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THE IMPLICATION OF CONTACTLESS SERVICE AS A TOOL TO IMPROVE CUSTOMER REVISIT INTENTION

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Abstract

The study focuses on identifying how to improve revisit intention through customer experience with contactless service. COVID-19 has passed and hospitality in Vietnam is resumed with an increase of 63% of domestic guests in 2022 compared with that in 2021. to maintain a vital business, hotel management is advised to implement contactless service in their operations for many benefits. The objective of this research is to contribute to the literature of hotel operations with respect to enhancing customer revisit intention under the influence of customer pleasure, service quality, perceived value and customer satisfaction. Survey is conducted using Google form for targeting participants with willingness to use technology. 250 responses are collected within the demographic of Vietnam. PLS-SEM is employed to analyze data. The findings indicating relationships between contactless service experience, customer pleasure, service quality, perceived value, customer satisfaction and revisit intention. Recommendations are also provided.

Keyword: *contactless service, customer experience, customer pleasure, perceived value, customer satisfaction, revisit intention.*

1. Introduction

COVID-19 was announced the world pandemic by the World Health Organization not until the early of 2020 (Chen et al., 2021). Despite all negative impacts on the human health, the world economy, social distancing created by COVID-19 forced the innovation of contactless technology. The altering in the expression of societal cohesiveness has restricted the direct interactions facilitating the emergence of technology becoming more evident. Technology has also marked its importance during the lockdowns when organizations offered online business activities. Even though the pandemic has passed its peak period, customers still prioritize virtual interactions for the sake of safety, thus, the demand for contactless products and services increase. Customized and convenient innovations are proven to have positive influence on customer experience strengthening customer loyalty and higher repurchase intention (George, 2021). Besides, the travelling restrictions has repositioned the hospitality industry from hi-touch to hi-tech scenario. Tan et al. (2020) mentioned concerns for well-being and sustainability amongst customers, which is becoming the “new normal” and the main focus for the industry of accommodation. To adapt with those demands and restrictions, responsive contactless service is a creative service system (Jiang & Wen, 2020). Pillai et al. (2021) also supported this creativity in his paper mentioning the balance in safe service delivery and service excellence achievement. Contactless technology has been utilized in hotels for a few years namingly keyless entry, facial recognition, contactless payment, etc. Mastercard New Payments Index mentions in its report in 2021 that “94% of customers in the Asia-Pacific area will be contemplating at least one innovative payment option” regardless of cyber security and data privacy. However, the outbreak

of COVID-19 has undoubtedly urged the evolution of innovations (Ciotti et al., 2020). With the persistence in the shift of customer behaviour in leisuring due to entailing social norms, travel establishments are advised to stay alert to travel innovations. Hospitality has been exposed to the evolvement of technology-based services, however, there are few the number of papers discussing this matter (Wang & Chen, 2015). Therefore, Rahimzhan & Irani (2020) emphasized on the significance of the study regarding new approaches in delivering service as the change in customer demand.

Contactless service is when the same service process is delivered but with the absence of direct customer-employee contact (Lee & Lee, 2021). However, the consequences of COVID-19 has brought to the table many other concerns and expectations for hotelier rather than just being efficient. Customers are becoming more health awareness and demanding for a safe yet smooth service to influence their intention to purchase or revisit a hospitality establishment. How a hotel can balance between utilizing contactless services to accommodate the requirement for safety during and after the pandemic and maintaining a world class experience is left being answered while the recognition of contactless technology in hospitality industry is widely advanced. This paper is conducted with the aim to fill in that research gap and offer empirical insights for competent hospitality marketing and management strategies by justifying the success of contactless innovations from the perspective of consumer propensity to revisit or repurchase. Furthermore, findings are expected to enrich the literature in hospitality contactless services and enhance the service design. Recommendations are included promoting the interest of utilizing contactless innovations in delivering hospitality service constructing distinguish yet memorable experiences. The author also expects to acknowledge the following research questions:

(1): Does contactless services influence the customer intention to revisit a hospitality establishment?

(2): How does contactless services influence the customer intention to revisit a hospitality establishment?

