opinions, exchange experiences or significantly affect a firm' value. And Fuentes, E., M. (2017) quoted that "despite the differences in criteria in implementing the hotel star-rate classification system throughout the world, a relationship does exist with user satisfaction, based on the scores awarded by former customers both on TripAdvisor and on Booking". Consequently, the recent emergence of online review services has opened up a new frontier in conducting research on customer satisfaction in the hospitality industry (Radojevic, 2017). So, the power of online platforms counts on the hotelier' ability to expand the word of mouth (WOM) and e-WOM effect and social effect among travelers in various tourist destination worldwide.

Wei et all (2013) stated that customers enjoy positive Customer Engagement Behaviors (CEBs) evaluation more than negative CEBs. Therefore, the recent emergence of online review services has opened up a new frontier in conducting research on customer satisfaction in the hospitality industry (Radojevic, 2017). The reviews and comments via hotel' website, social channels (e.g., Facebook, Twitter,..) and trustworthy sites (e.g., Trip advisors, Agoda.com, Expedia.com,..-named OTA (Online Travel Agents) likely effect on reputation and business performance of luxury hotel chains.

The hotel competition worldwide is significant correlation with revenue management (RM) toward dynamic rate strategy (Guizzardi, A., Porns, F. Ranieri, E.,2017). But the various room rate application in the hotel might effect on the CEBs for repurchasing hotel service quality negatively (Algeciras et all, 2017). There is essential for hotel management to be aware of rate strategy to decrease price unfairness toward customer satisfaction.

In addition, the term 'brand loyalty' in tourism and hospitality has been studied by numerous researchers. Aaker (1991) defined brand loyalty is such "the attachment that a consumer has to

a brand". In 1992, Grover and Srinivasan observed that brand loyal customers will favorably sometime response to brand more than non-loyal or switching customers. So, what does 'brand loyal customer' mean? The brand loyal customers who are content to pay more to perceive service/product of that brand offers (Reicbbeld, 1996). At the matter of fact, branding is such a marketing strategy varies widely used to foster the performance of business (Liu et al, 2012). Hence, high brand loyalty can favorably help brand attitude as well. Liu et all (2017) asserted that brand loyalty is reflected by customer engagement behaviors, and the reaction is to repurchase behavior product/service under the strong sensible conditions. Eventually, guests who are repeating and prioritizing to stay at particular luxury hotels regarding their decision making oriented brand loyalty (Odin, Odin, & Valette-Florence, 2001). The higher numbers of brand loyalty, the higher brand performance and sale revenue of the business and in contrast. There is essential to hotel industry to effectively customize brand experience to satisfy customers, and enhance the loyalty toward the hotel brand.

To an aspect of empirical evidences and knowledge from previous research, the study wants to draw the theoretical outcomes regard tourist attitude based on customer satisfaction and brand loyalty on the luxury hotel sector including guest online reviews, rate strategy and hotel website toward customer engagement behaviors through the process of perceived service quality. In addition, this study wants to pursue knowledge and recommendation to managers, marketers, practitioners, and owners to improve service quality in both direct contact service delivery and e-service to customers; and efficient and effective managerial tactics and marketing activities to support for the hotel performance in overall.

2 THEORETICAL BACKGROUND

Viet Nam is breathtaking places which have been recognized by World Heritage Site such Halong Bay (where Kong film has been shot in 2017), Son Doong cave, Phong Nha caves,.. International visitors come to Viet Nam in April, 2017 estimated 1,071,650 arrivals, increasing 6.5% over March and up 34% over the same period last year and total international arrivals in 4 months reached 4,284,130 arrivals, increasing 30.3% over the same period last year (VNAT 2017a). Accordingly, over a decade, the International tourism operators in Vietnam transform from 428 in 2005 to 1519 in 2015, significantly increasing 1091 tourism establishments including state-owned, limited, joint stock, private, joint-venture (VNAT, 2016a). At the subsequent contribution, total tourism receipts jump from VND30tri. in 2005 to VND337tri. in 2015, modestly increasing 15% growth rate over last year (VNAT, 2016a). Following the boom of tourism industry, despite 05 categories of hotel star rating (1-5star rating, 5-star hotel is highest ranking star (set up by VNAT), the accommodation industry in Viet Nam has suddenly risen from 3,267 hotels in 2000 to 18,800 hotels with 355,000 rooms in 2015 (VNAT 2016b), and the significant influence by changes in currency rates of USD VND for international tourists who absolutely use US dollar to purchase service and products coming in Vietnam.

