



# **Service Quality and Customer Trust for Customer Satisfaction: The Mediating Role of Homestay Corporate Image**

**Lilik Kustiani\***  
University of Merdeka,  
Malang, Indonesia

**Dyah Setyawati**  
University of Merdeka,  
Malang, Indonesia

**Diah Widiawati**  
University of Merdeka,  
Malang, Indonesia

**Resanti Lestari**  
University of Merdeka,  
Malang, Indonesia

**Fatmasari Endayani**  
University of Merdeka,  
Malang, Indonesia

**Abstract:** The goal of this study is to examine the impact of service quality and consumer trust on corporate image, the impact of service quality and consumer trust on customer satisfaction, and the impact of service quality and consumer trust on customer satisfaction. An examination of the effect of visuals on customer satisfaction. An examination of the homestay industry in Malang. This is a descriptive research that investigates the causal links between two or more variables. Non-probabilistic sampling using directed sample methods is utilized. Techniques for data analysis include descriptive analysis and route analysis. To account for respondents' perspectives, the descriptive analysis employs statistical mean and mode techniques. Techniques for data analysis include descriptive analysis and path analysis. Descriptive analysis is used to characterize respondents' impressions using statistical mean and mode techniques. Through corporate image factors, this study analyses service quality and customer happiness. Previous study has simply looked at service quality without considering mediating elements. Aside from that, there aren't many research on homestays in Malang. This city was picked since it is a tourist destination with many homestays.

**Keywords:** *SERVQUAL, trust, corporate image, customer satisfaction*

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## **INTRODUCTION**

Indonesia's economy is growing rapidly, supported by the tourism sector. The development of the tourism sector has also spurred the development of the homestay business, which is also growing rapidly. Moreover, competition in the homestay business is so intense that entrepreneurs can make the latest breakthroughs to boost the sales market. To support the strategy of homestay business owners competing to maintain market share, business owners have improved service quality to persuade consumers to make decisions to buy homestay services offered to them.

Marketing activities are very important for a homestay business because this company provides a very complex service in terms of governance and offers various types of facilities for guests to use during their stay. In addition, the homestay business can also support the activities of entrepreneurs on business trips and travelers traveling to tourist destinations who need accommodation, food, and entertainment. Homestay is, therefore, a service industry that prioritizes quality of service for customers.

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\*Correspondence concerning this article should be addressed to Lilik Kustiani, University of Merdeka, Malang, Indonesia. E-mail: [lilik.kustiani3636@gmail.com](mailto:lilik.kustiani3636@gmail.com)

Quality of customer service is the main indicator of competition for homestay entrepreneurs, so consumers need to be served with quality (Aprilia & Saraswati, 2021). Apart from service quality, other factors affect customer satisfaction or consumer confidence. There are many records that those who return to the inn and tell others about their positive experiences can use this service to say that consumers or customers are satisfied (Haq, Ramay, Rehman, & Jam, 2010; Patmala & Fatihah, 2021). When one party has confidence and trust in reliability and integrity, this will lead to trust (Kesuma & Amri, 2015; Khan, Shahbaz, & Jam, 2019). Knowing customer satisfaction can help homestay business owners predict the standard of service products. Meeting the diverse needs of customers and consumers is not an easy task. There are a few things every entrepreneur should know. The quality of services and facilities is also an indicator of customer satisfaction (Dasig Jr, 2017; Sudiarta & Suwintari, 2020).

Business growth impacts the emergence of competition to earn customer loyalty by increasing customer trust and satisfaction (Akbar & Endayani, 2022). Consumer emotional satisfaction is created due to a comparison between previous experience and an evaluation of emotions (Sulistyaningrum, Widowati, & Budiarto, 2022). One factor affecting customer/consumer satisfaction is the image of the homestay business. Image is the public's perception of the service products offered (Isyanto & Wijayanti, 2022). A corporate image is related to the company's name, its structure, the various service products offered, and the impression of quality that each employee conveys in their interactions with consumers and customers (Darna & Muhidin, 2020). Research results Sudiarta and Suwintari (2020); Purnama and Hidayah (2019) prove that image affects customer satisfaction.

