

Emotional Experience On E Wom Swiss Bell Silae Hotel In Palu City, Central Sulawesi

Idham^{1*}, Mohamad Yasin², Dzulkifli Bin Muhtar³, Abdul Wahab⁴

^{1,2,4}Departemen of management, faculty of economics Pasca Sarjana, UNISA PALU, Indonesia

³Faculty of Entrepreneurship and Business Universita Malaysia Kelantan, Indonesia

*Corresponding Author:

Email : Idhamdj7@unisapalu.ac.id

Abstract.

Service Quality (SQ), Customer Satisfaction (CS), and Positive Emotional Experience (PEE) have the effect of increasing the positive eWOM of hotel visits. Positive eWOM is a review of the experience felt by consumers who have had a good experience after staying at a hotel. The aim of the research is to test whether Service Quality, Customer Satisfaction (CS), and Positive Emotional Experience, have an influence on increasing positive eWOM visits to Swiss Bel Hotel Silae Palu, based on the Traveloka hotel reservation application site. The aim of the research is the influence of customer satisfaction on eWOM Swiss Bel Hotel Silae Palu. identify the influence of service quality on eWOM of Swiss Bel Hotel Silae Palu. What is the influence of positive emotional experience on eWOM Swiss Bel Hotel Silae Palu. Service quality is important for companies facing competition in the market, satisfying consumer needs and desires, paying attention to service quality (Maulana, 2016). Using quantitative uses numerical measurements. The influence of the Independent Variable on the Dependent Variable is concluded, Customer Satisfaction of the Swiss Bell Silae Hotel in Palu City, has a significant influence on the eWOM of the Swiss Bell Silae Hotel in Palu City. Service Quality provided by the Swiss Bell Silae Hotel in Palu City has a significant influence on the eWOM of the Swiss Bell Silae Hotel in Palu City, Positive Emotional Experience of Swiss Bell Silae Hotel customers in Palu City has a significant influence on Customer Satisfaction of the Swiss Bell Silae Hotel in Palu City. Positive Emotional Experience of Swiss Bell Silae Hotel customers in Palu City has a significant influence on the eWOM of Swiss Bell Silae Hotel in Palu City.

Keywords: Emotional, Experience and Purchasing.

I. INTRODUCTION

Since 2002, the hotel and restaurant trade sector has contributed the largest income after the agricultural and tourism sectors. The tourism sector has increased rapidly (Fahad and Endrayadi, 2017). An increase in tourist visits to tourist destinations can affect the level of hotel visits, the ideal place for tourists to rest after traveling (Asri et al., 2017). An overview of the occupancy rate in Palu City. The medium for connecting visitors with the destination hotel is Electronic Word of Mouth (eWOM) (Dr. Salamatus Asakdiyah, 2020). Electronic Word of Mouth (eWOM) is an important strategy in the era 4.0, where eWOM is used as a means of consumer post-purchase review in product selection (Cantalops et al., 2020). Technological advances have made eWOM marketing strategies popular with business actors (Siddiq, 2014). Information technology and the stability of online network sites make eWOM strategies more effective (Abd-Elaziz et al., 2015). eWOM is a benchmark for consumers to determine product selection decisions (Serra Cantalops and Salvi, 2014).

Electronic of Mouth, the online business sector has been loved by the Indonesian people, eWOM is an intermediary for consumer reviews of goods and services, as is the use of eWOM, a strategy to increase interest in visiting hotels (Suarsa, 2020). Examples of the use of eWOM in the online world of hotel deals are Traveloka, Tiket.com, Pegi-peg, Agoda, Expedia, Booking.com. 6 examples of hotel ticket sales applications are proof that eWOM is involved in increasing online hotel ticket sales based on hotel reviews and ratings, visitor assessments. eWOM marketing increases hotel visitors, which cannot be separated from the increase in tourism in the region. The greater the tourism potential offered will certainly have an impact on increasing hotel visitors in the area (Utomo and Prasetyo, 2018). Below is a picture of one of the popular applications among people in Indonesia:

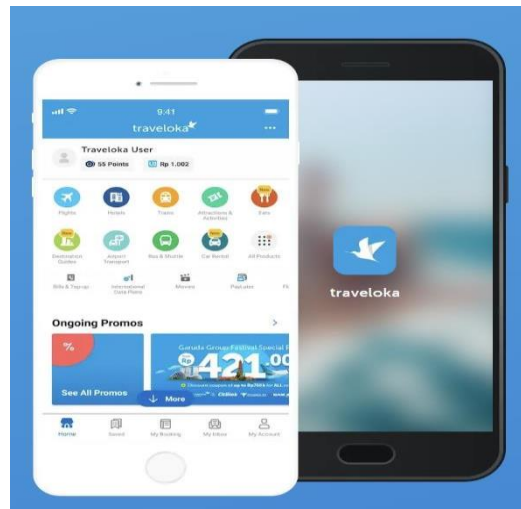


Fig 1. Application Booking Traveloka

Ticket sales applications are popular with consumers in Indonesia based on application searches on Google visiting the Traveloka application. Traveloka is an online service site that provides easy access for consumers in searching for air, land and sea travel tickets as well as hotel reservation tickets for tourist trips (Gede et al., 2018). Traveloka provides consumers access to provide reviews both for the Traveloka application itself and for service products available on the Traveloka application. Traveloka application user reviews will be studied by hotel consumers in Palu City. Based on hotel reviewers on the official Traveloka website, there were 5 popular hotels in Palu City, namely, Best Western Plus Coco Palu, Swiss-BelHotel Silae Palu, Sutan Raja Hotel, Hotel Santika, Amazing City Best Resort. The following table will be displayed:

Table 1.1. List Hotel in City Palu eWOM of Traveloka

No	Nama Hotel	Rating	Reviewer
1	Best Western Plus Coco Palu	8,7	1.683
2	Hotel Santika	8,5	1.366
3	Swiss-BelHotel Silae Palu	8,4	1,306
4	Sutan Raja Hotel	8,4	667
5	Amazing City Best Resort	8,4	343

Source : Departemn in City Tourism Palu (2023)

Five Swiss Bel Hotel Silae Palu hotels have high ratings, the Best Western Plus Coco Palu hotel. Swiss Bel Hotel Silae Palu, the First International 4 Star hotel, in Palu City, offers various added values for consumers, offering various facilities to support efforts made to satisfy consumers. Based on the results of observations made, several additional facilities and services are offered by the Swiss Bel Hotel, there is a swimming pool, restaurant, villa, coffee shop, fitness center, karaoke, sauna facilities, airport pick-up service facilities for customers outside the city, have made reservations for hotel services, The location near the beach adds to the beauty of the atmosphere. Consumer satisfaction has been fulfilled so it does not rule out the possibility of positive emotions with Positive Emotional obtained from the experience being very impressive for consumers (Permatasari et al., 2017). The psychological view of a person's emotions is triggered by the surrounding environment (Park et al., 2006). Positive emotions are related to unforgettable experiences (J. H. Kim and Ritchie, 2014). Literally, emotion is the effect of mood and is an important part of consumers in determining which goods or services they choose. Positive emotions have a positive impact on increasing hotel visitors. The formation of a positive emotional experience by customers indirectly helps provide benefits to the company in the form of reviews for friends, relatives and the public. (Hetharie, 2011). The research focuses on examining how the role of hotel service quality, satisfaction of hotel visitors and positive emotions of hotel visitors is related to positive eWOM in choosing a hotel on online hotel reservation applications such as Traveloka. The research refers to previous research by (Serra - Cantallops et al., 2020) regarding "Antecedents of positive eWOM in hotels.

Exploring the relative role of satisfaction, quality and positive emotional experiences" The research found that the level of service quality and positive emotions of visitors were related to the spread of positive eWOM, the satisfaction behavior of visitors was not identified as being related to the spread of positive eWOM, seen based on the distribution of questionnaires based on hotel visitors who have stayed overnight. "EWOM towards homestays lodging: extending the information system success model" obtained the results that the quality of information and the quality of e-service influence the level of customer satisfaction, it can increase the level of eWOM intention and system quality is not one of the factors driving customer satisfaction (Rizal et al. al., 2018), Based on the description above, Service Quality (SQ), Customer Satisfaction (CS), and Positive Emotional Experience (PEE) have the effect of increasing the positive eWOM of hotel visits. Positive eWOM is a review of the experience felt by consumers who have had a good experience after staying at the hotel. The aim of the research is to test whether Service Quality, Customer Satisfaction (CS), and Positive Emotional Experience, have an influence on increasing positive eWOM visits to Swiss Bel Hotel Silae Palu, based on the Traveloka hotel reservation application site. The difference between this research and previous research is that the scope of the research focuses on selecting a hotel with the best rating in Palu City through selecting an online hotel reservation site, which is of interest to the Indonesian people without ignoring potential tourism aspects in Palu City. The aim of the research is the influence of customer satisfaction on eWOM Swiss Bel Hotel Silae Palu. identify the influence of service quality on eWOM of Swiss Bel Hotel Silae Palu. What is the influence of positive emotional experience on eWOM Swiss Bel Hotel Silae Palu.

II. THEORETICAL REVIEW

Service quality is important for companies facing competition in the market, satisfying consumer needs and desires, paying attention to service quality (Maulana, 2016). Determining a product or service for consumers needs to be careful and critical in getting better quality at the price they pay (Alfredo Dwitama Soenawan, 2015). Service quality can be used as a measure of how well the level of service performance meets customer expectations (Risqonadhimi et al., 2017). Service quality is an important factor for hotel agencies because if they improve the quality of the service it will have a very positive influence (Wibowo, 2018).

The excellence of hospitality agencies is maintained by paying attention to the quality of good service to customers consistently (Chandra, 2015). According to Serra-Cantalops et al., (2020), there are several indicators used to measure service quality consisting of:

1. Employees are polite.
2. Employee behavior inspires trust in customers.
3. Public areas are well maintained.
4. The hotel provides high quality service.
5. The hotel provides good quality food and drinks.
6. The hotel provides a variety of foods and drinks.
7. Nice atmosphere, clean rooms.
8. Internet access service.

Customer satisfaction, feelings of happiness or disappointment are used as a reference for customer feelings, customers feel happy or disappointed when describing the results of comparing the perceived performance of a product or service with the good performance expected by consumers. If the resulting performance fails to meet expectations, customers will feel disappointed. If performance can meet demand then customers will feel satisfied Kotler (2003, p. 61). Visitors' satisfaction with service makes visitors make repeat visits to the hotel (Manoppo, 2013). Satisfaction compares customer perceptions of services that have been provided (Susilo et al., 2018). The level of satisfaction of hotel visitors can be seen from the quality of service from the hotel owner and employees (Normasari, 2013). The response from visitors is one of the visitors' evaluations of satisfaction or dissatisfaction with the performance obtained in accordance with expectations. The level of satisfaction functions to determine the difference between perceived performance and expectations (Gede Mahendra, 2015). The level of customer satisfaction is the key to gaining visitor

loyalty (Wibowo, 2018). Serra - Cantallops et al., (2020) customer satisfaction can be measured using several indicators, such as:

1. Make the right decision choosing a hotel.
2. Stay in a hotel.
3. Hotel service satisfaction.
4. Hotels meet needs.

Positive Emotional Experience (PEE), according to Xiang et al., (2015), guest experience is undoubtedly a very complex construction. Tourist experiences include satisfying, enjoyable emotions (Coghlan et al., 2012). Positive emotions are related to unforgettable experiences (J. H. Kim and Ritchie, 2014). Emotions are the effect of mood and are an important part of consumers' determination of which product or service to choose. Positive emotions have a positive impact, increasing hotel visitors (Hetharie, 2011). Positive emotional experience refers to emotionally engaging offers that exceed expectations and are different from related global offers (Serra-Cantallops et al., 2020). Expectations are fulfilled with positive emotions or what is called Positive Emotional, obtained from experience, which is impressive for consumers (Permatasari et al., 2017). Serra - Cantallops et al., (2018), measured the influence of PEE, customer loyalty towards hotels and found an interesting positive relationship between PEE and intention to recommend. According to Serra - Cantallops et al., (2020) positive emotional experience can be measured using several indicators, such as:

1. Amazing hotel.
2. Hotels make guests special.
3. Hotels have made it possible to escape from the daily routine.
4. Unforgettable stay.
5. Experiencing positive and new situations compared to previous experiences.
6. Happy to choose an available hotel.

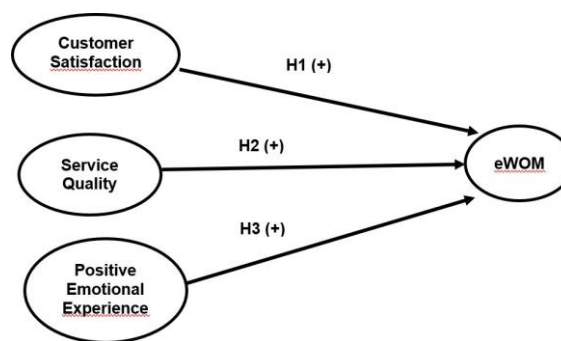
Electronic Word of Mouth is an important strategy to pay attention to in the 4.0 era, where eWOM is used as a means of post-purchase review of consumer product selection (Serra-Cantallops et al., 2020). Advances in information technology and the stability of online network sites have made eWOM an effective strategy (Abd-Elaziz et al., 2015b). eWOM benchmarks for consumers determine product selection decisions (Serra Cantallops and Salvi, 2014). According to Serra-Cantallops et al., (2020), there are several indicators that can be used to measure eWOM such as:

1. Enjoy commenting on social media.
2. Have written positive comments about this hotel on social networks.
3. Have posted positive reviews about this hotel on websites and or travel review websites.
4. Uploading photos or videos on social networks about my stay at the hotel.
5. Become a fan of the chain's profile on social networks.

The Influence of Customer Satisfaction on eWOM Customer satisfaction is an important factor of behavioral intentions, especially WOM, travel and tourism (Prayag et al., 2017). Companies invest a lot of effort in satisfying customers, gaining positive WOM and increasing their profitability. Serra-Cantallops et al., (2020) argue that eWOM, an expanded form of traditional WOM, but in an electronic way and that both concepts have the same core motivation, considering that consumer behavior is similar in both cases. Customer satisfaction is felt through the performance expectations felt by customers after experiencing the product or service. If performance is different from expectations, then dissatisfaction will occur (Oliver, 2003). In fact, dissatisfaction occurs if the service offered is below user expectations (Oliver, 2003). Ratings of emotional satisfaction are the degree to which a person believes that an experience evokes positive feelings. DeLone and (Jing and Yoo, 2013), Defining satisfaction is an important measure of success, capturing the balance of positive and negative impacts on customers, employees, suppliers, markets, organizations, the economy, industry and society referring to an entity's level of agreement regarding the perceived performance of a product or service. Focusing specifically on eWOM, studies have highlighted aspects of customer satisfaction, customer dissatisfaction, failure and recovery as the main motivations for consumers writing reviews in the context of tourism and hospitality (Dixit et al., 2019). Studies identify a

direct relationship between satisfaction and dissatisfaction with both positive and negative reviews, a fairly clear and predictable consumer behavior. Research conducted in non-hotel service contexts has not supported the relationship (Yang, 2017).

Restaurant context, Yang (2017), did not find support for the relationship between satisfaction and positive eWOM intentions and Dolnicar et al., (2015). Raised concerns about the relationship between satisfaction and intention to recommend. The specific context of hotels, (Swanson and Hsu, 2009) concluded that customers experiencing satisfactory incidents are not necessarily more likely to recommend a service provider or persuade, using the provider's offerings than their dissatisfied counterparts. Results in the hospitality field are not yet conclusive and the relationship between CS and the generation of positive eWOM in the hotel context requires additional research efforts. The Effect of Service Quality on eWOM Little research concentrates on the effect of service quality on the generation of eWOM in the hotel industry, as most research focuses on restaurants. Jeong and Jang (2011) examined which restaurant experiences lead customers to engage in positive eWOM found with restaurant service quality food quality, service quality, ambiance and price fairness. Empirical examination of factors influencing cafe customers to engage in eWOM significantly. Kim et al., (2015) showed that consumers' self-construal values are a prominent determinant of eWOM intentions, not service quality values. Zhang et al., (2014), The relationship between performance attributes and eWOM found that performance attributes can lead to critical comments, good performance attributes (cleanliness, food quality,) cannot lead to positive comments. The following will display a conceptual framework image:



The image presented above is an update of the reference research model used by Serra-Cantalops et al. (2020), where service quality has a significant effect on customer satisfaction, it does not have a significant effect on eWOM, the positive emotional experience variable has a significant effect on customer satisfaction and eWOM. The customer satisfaction variable does not have a significant influence on eWOM. According to Yen and Tang (2019), measuring the influence of hotel attribute performance on eWOM behavior in specific areas of hotels, concluded that although eWOM behavior is a multidimensional construct, it is said that good performance on the part of hotels facilitates attributes, positive with eWOM, as an indicator of a positive relationship between service quality. and eWOM intentions. Research focused on supporting a positive relationship between service quality and customer engagement spreading positive eWOM has not produced conclusive results, there is still a lack of research in the specific context of hotel services (Serra-Cantalops et al., 2020). It is assumed that hoteliers strive to improve the establishment's quality standards in the hope of increasing advocacy and positive eWOM among customers. This is a research topic that will be carried out. Based on the research findings, the following hypothesis is proposed:

H1: It is suspected that customer satisfaction influences the eWOM of the Swiss Bel Silae Hotel in Palu City.