Consequently, the number of four and five star hotels in Ho Chi Minh city (the highest population in nation) dramatic shifts to 41 hotels (4 star – 20 hotels, and 5 star – 20 hotels, 1 tourist apartment) over 306 hotels (215 4-star hotels and 91 5-star hotels) in VN (VNAT, 2016b). As consequences, the more numbers of accommodation venues are built in certain area by International hotel groups (e.g. IHG (Intercontinental Hotel Group), J.W Marriot corporation, Hilton corporation, etc.), State companies (Vin group, Saigon tourist, Ben Thanh tourist) and private companies (Muong Thanh hospitality group, Alagon group, Cititel group, etc) the more competitors in the market to beat among each other to catch prospective customers and retain current guests as many as possible. The channels of reservation on upscale hotels particularly in Vietnam take up from percentage of sales via travel agent and tour operators

(37.3%), via direct booking with hotel (24.1%) is second popular one, the rest booking channels are via online sale and other channels (VNAT, 2016a). There is other contemporary booking channel has become popular by its advantages such as Airbnb service. However, this new way of taking accommodation in a new place is less likely to be strong competitor to standard service of luxury hotel in relation to budget guests, limited service, and risk awareness when sharing a stay with unprofessional host. In order to motivate repeated guests as a kind of stimulating brand consumer loyal, there are various loyalty programs in Vietnam are being delivered by luxury hotel chains such as Marriot Rewards, Starwood hotels and resorts has SPG (Starwood Preferred Guest) program, Rewards Clubs of Intercontinental hotel groups (IHG), Park Hyatt, Best Western, Saigon Tourist Company (Caravelle, New world Saigon, Pullman, Majestic, Rex,..), Muong Thanh hospitality group, and Vin group which propose customers to earn from two to three Star point for every eligible US dollar spent, discounts 15% to 20% for additional services (restaurant and bar, spa, ..), allow them for early check-in and late check-out until 4pm, upgrade guest' room upon check-in whenever available, provide welcome fruit every stay, propose free night stay at participating hotels for every five to fifty stays, provide free Wi-Fi in room and menu of pillows with 07 choices to pamper guests' quality of sleep, mobile check-in is incredibly popular among Marriott Rewards, and Hyatt. The highly attention to personalized service and special care of hoteliers and marketing managers will properly enhance the customer' experiences and brand awareness when selecting a hotel. However, the negative comments and events effect on hotels may influence brand attitude on purchase intention despite the high brand performance. This causes marketing initiatives will be more difficult and costly to promote guest loyalty in such hotels. According to Asian Development Outlook (2007) the world market's trend has changed remarkably from agriculture to service industry. In order to uphold service quality, any enterprise fields including hotel markets are struggling day by day for every stay of individual consumers (even in a tourist group visits hotel for pleasure purposes). Therefore, diversified facility and vibrant service have been facilitated to support customer's needs and wants such as customers just dial number zero connecting operator named Star Service (being used at Starwood corporation, one of sub-brand of JW Marriot corporation), Instant Service (being used at IHG corporation) this only unique hot line in the luxury hotel would probably overcome all of their requests (Juwaheer T.D. 2003).

How the customer perceives the quality of service is stated customer satisfaction? Before taking service provided by staffs of enterprises, customer has several ways to measure or compare with what he/she expects to be served at the beginning of stage. On hotel industry especially the level of customer satisfaction, the higher star rating, the more desirable service quality demanding from customer. If the service delivery meets or exceeds customer expectation, he/she would be content to be there or even come back in the future (Choi 2001). In the other side, customer does experience unqualified service performance, he/she would never return. And there would be negative consequences suffer from that unexpected situation.

In recent decade, competition grows steadily and staffs are not being staffs' roles in physical tasks anymore, they seemly turn to a type of amenity as a personalized server for customers. As Wipoosattaya (2001) mentioned that personal service is the top most important list of travelers when deciding an accommodation. In addition, all employees' behaviors, either negative or positive, are highly correlated to the customers' overall satisfaction (Kattara, H. S., Weheba, D., El-said, O. A.,2008). And the most common critical incidents in a diverse group of Hongkong hotel involved in front-desk employees' responses to guest requests (Ching, E., Tse, Y, Ho, s. C., 2009). Besides, "Service satisfaction as a mediator" said by Lara, P. Z., Acosta, M. A., Baez, R. M. in Spain in 2015, the authors highlighted the role of guest' citizenship helps hotel to function and the role of management likely involves in employee satisfaction to embrace hotel performance in overall. This trend combined with sophisticated customers and various media

focus, employee achievement has made significant relationship of service quality and customer satisfaction.