Homestay in Malang City is a business engaged in the sale of lodging services, and the homestay business is very promising for its entrepreneurs; this is because Malang City is almost the same as a metropolitan city where tourists from various regions invade and even from all over Indonesia, besides that in Malang it is also an overflow of consumers who need to spend the night in Batu City which is abundant because of the rapid development of tourism and even many stays in Batu city considering that there are many tourist attractions and the air around tourist attractions is still clean. The natural scenery is still original can see the natural beauty is very enchanting; Tourism in the Batu city area at that time was very much visited by tourists from various regions, so there was an overflow of guests who needed lodging, this for the city of Malang is very promising for hotel and homestay service entrepreneurs.

Based on the understanding of some of the research above, it is deemed necessary to examine how the potential for customer satisfaction with lodging services in terms of the quality of service that has been carried out, how the trust owned by consumers will arise as a result of service as well as how much company image is formed to influence customer satisfaction. Purpose of this research is Analyze the impact of Servqual and consumer trust on image. Analysis the impact of Servqual and consumer trust on customer satisfaction. Analysis the impact of image Analyze the impact of servqual and consumer trust on image analyze impact. Analysis the impact of quality and consumer confidence. Analysis of the effects of trust on customers. Satisfaction Analyzing the image of homestay business in Malang city. This study uses fixed image variables to investigate servqual and customer satisfaction. Previous studies have only investigated quality of service without naming mediating variables. Apart from that, there are not many studies investigating homestays in Malang city. This city was chosen because it is a tourist city with many host families.

## LITERATURE REVIEW

### *Customer Satisfaction*

Defining customer satisfaction and identifying consumer needs is a critical part necessary for a business to achieve its goal of selling through customer satisfaction. Retaining existing customers is easier than acquiring new ones, so customer satisfaction is the key that needs to be created. Customer satisfaction is the perceived performance of a service product compared to expectations. A feeling of joy or disappointment from doing something. Customers are dissatisfied when performance doesn't meet their expectations. Customers are happy when the service meets their expectations. Customers are very happy or satisfied when performance exceeds expectations. Beside that, consumer satisfaction is the affection of satisfaction or disappointment after comparing the service/product received with the expected service/product (Zulkarnaen & Amin, 2018).

The most important thing for a company to compete to desires and expectations of its customers. Acquiring as many customers as possible is part of the effort to increase market share. Convenience and safety are also important aspects of reaching customers. If the industry is seen as capable of providing customer satisfaction, it will succeed in attracting more customers (Wahyudi, Wahyuni, & Apriyanto, 2021).

Satisfaction is also the affection of joy or disappointment that results compared by the perceived performance of a product to expectations. Consumer satisfaction can be divided into functional satisfaction and psychological satisfaction. Functional satisfaction is satisfaction due to the functionality of the product used, and Psychological satisfaction is satisfaction due to the intangible properties of the product (Kharolina, 2021). Indicators of customer satisfaction include the fulfilment of consumer expectations, attitudes or desires to use service products, recommendations, service quality, loyalty, reputation and location.

### ***Service Image/Homestay***

Service Image is an individual's subjective projection that depends not only on cognitive judgment, but to a large extent, on emotional context processing and imperfections in human thinking (Sinambela, Retnowati, Ernowati, Lestari, & Munir, 2022). Company image can be interpreted as information that includes an assessment of the company in the form of the company's position in the industry such as market followers, new comers, market leaders, stock value, and even company ethics (Anggraini & Mulyani, 2022).

Based on the expert definitions above, we conclude that a company's image is the impression consumers have of the company in relation to the quality of the services or products offered or the company's reputation in the community. The corporate image should influence the minds of customers through a combination of advertising, publicity, appearance, word of mouth, and various experiences using products and services. It is implied from this statement that customers consider the company's ability to influence their perceptions of what it offers and influence their purchasing behaviour. Corporate image indicators include four indicators: reputation, credibility, attitude, and attractiveness (Apriansah & Hasanah, 2022).

### ***Service Quality (SERVQUAL)***

The definition of servqual focused on cause to meet your needs and desires and to provide materials to balance your expectations. Good servqual increases customer satisfaction. Satisfied customers also perceive quality of service regardless of whether the quality of service meets customer expectations. Service quality as a measure focused on meeting needs and requirements and meeting customer expectations in a timely manner. The quality of customer service must exceed expectations to avoid customer disappointment (Huryyanti & Sastika, 2022).