H2: It is suspected that service quality influences the eWOM of the Swiss Bel Silae Hotel in Palu City.

H3: It is suspected that Positive Emotional Experience influences the eWOM of the Swiss Bel Silae Hotel in Palu City.

The Influence of Positive Emotional Experience on eWOM According to Serra-Cantalops et al., (2020) Customer experience can be defined as the overall interaction a customer has with a company and product, the hotel context, the large number of steps and interactions a customer goes through when considering a particular hotel brand as an option (purchasing information search and using the service, until the customer returns home), the overall experience reflects how the customer feels about the company and the offering. During the process the customer experiences many perceptions about the hotel company, obviously most of which cannot be categorized as “emotional experiences”. Although emotions have been shown to be a precursor of WOM in most of the studies mentioned above, based on Serra-Cantalops et al. (2020) that the antecedents of WOM and eWOM may be different, and the lack of previous research in the specific area of hotel services, it is feasible to assess the relationship between PEE and eWOM intentions. As mentioned previously, when measuring the influence of PEE on customer loyalty to hotels, Serra-Cantalops et al. (2018) found an interesting positive relationship between PEE and intention to recommend online.

III. METHODS

Using quantitative uses numerical measurements. Based on research objectives, it is basic research that focuses on achieving objectives without considering practical benefits. Basic research is meant to develop and test theoretical concepts and research findings from previous research. The characteristics of research are classified as comparative clause research. Research looks for causal factors and observes how these factors have an impact, causing a cause and effect relationship. Using primary and secondary data types. The aim of the research is to obtain results explaining the influence of service quality, customer satisfaction, positive emotional experience, on the eWOM of the Swiss Bel Silae Hotel in Palu City. Data collection in the research was carried out on respondents who had stayed at the Swiss Bel Silae Hotel, Palu, distributing questionnaires via Google Form. The data was processed using SPSS 25.0 Windows.

IV. RESULT AND DISCUSSION

To solve several problems, the problem formulation was determined, hypothesis testing was carried out using multiple linear regression analysis. Based on the results of the analysis using the IBM SPSS for Windows application, regression results were obtained between the variables Customer Satisfaction (X1), Service Quality (X2) and Positive Emotional Experience (X3) on Electronic Word Of Mouth (Y) as follows:

Table 1. 2. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	7.705	3.787	-2.035	.045
	Total X1	.027	.249	.019	.914
	Total X2	.118	.311	.067	.705
	Total X3	.295	.200	.719	.000

a. Dependent Variable: Total Y

b. The output obtained from the regression equation model is as follows:

$$Y = 7.705 + 0.227X1 + 0.118X2 + 0.295X3 + e$$

The regression equation model has the following meaning:

- The regression coefficients of the two independent variables (Customer Satisfaction (X1), Service Quality (X2), Positive Emotional Experience (X3)) have a significant positive effect on Electronic Word Of Mouth (Y). The meaning of each increase in the Customer Satisfaction, Service Quality, Positive Emotional Experience variables is followed by an increase in the Electronic Word Of Mouth variable.
- The Customer Satisfaction variable has a regression coefficient ($b_1=0.227$), standard compared to the independent variable regression coefficient, meaning that Electronic Word of Mouth is influenced by the Customer Satisfaction variable.

- c) The Service Quality variable has the smallest regression coefficient ($b_1=0.118$) compared to the independent variable regression coefficient, Electronic Word of Mouth is less influenced by the Customer Satisfaction variable.
- d) The Positive Emotional Experience variable has a regression coefficient ($b_1=0.295$), which is large compared to the regression coefficient for the Electronic Word of Mouth variable, which is large, influenced by the Customer Satisfaction variable.

Linear Regression Coefficient of Determination, Coefficient of Determination for the variables Customer Satisfaction (X1), Service Quality (X2), Positive Emotional Experience (X3) are interpreted as follows:

Table 1.3. Koefisien Determinasi Regresi Linier Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.472	.454	4.199

a. Predictors: (Constant), amount X3, amount X2, amount X1

The Adjusted R Square value is 0.873, meaning that Customer Satisfaction (X1), Service Quality (X2) and Positive Emotional Experience (X3) are able to explain the Electronic Word Of Mouth variable by 87.3% while the remaining 12.7% (100%-87, 3%) motivation variables are explained by variables not examined in the research. Proving the research hypothesis can be seen from the partial test results using the t test. The test aims to determine the significant influence of the independent variable on the dependent variable partially (individually or alone). Basis for decision making:

- a) If the $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted
- b) If the value of $t_{count} \leq t_{table}$ then H_0 is accepted and H_a is rejected

The calculated t value can be seen from the regression results. The results of the hypothesis test are concluded as follows:

a. Predictors: (Constant), amount X3, amount X2, amount X1

H1: Customer Satisfaction influences Electronic Word of Mouth, the calculated t value is 0.108 and the significance is 0.045, the calculated t value is greater than 0.05 so that H_0 is rejected, H_a is accepted. The hypothesis stating that Customer Satisfaction has a significant positive effect on Electronic Word Of Mouth is accepted.