On the other hand, hotel businesses sometimes depend on good reviews or word-of-mouth from satisfied consumers on social media to increase sale volume from potential customers who take those comments as strong recommendations into concentrations to choose hotel before choosing particular establishment to stay. The beauty of this natural marketing tool is uncostly. The use of social internet platform like Trip-advisor, Facebook, Instagram, and Twitter and so on involve peer-to-peer communication channel to one and raise healthy engagement between clients and hotelier. The minus of social media is considerable when displeasure ideas about the service quality of the hotel were expressed leading unhealthy influence reputation. Based on those needs, online hotel reviews play crucial technology readiness for hoteliers to study the degree of customer satisfaction and enable them to control the service delivery. Radojevic et all (2017) studied factors effecting customer satisfaction behinds the rating on Trip advisors found that hotel performance towards customer satisfaction evaluation has significant interaction with visitors' characteristics including nationality, highly characteristic destination. Sometimes, customers prefer positive CEBs' evaluation more than negative CEBs (Wei et all, 2013).

Till now reasons based arguments and scientific statistical reports have not been shown and published much regard Vietnamese hotel and tourism industry' facts and figures in the measurement of customer satisfaction when tourists perceived hotel service in Vietnam and led to repurchase service in the future, but reviews and comments via hotel' website and fanpage, social channels (e.g, Facebook, Twitter,..) mainly in luxury hotels and hotel chains (e.g, IHG (Intercontinental Hotel Group), J.W Marriot corporation, Hilton corporation, etc.) and trustworthy OTA sites (e.g, Trip advisors, Amadeus.com, Agoda.com, Expedia.com,..- such Online Travel Agents market segment).

The hotel competition worldwide is significant correlation with RM towards dynamic rate strategy (Guizzardi, A., Porns, F. Ranieri, E.,2017). In light of the progress of online reservation systems, room rate dynamic needs a relevant management role regard online daily BAR (Best Available Rate) display despite seasonal effect, locations, customer purposes to attract tourist and maximize room yield. Some studies found that, limited service hotels offer higher rates among room categories (Becerra et al, 2013), in contrast, luxury hotels display smaller seasonal rate variations (Espinet et all, 2012). Mauri and Minazzi (2013) researched on the 349 young adults named generation Y through online survey to study the affection of WOM in the hospitality industry and analyses a new operational problem for lodging managers.

Arguably, Algeciras et all (2017) noticed that the application of RM principles is essential to maximize room revenue for hotel establishment, unless it may negatively impact consumer intention for loyalty. And Ferguson (2014) measured pricing strategy in turbulent economies in order to decrease price unfairness. Chua et all (2015) likely mentioned price sensitivity of the cruise vacationer's experience to evaluate the impacts of cruise service quality and price on them, but hotel service industry. Whereas, setting room rates on the Internet or through third party can be precarious to the reputation of any hotel establishments when customers who had purchased the rooms began to compare room rates on online discussion board or accidentally spoke with other in-house guests at the particular hotel. There is vital to set fair room rates on the Internet and other pricing mechanism to increase market power and consumer intention regard positive dynamic rate strategy in the hospitality and tourism service industry.

Ball (1995) explained consistent monetary policy in US. that explains changes in inflation over time— adverse supply shocks trigger increases in inflation. Collies International reported the room rate occupancy percentage and ARR (Average Room Rate) in Ho Chi Minh in Dec 2015

within the same 5-star rating hotels, the occupancy rate consumes from 64% to 100%, and ARR significantly differs from USD151 to USD451/room/night. Particularly, the market performance of 4-star hotels follows the growth of 5-star hotels in both of occupancy rates and ARR (Average Room Rate), reaching 87% and USD127/room/night respectively (Colliers International, 2016)