Servqual is an attempt to meet demand of consumer and desires, and customer perceptions of service quality are a comprehensive measure of service excellence (Winarso, Asrianto, & Al Rasyid, 2022). Quality of service is the overall attribute of a product or service that indicates capability to meet customer needs, both visible and hidden (Rostiany & Tjandra, 2022). From this we are able to finish that the pleasant of carrier is decided through the cappotential of a specific corporation or group to satisfy the desires of its clients in keeping with their desires and desires. Five dimensions of service quality that can be used to measure service quality (Aboubakr & Bayoumy, 2022):

1. The physical appearance (tangible) dimension that a business offers to consumers includes physical facilities, staff facilities, and means of communication.
2. The reliability dimension of business delivery related to the ability to transform promised services in a timely, accurate, also satisfactory manner.
3. The responsiveness thing suggested with the aid of using businesses is the willingness of personnel to assist clients and offer responsive service. Our security levels cover the dangers, risks, knowledge, competence, courtesy and reliability of unsuspecting personnel.
4. Empathy aspects include ease of relation building, good communication, personal approach, and comprehension of consumer needs.

Based on the theory, it can be concluded that servqual is an effort to meet the needs and desires of consumers in order to achieve the level of excellence expected from them. If the services received encounter the consumer's expectations, it is considered convenience and satisfactory. If the services received exceeds consumer expectations, it is considered to be of ideal quality.

### ***Consumer Trust***

Consumer trust refers to a positive belief in the trustworthiness and authenticity of a person or thing and their willingness to purchase. Consumer confidence comes from manufacturers honestly stating the ingredients used in

making their products and notifying them of side effects of use (Wahyuni, Siregar, & Rambe, 2022). Trust is the buyer's confidence to make a transaction (Kiom & Handayati, 2022). Consumer buying interest is largely influenced by trust itself (Rosdiana & Haris, 2018). Consumer's confidence in products can be built by offering or delivering products according to advertised specifications.

There are several indicators of consumer confidence that a particular service product or brand exists (Adabi, 2020):

1. Reliability. Reliability is the consistency of a set of measurements. Reliability is intended to measure the consistency of our business operations from the past to the present.
2. Honesty. How marketers offer products or services in accordance with the information provided by marketers to consumers.
3. Concerns. A marketer who always serves customers and always puts consumers first.
4. Trust. The quality or strength that marketers need to build consumer trust.

### ***Research Hypothesis***

In accordance with previously proposed theoretical and scientific studies, the hypotheses proposed in this study are related to the formulation of the problem of relationships between independent and related variables, but also based on the explanations in this study:

**H1:** *Servqual and trust have a great positive impact on a corporate image.*

**H2:** *Servqual and customer trust have a positive impact on customer satisfaction.*

**H3:** *Corporate image have a large positive effect on customer satisfaction.*

**H4:** *Servqual and customer trust have a positive impact on customer satisfaction through corporate image.*

## **METHODOLOGY**

### ***Research Design***

Seeing the problems that exist in this study, This type of research is explanatory research, Therefore, this explanatory study studies causal relationships between two or more variables.

### ***Population and Sample***

The population of this research is consumers or customers staying at homestays in Malang between 2020 and 2022. The technique used is non-probabilistic sampling with directed sampling methods. The total number of respondents for this survey was 70.

### ***Data Analysis***

In this research using descriptive analysis and path analysis for data analysis. Descriptive analysis using statistical tools, mean and mode to describe respondents' perceptions. Path analysis allows you to run tests to influence the value of direct, indirect, and overall effects between exogenous and endogenous variables.

## **RESULTS/FINDINGS**

### ***Hypothesis Testing***

The hypothesis testing procedure is path analytical. And also multiple regression followed by filtering based on statistics and significance tests.

Table 1 SUMMARY OF ANALYSIS RESULTS OF DIRECT EFFECT, INDIRECT EFFECT, AND OVERALL EFFECT OF PATH ANALYSIS

Variables	Direct Effect	<i>p</i> Value	Indirect Effect	Total Influence	Description
Servqual → Company image	0.527	0.000*	-	-	H1 accepted
Trust → Corporate image	0.351	0.001*	-	-	
Servqual → Customer satisfaction	0.290	0.006*	-	-	H2 accepted
Trust → Customer satisfaction	0.211	0.026*	-	-	
Corporate image → Customer satisfaction	0.452	0.000*	-	-	H3 accepted
Servqual → Corporate image → Customer satisfaction	0.290	-	0.527 X 0.452 = 0.238	0.528	H4 accepted
Trust → Corporate image → Customer satisfaction	0.211	-	0.351 X 0.452 = 0.159	0.370	