H2: Service Quality has an effect on Electronic Word of Mouth, the calculated t value is 0.380 and the significance is 0.705, the calculated t value is greater than 0.05 so that H_0 is rejected and H_a is accepted. The hypothesis stating that Service Quality has a significant positive effect on Electronic Word Of Mouth is accepted.

H3: Positive Emotional Experience influences Electronic Word Of Mouth, the t-count value is 6.461 and the significance is 0.000, the t-count value is greater than 0.05 so H_0 is rejected and H_a is accepted. The hypothesis stating that Positive Emotional Experience has a significant positive effect on Electronic Word Of Mouth is accepted.

Analysis of the influence of Customer Satisfaction on Electronic Word of Mouth produces a significant relationship. In line with previous research, Rizal et al (2020) explained that Customer Satisfaction has an influence on Electronic Word of Mouth. Service quality is realized in fulfilling customer desires, service is provided according to customer expectations or expectations, then service quality gives rise to good or positive perceptions of customers who feel satisfied. On the other hand, if the service provided by customers is less than customer expectations, the quality of the service can give rise to negative or bad perceptions and reduce customer satisfaction (Schiffman and Kanuk, 2007, p.15). Research results from Rizal et al (2009). Customer satisfaction refers to the difference between past expectations and actual performance. Dissatisfaction occurs when the service provided is below customer expectations (Oliver, 1993). DeLone and McLean (2003), stated that efficiency is a measure of success. Efficiency maintains a balance of positive and negative impacts on consumers, suppliers, employees, organizations, markets, businesses, and the community economy at the corporate level. Performance-related recognition Demonstrates product or service expertise. Ishak (2006) proves that no matter how good the promotions and

products are, it means nothing if customers are not satisfied. Customer satisfaction creates chain communication which will help improve the reputation and image of a company's products and services (Lis and Neßler, 2014). Technological advances accelerate the concept of sharing introducing eWOM as a medium for travelers (Ladhari and Michaud, 2015). Analysis of the influence of Service Quality on Electronic Word of Mouth produces a significant relationship. In line with previous research, Serra-Cantallops et al. (2020) explained that the service quality variable has a positive effect on eWOM intention to recommend online. According to Serra-Cantallops et al., (2018), service quality supports eWOM, service quality guarantees the spread of positive comments via digital platforms.

Trying to provide a good level of service quality in order to increase customer satisfaction to avoid negative reviews, it is important that hotel managers invest time and effort in designing atmospheric settings, activities and services that involve customers producing positive emotional feelings (Serra-Cantallops et al., 2018). Based on the explanation above, service quality has an influence on the eWOM of the Swiss Bell Silae Hotel in Palu City. The quality of service is good, the employees are kind and polite providing good service to customers. Beautiful views are one of the quality services provided by the Swiss Bell Silae Hotel in Palu City, a photo spot used by customers. Hotel employees have a way of meeting customers' needs when they want to take photos, helping to take photos of customers. Good service, instagrammable view location makes millennials interested in visiting. Indonesian influencers stay at the Swiss Bell Hotel in Palu City. Followers of social media influencers upload photos and videos related to the beauty and comfort at the Swiss Bell Silae Hotel in Palu City. Proving that the quality of service provided by the Swiss Bell Silae Hotel in Palu City is in accordance with customer expectations, it is easy for customers to share positive reviews on social media. eWOM is important as service experiences can be shared more easily through virtual interactions (Litvin et al., 2008). Analysis of the influence of the positive emotional experience variable on the eWOM variable at the Swiss Bell Silae Hotel in Palu City produces a significant relationship. In line with previous research examined by Serra-Cantallops et al. (2018), stated that the positive emotional experience variable has a positive effect on eWOM recommending online.

According to Serra-Cantallops et al. (2018) positive emotional experience, hotel guests are a factor in generating strong reviews of hotel services. In the hotel service context, managerial practices seek to provide a guest experience that increases positive emotional outcomes, positive emotional experience is a determinant of encouraging consumer creativity in the spread of consumer content creation through eWOM (Serra-Cantallops et al., 2018). The explanation above, positive emotional experience influences the eWOM of the Swiss Bell Silae Hotel in Palu City. The facilities and service quality of the Swiss Bell Silae Hotel in Palu City, the hotel pays attention to cultural aspects, adds a different image. Customers are happy with polite hotel employees, beautiful views, clean environment, unique building, calm hotel atmosphere, quality food and drinks. The Swiss Bell Silae Hotel in Palu City always strives to meet customer needs, providing good service where customers feel satisfied and experience positive emotions. The hotel's good service and uniqueness have helped customers experience positive emotions and customers automatically leave positive reviews. The uniqueness provided by the hotel encourages customers to create content, enabling positive experiences to be spread through eWOM. Customer satisfaction forms positive eWOM at the Swiss Bell Silae Hotel in Palu City.

V. CONCLUSION

The influence of the Independent Variable on the Dependent Variable is concluded as follows:

1. Customer Satisfaction at the Swiss Bell Silae Hotel in Palu City, has a significant influence on the eWOM of the Swiss Bell Silae Hotel in Palu City. Proving that the Swiss Bell Silae Hotel in Palu City pays attention to customer satisfaction and has a good impact on hotel marketing through eWOM or recommendations from satisfied customers regarding the services provided by the hotel, reviewed both through e-commerce, online hotel booking and Google.

2. Service Quality provided by the Swiss Bell Silae Hotel in Palu City has a significant influence on the eWOM of the Swiss Bell Silae Hotel in Palu City, in line with research by Serra-Cantallops et al., (2020), which does not support that service quality influences eWOM. Hotel Swiss Bell Silae, Palu City needs to pay

attention to the quality of service provided to customers, the quality of service provided is good in accordance with increasing eWOM, chain recommendations for potential new customers are reviewed via electronic, most customers will survey reviews via eWOM.