Moreover, the fig.1 modifies the channels of reservations in luxury hotels in 2015 vs 2016 in Viet Nam. The percentage of sales via travel agent and tour operators in 2016 is expected to remain the most popular booking channel at 37.3%, decreases at 2.7% compared to 2015. The percentage of sales via direct booking with hotel is second popular one, and slightly increase at only 0.5%. The percentage of sales via online sale and other channels follows at 20.7% and 17.7% in 2016, takes a decreasing 1.2% and increasing 3.6% compared to last year respectively. OTA is taking up as popular booking channel for variant market segments as well (Grant Thornton, 2017)
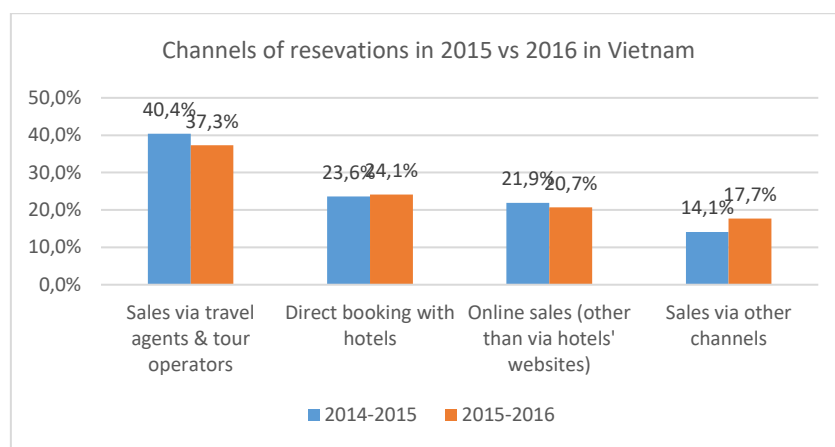

Figure 1 – Channels of reservations in 2015 vs 2016 in Viet Nam (developed by Researcher)

Technology becomes popular alternative to lower costs and improves customer experiences. A part of this, smart technology continues to involve globally, for example, hoteliers drive the volume of direct bookings as a marketing and booking engines tool via mobile services. Furthermore, the use of social internet platforms like Trip-advisor, Facebook, Instagram, and Twitter and so on involve peer-to-peer communication channel to one and raise healthy engagement between clients and hotelier. The minus of social media is considerable when displeasure ideas about the service quality of the hotel were expressed leading unhealthy influence reputation. Based on this needs, online hotel reviews play crucial technology readiness for hoteliers to study the degree of customer satisfaction and enable them to control the service delivery. Fong, Wai, & Law (2017) found that locus of control (LOC) dimensions predict intention to reuse mobile apps to make hotel bookings help facilitate the relationship between control by powerful others and intention.

Shamim, Cang, & Yu (2017) identified the indirect impact of supervisory orientation on knowledge management as a mediation of front line hotel employees' goal orientation. 'The locus of responsibility for personnel management no longer resides with (or is "relegated to") specialist managers' has been mentioned by Sisson (1990). And Purcell et all (2003) put the compulsory and priority of commitment and capability of lines management with HR policies are the must to run and manage organization smoothly. Kohli et al.(1998) mentioned that supervisors can effect employee learning and performance though orientation.

With a modest increasing number of tourists to Viet Nam yearly, the management of Viet Nam National Administration of Tourism set up tourism strategy development plan by 2020, and had

established the VTOS (Viet Nam Tourism Occupational Skills Standards) to upgrade standard and improve quality of Viet Nam' tourism human resource for ASEAN integration. This massive plan benefits for tourism and hospitality sector, improve the relevance and effectiveness of the VTOS. VTOS inherits knowledge; practical suggestions for policy making; education and training; and huge asset support from EuroCham (12.1 million Europe fund of EuropeAid, from 2010-2016); experts in Viet Nam tourism field; investors; tourism businesses; domestic and international airlines and media agencies. Then it expands its value in tourism and hotel service sector throughout 13 series of occupational skills standards in dual languages (Vietnamese – English) with video clip attached to friendly facilitate and modify for hoteliers and tourist service providers, to meet the increasing demand of the sustainable tourism development. Learning at workplace can no longer stand at afterthought, but a main part of any hotel' development strategies. The continuous updating of skills and qualifications is such a norm for lifelong learning. However, any form of training or learning, is useless if managers ignore the continuous practical application of the knowledge in the workplace, no matter how well designed or conducted. And the managers should analyze the needs, employees' skill deficiencies then decide what and how to train could be appropriated. According to customer satisfaction in luxury hotels, Lai and Hitchcock (2017) found that the different types of visitor segment (new, repeat, and frequently traveler) regard to customer life cycle have various types of factors in a growth stage, and they unify to performance factors when the products and services mature.