According to Table 1, the beta coefficient value for service quality is 0.527, and a *p*-value of 0.000 is less than  $p = 0.05$  ( $\alpha = 5\%$ ), indicating that service quality has a significant influence on a company's image. With a value of 0.290 and a *p*-value of 0.006  $p = 0.05$  ( $\alpha = 5\%$ ), the beta coefficient for service quality is less than, indicating that servqual has a significant influence on customer satisfaction. The corporate image beta coefficient has an a value of 0.452 and a *p*-value less than 0.000  $p = 0.05$  ( $\alpha = 5\%$ ), indicating that the firm image has a substantial impact on customer satisfaction.

Figure 1 depicts the route model in path analysis based on the explanation of hypothesis testing.

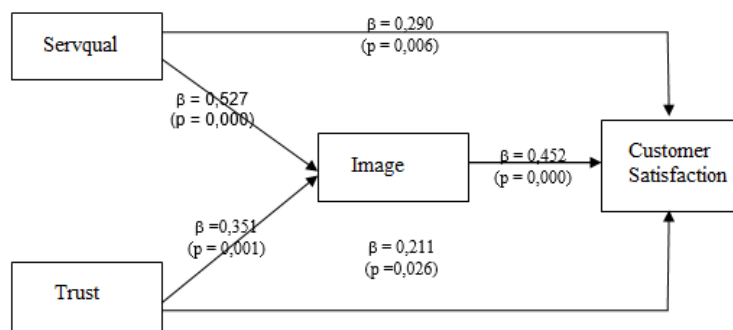


Figure 1 Conceptual Framework

## DISCUSSION

### *Impact of Service Quality and Trust on Corporate Image*

The service quality has an impact on the company's image. In other words, the better the image of the homestay, the higher the quality of service provided by the host family. The findings back up [Sawitri, Rozi, Wahyono, and Siswandoyo \(2018\)](#) claim that service quality influences a company's image. Customers will develop trust in the homestay if the product or service offered corresponds to the customer's preferences. According to [Siagian and Cahyono \(2014\)](#), certainty is one party's belief about the intentions and actions of the other, and thus consumer trust refers to the consumer's belief that the service provider can or can be trusted to fulfil its promises. Expectations are defined as such.

### *Impact of Service quality and Trust on Customer Satisfaction*

Servqual Influences Customer Satisfaction [Meida, Astuti, and Nastiti \(2022\)](#) and [Maamari and Wasfi \(2020\)](#) state that service quality influences customer satisfaction. Trust influences customer satisfaction, according to [Maamari and](#)

Wasfi (2020) and Agung and Aprilia (2021) carrier pleasant influences client satisfaction.

### ***Impact of Corporate Image on Customer Satisfaction***

Customer satisfaction is affected by corporate image. A company's corporate image is one of its most valuable assets. Because a good image is not only a powerful tool for getting customers to choose a company's services and products, but it also helps to increase customer satisfaction and improve with the company. According to Sumartini and Yulianthini (2021), image influences customer satisfaction.

### ***Effects of Service Quality and Customer Trust on Customer Satisfaction through Corporate Image***

Service quality influences customer satisfaction through its corporate image. A company's image, in the opinion of many, is the community or public impression, sentiment, and image of the company from which the products or services offered are generated. A positive corporate image communicates the impact that service and trust have on customer satisfaction (Purnama & Hidayah, 2019).

## **CONCLUSION**

Based on the results of our analysis, we can conclude that:

1. The image of a company is greatly influenced by service quality and trust. This implies that the better the company's image, the higher the quality of homestay services and consumer confidence in homestays.
2. Customer satisfaction is greatly influenced by service quality and customer trust. This demonstrates that the quality of homestay services and consumer trust in homestay can both increase customer satisfaction.
3. Customer satisfaction is greatly influenced by corporate image. This demonstrates that a homestay with a favourable image in the community's eyes may boost client satisfaction.
4. Service quality and customer trust improve corporate image and have a significant impact on customer satisfaction. The higher the level of trust customers have in the homestay and the higher the quality of service a host family provides to its customers, the more positive the image of the host family and the higher the customer satisfaction.

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