3. Positive Emotional Experience of customers at the Swiss Bell Silae Hotel in Palu City has a significant influence on Customer Satisfaction at the Swiss Bell Silae Hotel in Palu City. Visitors feel satisfied with the service provided by Hotel Swiss Bell Silae Palu, giving a good impression and exceeding customer expectations so that the positive emotions felt by customers have a positive impact on potential visitors. Customer satisfaction needs to be maintained if customers are satisfied and can exceed expectations, it will generate positive emotions from customers.

4. Positive Emotional Experience of Swiss Bell Silae Hotel customers in Palu City has a significant influence on the eWOM of Swiss Bell Silae Hotel in Palu City. Customers make payments for temporary housing accompanied by expectations according to the price paid. The hotel provides good service that exceeds customer expectations. The hotel has succeeded in building positive customer experiences during their stay at the Swiss Bell Silae Hotel, Palu. Reviews from visitors regarding hotel services indirectly help the company market its products to potential visitors, relying on reviews from customers who have already visited. Marketing services and products is not only spread through meetings between family, relatives or newspapers, the platform has provided a comments column to accommodate reviews from customers and Indonesian citizens, following the sophistication of seeing reviews recommended on the platform by customers who have visited.

REFERENCES

- [1] Abd-Elaziz, M. E., Aziz, W. M., Khalifa, G. S., & Abdel-Aleem, M. (2015a). Determinants of Electronic word of mouth (EWOM) influence on hotel customers' purchasing decisions. *Journal of Faculty of Tourism and Hotels, Fayoum University*, 9(2/2), 194–223.
- [2] Abd-Elaziz, M. E., Aziz, W. M., Khalifa, G. S., & Abdel-Aleem, M. (2015b). Determinants of Electronic word of mouth (EWOM) influence on hotel customers' purchasing decisions. *Journal Of Faculty Of Tourism And Hotels, Fayoum University*, 9(2/2), 194–223.
- [3] Alfredo Dwitama Soenawan, E. S. M. (2015). The Influence of Product Quality, Service Quality and Price on Consumer Purchasing Decisions at D' Stupid Baker Spazio Graha Family Surabaya. Hospitality Management Program, Faculty of Economics, Petra Christian University Email:, 395–409.
- [4] Ali, F., Hussain, K., & Omar, R. (2016). Diagnosing customers experience, emotions and satisfaction in Malaysian resort hotels. *European Journal of Tourism Research*, 12, 25–40.
- [5] Arianto, N. (2018). The Influence of Service Quality on Visitor Satisfaction and Loyalty in Using Rizen Kedaton Bogor Hotel Services. *Journal of Competitive Marketing*, 1(2), 83–101. <https://doi.org/10.32493/jpkpk.v1i2.856>
- [6] Bi, J. W., Liu, Y., Fan, Z. P., & Zhang, J. (2020). Exploring asymmetric effects of attribute performance on customer satisfaction in the hotel industry. *Tourism Management*, 77 (October 2019), 104006. <https://doi.org/10.1016/j.tourman.2019.104006>
- [7] Bigné, J. E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26(6), 833–844. <https://doi.org/10.1016/j.tourman.2004.05.006>
- [8] Chandra, S. M. (2015). The Influence of Service Quality, Promotion and Location on Consumer Decisions to Use the Baliem Pilamo Hotel in Wamena. *EMBA Journal: Journal of Economics, Management, Business And Accounting Research*, 3(3), 959–970. <https://doi.org/10.35794/emba.v3i3.9771>
- [9] Choi, T. Y., & Chu, R. (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, 20(3), 277–297. [https://doi.org/10.1016/S0278-4319\(01\)00006-8](https://doi.org/10.1016/S0278-4319(01)00006-8)
- [10] Coghlan, A., Buckley, R., & Weaver, D. (2012). A framework for analyzing awe in tourism experiences. *Annals of Tourism Research*, 39(3), 1710–1714. <https://doi.org/10.1016/j.annals.2012.03.007>
- [11] Cronin, J. J., & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), 55. <https://doi.org/10.2307/1252296>
- [11] del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>