The accommodation service in Vietnam is improving in both numbers of hotel, room capacity provided for various market segments and quality of standard in relation to reach the high demand of upscale international travelers. Luxury hotels and resorts have been built across the coastline 3400km long to serve for high-class tourists. Whist budget tourists have been accommodated by low and medium lodging venues throughout the country. The competition is never end in this service sector, as consequences travelers and tourists benefit from this battle with cheaper prices which expect to pay at least 5 dollars for budget and 150 dollars for luxury option (Vietnamnet, 2017). In addition, food and beverages service are main components attached in accommodation service towards nutrition, food security, and good health. As long as Vietnam' cuisine is one of motivation of travelers to visit the country due to its famous with diversity, fresh, and tasty ingredients. Service sector contributes about 45% in developing country (VNN). Brooks et all (2008) investigated Asia's recent experience in international capital allocation through flows of foreign direct investment towards human capital, productivity, endogenous growth, and institutional behavior. The results supported the argument that all these factors played a role in Asia's recent growth, to different degrees in different countries, with complex relationships to investment incentives.

Tabaku, E. , Cerri, S. (2016) measured the assessment of the quality of the service offered by the hotels in the Albanian coast and also an assessment of the effect of service quality on the satisfaction of hotel customers. The authors found that the significant importance of the perceptions of the tourists about the service quality and the significant impact of the perceived service quality on customer satisfaction for hotel guests. At the matter of fact, Gilbert, D. Horsnell, S. (1998) argued that guest satisfaction measurement became familiar practice in United Kingdom, but with care less adequate assess especially in poor hotel achievement.

Thus, many researchers have studied the impact of staff attitude on the consequences of perceived service quality to create the degree of customer satisfaction, but the prospective hotel employees who are current hotel and tourism major students. These young adults, namely generation Z (born from year 1995), are enthusiasm, experienced tourism and hotel service through either full time jobs, part time jobs, or internship, or even being actual guests in luxury hotels, especially they have fundamental knowledge and high expectation regarding perceived

hotel service quality. Their cognition of guest online reviews, hotel website, and room rate strategy that might effect on their satisfaction though receiving service quality seemly has not been explored by researchers yet. Therefore, there is crucial for the author to study in which ways customer cognition regarding room rate strategy, guest online reviews, and hotel websites may influence hotel' service quality via customer engagement behaviors and how these intentions, in turn, influence customer satisfaction and brand loyalty on luxury hotels.

3 RESEARCH OBJECTIVES & THEORITICAL REVIEW

The key objective of this research is to develop a comprehensive model in customer cognition of perceived service quality and customer engagement behaviors to repurchase service on luxury hotels. The other five sub-objectives of the study remain as below.

1. To examine the impacts of guest online reviews on the customer satisfaction towards perceived service quality on luxury hotels
2. To examine the impacts of hotel room rate strategies on the customer satisfaction towards perceived service quality on luxury hotel
3. To examine the impacts of luxury hotel websites on the customer satisfaction towards perceived service quality
4. To examine insights of service quality context on the what and why of the influence of service quality on customer satisfaction and brand awareness.
5. To suggest practical managerial recommendations towards possibly gaining enhanced customer bonding value for luxury hotels in Vietnam.

The main argument concerns for this literature review is "how customer cognition regarding room rate strategy, guest online reviews, and hotel website influenced service quality to customer engagement behaviors and how these intentions, in turn, influenced customer satisfaction and brand loyalty?". In this regard, customer cognition of room rate strategy, guest online reviews, and hotel website towards perceived service quality has a role to play in shaping the continuation purchase service in luxury hotels. The customer cognition of guest online reviews, hotel website, and room rate strategy, towards perceived service quality, why they are important in case of business performance?

Customer cognition of guest online reviews. Why guest online reviews are important?

Customer cognition of guest online reviews has been defined by various scholars differently. Mauri, A. G., Minazzi, R. (2013) studied online survey by 349 young adults, confirmed online travel reviews are important information which effect on customer decision-making process and purchasing intentions. In addition, the influence of comments generated on Facebook in the users' decision-making process (Ladhari, R., Michaud, M., 2015). Fuentes, E., M. (2017) examined 14,000 hotels in 100 cities around the world taken from Booking and TripAdvisor website to find out the significant relationship of customer satisfaction towards rating scores awarded by former customers despite the different criteria in implementing the hotel star-rating. Radojevic et all (2017) analyzed Correlations Between the Rating Scores regarding guest online reviews from 13,410 hotels located in 80 major global urban tourism destinations in order to conclude that characteristics of hotel and individual visitors most powerfully influence customer satisfaction.

However, when Wei et all (2013) observed the impact of positive reviews vs. negative reviews by 101 online surveys towards service quality, the authors found that customers prefer positive than negative evaluations despite the different targets and motivations of customer engagement behaviors in perceived service quality. Mauri, A. G., Minazzi, R. (2013) said that the guest online review has a positive correlation with hotel purchasing intention and customer expectations, but has a negative impact on purchasing intentions towards the presence of hotel

managers' responses. Li et all (2017) based on content of 108,410 reviews from 212 hotels to find out vital role of the management response as an ongoing communication process to engage travelers and increase brand awareness on online social community presence.

Geethe, M., Singha, P., Sinha. S. (2017) based on online reviews from 20 hotels in Goa found that the consistency between customer ratings and actual customer feelings across hotels belonging to the two categories of premium and budget. Although clients may seek travel and hotel information with relatives, and friends, guest reviews on social media still is reliable channel for references. For both current and prospects customers, especially young generations who tend to spend time a lot online, surfing referent information on the internet is fast and easy, convenience, free of charge, numerous information, and available prices. It is argued that customers who plan for travel should look for guest online reviews including rating score before making purchasing decision for accommodation and other services. It is far more meaningful now to travelers to read through positive and negative former comments rather than in terms of management response to uphold the interaction and brand awareness via social network. Therefore, either the negative comments of guest online reviews or improper engagement of management responses also weaken the customer intention to visit in the particular hotels.

Customer cognition of hotel websites. Why hotel websites are important?

Mostly, studies on hotel websites have considered as another interesting fact of the consumer behavior in relation to his or her sources of information and intention for the trip.

According to Abdullah et all (2016), customer perception on the interactivity of hotel website affect customer perceived value and to what extend to revisit the hotel website afterwards. Weber et all (2005) said that when customers are happy with the websites and e-service, they are likely to book via and to recommend the website. Previous studies have mentioned about the importance of information via the internet, and hotel website is also a part of this crucial channel which is particularly operated and managed by hotel management. Of course, the viewers are less likely able to see the negative comments from former users on hotel website but positive comments to suggest prospects customers to stay at this hotel no matter how.

Therefore, users tend to be aware of the reliability of the information displayed on the hotel website. Bilgihan, A., Bujisic, M. (2014) used Structural Equation Modeling by 5000 online questionnaire service survey to examine the vital role of hedonic and utilitarian features which can sway customers' trust towards the online vendor and trust is an important antecedent of e-loyalty. As continuous steps, after picking the referent hotel brand via social media or online travel agency, word of mouth, then the prospect customers probably will search for referent hotel website to either generate larger ideas, images, information, reputation of the hotel or last user 'comments in order to foster the purchasing intention later.

As previous studies, on the one hand the needed things online users ask for hotel website is in order of incentive information, proper interface, friendly usage, and interactivity, especially trustable sources information. Ferguson, J. L. (2015) observed that the purchase decisions of consumers is influenced by how much information from Internet sources and social media that they know. On the other hand, prospect customers turn to 'real customer' in someday and they properly will engage the service quality of the hotel itself and hotel website is to ensure the promise of service delivery by hotel staff then if not, customer just raise their voices and might receive immediate hotelier's responses.

Customer cognition of hotel room rate strategy. Why hotel room rate strategy is important?

The one of criteria for selecting hotels have been displayed with dynamic room rate by the hotel rate strategy. A hotel has different room category based on room size, furnishing, amenities, et…The particular room rate is set by hotel management based on particular room type and value added service, and users may be charged in different amount of money and benefits within dynamic market segment. Depending on various market segment and room category; supply and demand of users, the hotel management in particular named Revenue Management or Yield

Management offer booking tools at lower room rates to increase sale in low demand and higher room rates in high demand of the market to maximize revenues spread over the various type of booking channels (i.e. direct to hotel via face to face, telephone, hotel website; tour agent; online travel agent; and tour operators, etc.).

Why this room rate strategy exists in this hotel industry? Due to the fixed inventory of perishable number of rooms sold daily in the hotel, these rooms cannot be stored if unsold at the end of the day. If there are unsold rooms, there are lost forever for those rooms and services as a packages. Therefore, various rates/prices have been set by Revenue Management/Hotel management to sell rooms/service/products either in advance to forecast the numbers of room reservation or depends on transaction time and delivery date. Guizzardi, A., Porns, F. Ranieri, E. (2017) studied that price levels are explained by a variety of structural determinants. In the meantime, to customers, price sensitivity regarding to perceived value which in turn, affected satisfaction and loyalty (Chua, B. et all, 2015).