- [12] Dixit, S., Jyoti Badgaiyan, A., & Khare, A. (2019). An integrated model for predicting consumer's intention to write online reviews. *Journal of Retailing and Consumer Services*, 46(October), 112–120. <https://doi.org/10.1016/j.jretconser.2017.10.001>
- [13] Dolnicar, S., Coltman, T., & Sharma, R. (2015). Do Satisfied Tourists Really Intend to Come Back? Three Concerns with Empirical Studies of the Link between Satisfaction and Behavioral Intention. *Journal of Travel Research*, 54(2), 152–178. <https://doi.org/10.1177/0047287513513167>.
- [14] Dr. Salatun Asakdiyah, M. S. (2020). Building business innovation through Electronic Word of Mouth (E-WOM) in the New Normal Era.
- [15] Gede, L., Kusuma, L., & Unud, F. P. (2016). Analysis of the factors that encourage tourists through mobile booking on the Traveloka site. *Com Erni Muliana I Made Kusuma Negara*. 4 (1), 79-85.
- [16] Gede Mahendra, I. (2015). The influence of service quality on consumer satisfaction at the Griya Sunset Kuta Hotel. *E-Journal of Management of Udayana University*, 4 (2), 253644.
- [17] Goldsmith, R. E., & Horowitz, D. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising*, 6(2), 2–14. <https://doi.org/10.1080/15252019.2006.10722114>
- [18] Grolier Electronic Publishing. (1995). academic american encyclopedia. In academic american.
- [19] Gronroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*, 18(4), 36–44. <https://doi.org/10.1108/EUM0000000004784>
- [20] Hetharie, J. A. (2011). The role of positive emotions as a mediator of the shop environmental stimulus and social factors for impulse buying tendency in the sun Department Store Ambon City. *Journal of Management Application*, 10 (4), 890–898.
- [21] Hosany, S., Prayag, G., Van Der Veen, R., Huang, S. (Sam), & Deesilatham, S. (2017). Mediating Effects of Place Attachment and Satisfaction on the Relationship between Tourists' Emotions and Intention to Recommend. *Journal of Travel Research*, 56(8), 1079–1093. <https://doi.org/10.1177/0047287516678088>
- [22] Jeong, E. H., & Jang, S. C. S. (2011). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2), 356–366. <https://doi.org/10.1016/j.ijhm.2010.08.005>
- [23] Jing, G., & Yoo, I. S. (2013). An Empirical study on the Effect of E-Service Quality to Satisfaction. *International Journal of Management Sciences and Business Research*, 2(10), 25–31.
- [24] Kharisadi Wibisana, V. K. H. (2011). Analysis of Hotel Experience in Relationship to Positive Ewom Motivation in Surabaya. 331-339.
- [25] Kim, J. H., & Ritchie, J. R. B. (2014). Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES). *Journal of Travel Research*, 53(3), 323–335. <https://doi.org/10.1177/0047287513496468>
- [26] Kim, T. (Terry), Kim, W. G., & Kim, H. B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30(1), 51–62. <https://doi.org/10.1016/j.tourman.2008.04.003>
- [27] Ladhari, R., & Michaud, M. (2015). EWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management*, 46, 36–45. <https://doi.org/10.1016/j.ijhm.2015.01.010>
- [28] Lii, Y. shuh, & Lee, M. (2012). The joint effects of compensation frames and price levels on service recovery of online pricing error. *Managing Service Quality: An International Journal*, 22(1), 4–20. <https://doi.org/10.1108/09604521211198083>
- [29] Lis, B., & Neßler, C. (2014). Electronic word of mouth. *Business and Information Systems Engineering*, 6(1), 63–65. <https://doi.org/10.1007/s12599-013-0306-0>
- [30] Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- [31] Manoppo, F. (2013). Service quality, and servicescape effect on customer satisfaction at the Gran Puri Manado Hotel. *Journal of Economic, Management, Business and Accounting Research*, 1 (4), 1341–1348. <https://doi.org/10.35794/emba.v1i4.2913>
- [32] Maulana, A. S. (2016). The influence of service quality and price on customer satisfaction of PT. Toi. *Journal of Economics* Volume, 7 (2), 113-125.
- [33] Normasari, S. (2013). The effect of service quality on customer satisfaction, company image and loyalty Customers Survey Survey Customers who stay overnight at Hotel Pelangi Malang. *Journal of Business Administration SI Universitas Brawijaya*, 6 (2), 77767.
- [34] O'Connor, P. (2010). Managing a hotel's image on Tripadvisor. *Journal of Hospitality Marketing and Management*, 19(7), 754–772. <https://doi.org/10.1080/19368623.2010.508007>

- [35] Oh, H., & Kim, K. (2017). Customer satisfaction, service quality, and customer value: years 2000-2015. *International Journal of Contemporary Hospitality Management*, 29(1), 2–29. <https://doi.org/10.1108/IJCHM-10-2015-0594>
- [36] Oliver, R. L. (2003). of the Satisfaction Response. 20(December 1993).
- [37] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41. <https://doi.org/10.2307/1251430>
- [38] Park, E. J., Kim, E. Y., & Forney, J. C. (2006). A structural model of fashion- oriented impulse buying behavior. *Journal of Fashion Marketing and Management*, 10(4), 433–446. <https://doi.org/10.1108/13612020610701965>.
- [39] Permatasari, I., Arifin, Z., & Sunarti, S. (2017). The influence of hedonic consumption and positive emotional mediator on Impulsive Purchase (Survey of Fashion Product Buyers in Malang Town Square City of Malang). *Journal of Business Administration SI Universitas Brawijaya*, 43 (2), 1–9.
- [40] Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41–54. <https://doi.org/10.1177/0047287515620567>
- [41] Ratnasari, D. (2015). Effect of Expectation and Service Performance Level on the Level of Community Satisfaction through Discount As an Intervening Variable (Study of the Surabaya City Population and Civil Registry Office). *Policy and Public Management Volume*, 3 (April), 1–12.
- [42] Risqonadhimi, H., Bayu, I. M., & SE, D. (2017). *Journal of Analysis of Service Quality Impact Analysis in Shaping Customer Satisfaction on Precious Studio Semarang. Management Science and Research*.
- [43] Rizal, H., Yussof, S., Amin, H., & Chen-Jung, K. (2018). EWOM towards homestays lodging: extending the information system success model. *Journal of Hospitality and Tourism Technology*, 9(1), 91–105.
- [44] Sánchez-García, I., & Currás-Pérez, R. (2011). Effects of dissatisfaction in tourist services: The role of anger and regret. *Tourism Management*, 32(6), 1397– 1406. <https://doi.org/10.1016/j.tourman.2011.01.016>
- [45] Sari, F., & Pangestuti, E. (2018). The Effect of Electronic Word of Mouth (E-WOM) on the interest of visiting and the decision to visit (study of Coban Rais BKPJ Pujon). *Journal of Business Administration*, 54(1), 189-196.
- [46] Serra-Cantallops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing - ESIC*, 22(2), 142–162. <https://doi.org/10.1108/SJME- 03-2018-0009>
- [47] Serra-Cantallops, A., Ramón Cardona, J., & Salvi, F. (2020). Antecedents of positive eWOM in hotels. Exploring the relative role of satisfaction, quality and positive emotional experiences. *International Journal of Contemporary Hospitality Management*, 32(11), 3457–3477. <https://doi.org/10.1108/IJCHM- 02-2020-0113>
- [48] Serra Cantallops, A., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41–51. <https://doi.org/10.1016/j.ijhm.2013.08.007>.
- [49] Siddiq, A. (2014). The Effect of Product Knowledge and Brand Image on Samsung Laptop Purchasing Decisions (Survey to Jakarta ITKLIK Consumers). *Journal of Marketing Management*, 2 (2), 1–7. <https://doi.org/10.9744/Paradan.8.2.47-54>.
- [50] Study, P., Management, M., Business, F., Kristen, U., & Discourse, D. (2018). Effect of Electronic Word of Mouth (Ewom), Brand Image, Brand Trust and Customer Satisfaction Against Purchase Intention Traveloka.Com. 13160016.
- [51] Suarsa, S. H. (2020). Effect of Electronic Word of Mouth (EWOM) on the Online Travel Agent (OTA) Traveloka on the decision to stay at Topas Galeria Hotel, Bandung. Eqien: *Journal of Economics and Business*, 7 (1), 50-56. <https://doi.org/10.34308/eqien.v7i1.112>
- [52] Sun, L. B., & Qu, H. (2011). Is there any gender effect on the relationship between service quality and word-of-mouth? *Journal of Travel and Tourism Marketing*, 28(2), 210–224. <https://doi.org/10.1080/10548408.2011.546215>.
- [53] Susepti, A., & et al. (2017). The influence of service quality on hotel guest satisfaction and loyalty. *Journal of Business Administration*, 50 (5), 3–4.
- [54] Susilo, H. (2018). Analysis of the effect of prices, service quality, promotion, and trust in consumer satisfaction with the decision to visit as an intervening variable at the Amanda Hills Bandung Hotel. *Maharaja Astrasen Institute of Management and Technology Journal of IT & Management*, 4 (4).
- [55] Susilo, H., Haryono, A. T., & Mukery, M. (2018). Analysis of the effect of prices, service quality, promotion, and trust in consumer satisfaction with the decision to visit as an intervening variable at the Amanda Hills Bandung Hotel. *Journal of Unpad Management*, 4 (4), 1-20.
- [56] Swanson, S. R., & Hsu, M. K. (2009). Critical incidents in tourism: Failure, recovery, customer switching, and word-of-mouth behaviors. *Journal of Travel and Tourism Marketing*, 26(2), 180 194.