However, according to Algeciras, A. R., Ballestero, B. T. (2017) the effects that implementing Revenue Management have caused in the studied hotels, if there are inappropriate Revenue Management principles used in the venues, then might negatively affect in consumer intention for loyalty. Monroe & Xia (2006) studied that the more consumers who perceive a price as unfair experience, the more negative attitudes toward the provider engage in self-protection intention. Therefore, in some venues, the hoteliers can offer offline fares to potential guests in relation to last-minute prices to improve customer relationship (Guizzardi, A., Porns, F. Ranieri, E., 2017).

Eventually offering potential customers different room rates on particular room category helps hotel maximize room revenue on a daily, monthly, and annual. The performance of hotel in Revenue Management aspect in relation to room rate strategy directly affect numbers of room sell and at which rates have been set to charge customers in different market segment. The tasks of overseeing revenue management, distributing hotel strategy, and managing day to day operations and so on have to understand the hotel services and products, the market the hotel in, and have a unique knowledge of economics.

Customer engagement behaviors (CEBs). Why understanding of CEBs is important?

For most people, tourism and hotel service markets mean entertaining guests with courtesy, warm, and experiences. The receipt of success in fostering high service quality of luxury hotel is to exhibit to customer that the hotel is serving the best facility they could offer by the best employee performance achievement through the most breathtaking views ever. As different types of visitor segment (new, repeat, and frequently traveler) regard to customer life cycle have various types of factors in a growth stage, and they unify to performance factors when the products and services mature. Therefore, understanding the consumer behaviors is vital role for any establishments, and especially tourism and hotel industries are struggling to study and fulfill what customers want and demand based on dynamic expectations of their different behaviors.

In the concept of marketing, getting to know consumer engagement behaviors is study how their buying decision making go and how marketers exploit the knowledge to attract, maintain, and eventually they willing to buy, repurchase, be loyal to the brand and suggest others to try the products/services. Focusing on corporate performance in today's interactive and dynamic business environments highlights the vital role of Customer Engagement Behaviors (CEBs). It refers to the types of connections customers make with other customers, firms, and brands (Smith and Wallace, 2010) and as a key concept that influences customer experience, values (Brodie et al., 2011; Mollen and Wilson, 2010). The marketing researchers and practitioners have to keep in mind the insights of customers' engagement behaviors to manage relationships, retention, and their loyalty (Hollebeek, 2011), lack of CEBs can cause inaccurate valuation of customers (Kumar et al., 2010), affect marketing metrics, and influence firm values (e.g., Lehmann, 2004). "CEBs include, but are not limited to, a variety of customers' behavioral

expressions that have influences on firms, such as word-of-mouth (WOM) activity, referrals and recommendations, voluntary assistance with other customers, web postings and blogging, participation in brand communities, engagement in product development, and other behavioral manifestations that are likely to influence the firm and its brands" (van Doorn et al., 2010). On the aspect of hotel services and operations, in order to increase sale revenue and repeated guests, the hotel managements including restaurant services study customer behaviors by asking customer feedbacks about the service in overall while staying at the venues either via commend cards available in rooms, on the table or at the front desk, or directly face-to-face, or sending the customer satisfaction survey to customers' inbox. In tourism and travel services, customer behaviors are got to know through observation, talk in person, phone call, and customer evaluation sheet will be delivered to guests at the end of the tour by tour leaders to obtain their judgment and expectation for next trips, and so on.

The attempt to value customer' evaluation of tourism and hotel management resolve the unexpected situations and pamper customers' feeling if they got unhappy for certain cases during perceived service with the establishments. In addition, many studies said that consumer engagement behaviors are effected by factors of personal, culture, and social. The factors characteristics are influenced by relationships such as family, neighbors, friends, siblings and family of procreation which includes spouse and children, etc. i.e. if the customers grew up and used to see family prefer nice, medium to high-priced products/services particularly in hotel and tourism services, the customers properly will practice like that and in contrast. Specially, personal factor is mainly influenced by the age and stage in the life cycle, occupational and economic conditions, personality and self-development, and lifestyle and values. According to guests' point of view, roles and status, needs and demands, the hotel management takes into account the habits and traditions that influence the customers' choices better than to create or change their innate behaviors to foster the overall hotel performance.

Previous studies and literature background of customer cognition of guest online reviews, luxury hotel websites, and room rate strategy in luxury hotels provides the knowledge of how they affect customer satisfaction in relation to customer perceived service quality. In the meantime, they show how tourist attitude regarding on customer satisfaction regarding customer perceived service quality leads customer engagement behaviors, in turn, to repurchase and to be brand loyalty to referent hotel services. The below conceptual model indicates the relationship among predictor, mediate and outcome variables reflecting the literature findings (Fig.2)

Is there a relationship between customer perceived service quality and customer satisfaction?
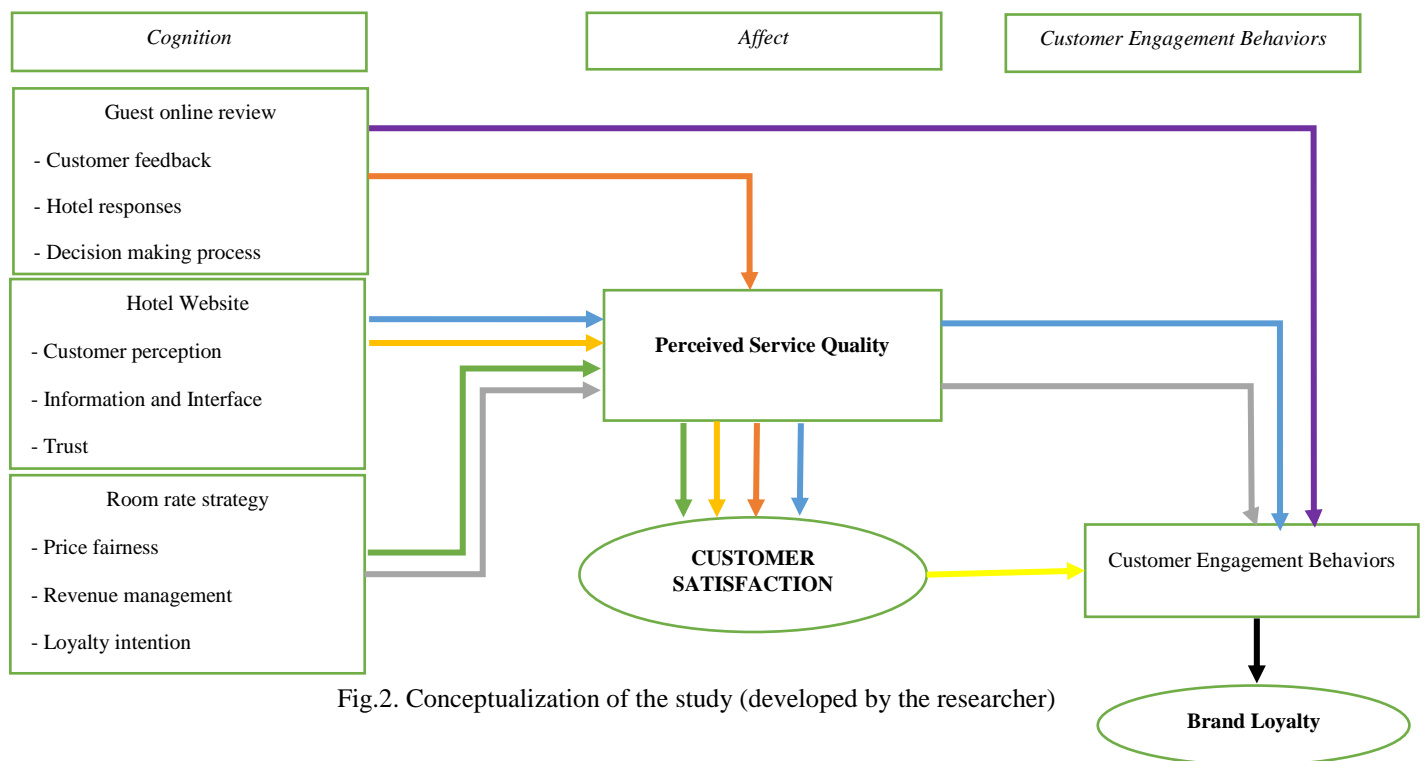
Fig.2. Conceptualization of the study (developed by the researcher)

The study considers an emerging market on a luxury hotel setting in Vietnam. The theoretical background provides practical guidelines for managers and marketers in the luxury hotel industry to balance their resources and efforts in hotel revenue management and marketing activities to improve business effectiveness. The customer satisfaction on actual trial has supported customer engagement behaviors towards the hotel performances in achieving service quality. The theoretical of the study suggests the customer cognition of online reviews, room rate strategy and hotel website is empirically influenced level of customer satisfaction regarding perceived service quality in luxury hotels. Moreover, another interesting finding is from those three different customer perceptions affect towards levels of CEBs when receiving service at the hotels, and the study wants to pursue knowledge and recommendation to managers, practitioners, and owners to improve service quality in both direct contact service delivery and e-service to customers, and efficient and effective managerial tactics to support for the hotel performance in overall.

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