- [57] Tsao, W. C., & Hsieh, M. T. (2012). Exploring how relationship quality influences positive eWOM: The importance of customer commitment. *Total Quality Management and Business Excellence*, 23(7–8), 821–835. <https://doi.org/10.1080/14783363.2012.661137>
- [58] Uslu, A. (2020). The relationship of service quality dimensions of restaurant enterprises with satisfaction, behavioural intention, eWOM, and the moderating effect of atmosphere. *Tourism & Management Studies*, 16(4), 23– 35. <https://doi.org/10.18089/tms.2020.160303>.
- [59] Utomo, C. E. W., & Prasetyo, A. (2018). Sustainable Tourism Development: Innovation, Technology and Local Wisdom. 1-300.
- [60] Valentino Penture, L., Sugianto, M., Remyaasa, M., Hospitality Management, P., Management Studies, P., & Economics, F. (2019). Purchase intention at three -star hotels in Bali. *Journal of Hospitality Management*, 5 (1), 26-35. <https://doi.org/10.9744/jmp.5.1.26>.
- [61] Walsh, G., Shiu, E., Hassan, L. M., Michaelidou, N., & Beatty, S. E. (2011). Emotions, store-environmental cues, store-choice criteria, and marketing outcomes. *Journal of Business Research*, 64(7), 737–744. <https://doi.org/10.1016/j.jbusres.2010.07.008>.
- [62] Wibowo, F. Hi. L. D. (2018). The influence of service quality on visitor loyalty through visitor satisfaction (study At the Banyuwangi Public Service Mall, East Java). In Doctoral Dissertation, Maulana Malik Ibrahim State Islamic University.
- [63] Widiati, Ali Hasan and N. (2019). Effect of Electronic Word of Mouth on Facebook Social Media on the Decision of Visiting the Nglanggeran Tourism Village Gunungkidul. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- [64] Wilkins, H., Merrilees, B., & Herington, C. (2010). The determinants of loyalty in hotels. *Journal of Hospitality Marketing and Management*, 19(1), 1–21. <https://doi.org/10.1080/19368620903327626>
- [65] Yang, F. X. (2017). Effects of Restaurant Satisfaction and Knowledge Sharing Motivation on eWOM Intentions: The Moderating Role of Technology Acceptance Factors. *Journal of Hospitality and Tourism Research*, 41(1), 93– 127. <https://doi.org/10.1177/1096348013515918>
- [66] Yen, C. L. A., & Tang, C. H. H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76(January 2018), 9–18. <https://doi.org/10.1016/j.ijhm.2018.03.006>
- [67] Zhang, J. J., & Mao, Z. (2012). Image of All Hotel Scales on Travel Blogs: Its Impact on Customer Loyalty. *Journal of Hospitality Marketing and Management*, 21(2), 113–131. <https://doi.org/10.1080/19368623.2011.615017>
- [68] Zhang, Z., Zhang, Z., & Law, R. (2014). Positive and Negative Word of Mouth about Restaurants: Exploring the Asymmetric Impact of the Performance of Attributes. *Asia Pacific Journal of Tourism Research*, 19(2), 162– 180. <https://doi.org/10.1080/10941665.2012.735680>