2. Literature review

2.1. Contactless technology experience

Contactless innovations are not newly defined, they have been introduced to the daily life such as tap to pay, IoT services, mobile key, etc. However, it was not after the threat of COVID-19 that contactless applications are widely used with attempt to minimize the spread. Even though the travel ban was lifted and there was an ease in tourism industry, contactless technology governed the hotel operations creating major changes in how customers interact with the service as well as management and marketing efforts (Li & Huang, 2022). All hotels who wish to reopen or strive back to this intense competition have to adopt contactless implications since customers are becoming highly health awareness with the rising demand for cleanliness and hygiene (Sim et al., 2021; Liu et al., 2021). Traditionally, hospitality is a high-touch industry with the interpersonal interactions that generate the unique emotions for customers. Human touch has been considered to be the must have factor for any service delivery, however, there is a noticeable trend in employing contactless technology in hospitality and tourism operations. For instance, instead of waiting in line to check in or out, queuing for a restaurant, ordering a meal or paying with cash, customers are able to do all of that with a touch on their mobiles or a tablet without the assistance of a service personnel. Hao et al. (2020) suggested 6 aspects of contactless amenities: “contactless front desks, contactless elevators, contactless room entries, contactless payments, smart room equipment, and robotic services” being employed throughout the entire customer journey. The role of contactless technology in the post COVID-19 era is extremely essential, especially for a high contact sector like hospitality. Not only does it

compensate for the limitation of human touch, it also aids with reducing labour cost while retaining service standards (Ye et al., 2020).

2.2. *Contactless experience and customer pleasure*

For repeating business or encouraging loyalty behaviour, customer expectations have to be exceeded leaving a memorable brand image or experience. Strengthening business competitiveness involves improving customer loyalty (Gomezelj & Mihalič, 2008). Customer pleasure in the context of hotel operation refers to the joyful feeling after they are exposed to a hospitality standard service. Positive consequences followed customer pleasure are favourable WOM, feedbacks, evaluations, revisit intention, etc. (Nazarian et al., 2023). Ye et al. (2020) has proved the essential role of contactless service in enhancing service effectiveness and efficiency as customers are allowed to perform the service promptly with a friendly interface. Pre-programed software authorizes customers to receive the service with convenience initiating customer pleasure (Hao et al., 2022).

H1: Contactless service experience has a positive influence on customer pleasure.

2.3. *Contactless experience and service quality*

While products are perceived as tangible meaning customers can see, touch, smell, taste before making actual purchase; customers cannot use the human five senses to assess service quality and can only evaluate it after the purchase (Abdullah & Rahman, 2015). Service is not only about what customers buy but also what customers experience during a service delivery process. Hence, service is difficult for providers to illustrate and for consumers to measure (Ali et al. 2021). A service encounter consists of many direct interactions between service staff and guests who equally contribute vital roles in the endurance of a business (Abdullah, 2018). There are many academic definition of service quality throughout the body of literature, Saleh et al. (2021) defined service quality as the gap between what customers expect in a service offered and what their perceived value is of the service they actually receive (Yarimoglu, 2014). Thus, quality depends heavily on customer perception and expectation, the two elements that hospitality management cannot control (Abdullah & Rahman, 2015). Service quality is measure by the SERVQUAL model developed by Parasuraman et al. (1988) through 5 dimensions of a service, namely: tangibles, assurance, reliability, responsiveness and empathy. Service quality reflects the extent to which service accommodate customers' various needs and demands, such as timely manner, product quality, value for money, post purchase policy, etc. Once customer's demand is fulfilled, there is a better likelihood for positive customer satisfaction and stronger brand loyalty with desirable behaviours; namely repurchase, recommendations, referrals. On another hand, negative service experience can lead to the decrease of loyal customers. Hence, experience is extremely essential in quality perception (Chen & Lin, 2015). Negativity in service experience results in poor perceived service quality (Tjahjaningsih et al., 2020).

H2: Contactless service experience has a positive influence on service quality.

2.4. *Contactless experience and perceived value*

Perceived value is an interesting topic for academic scholars across industries (marketing, economics, tourism, etc.) (Berraies et al., 2017). To compete in an intensive market like hospitality, it is critical for hotel management to conceptualize the value in their offerings (Kotler & Keller, 2015). Service is co-created by both parties: service staff and customers, thus, it becomes an obstacle for business to deliver the service that customers perceive as valuable (Im and Qu, 2017). The higher the service perceived value is, the more likelihood they are willing to repeat the purchase. Therefore, to retain customers, businesses are required to understand customer value perception for creating and improving current service. This aids

facilitating desired behaviours and capturing customer loyalty. Before COVID-19, contactless technology has been applied in tourism to aid customer experience, enhance hotel effectiveness by offering a seamless and dependent journey (Dragović et al., 2018). During the social distancing and post pandemic era, contactless technology has proven its competitiveness in bringing hospitality industry back on its feet (Rahimzhan & Irani, 2020). Customers positively evaluate hotels having contactless technology as it improve their sense of trust and safety strengthening their emotional commitments. (Hao & Chon, 2021).

H3: Contactless service experience has a positive influence on perceived value.

2.5. Service quality and customer perceived value

Service quality is the customer assessment comparing their expectations and perceived value (Anwar & Qadir, 2017). Hospitality is a complex industry for many reasons. It provides both tangible goods and intangible services creating multitude of options for guests. Therefore, service quality is praised throughout all phases of a customer journey with a hotel rather than a single moment of truth (Abdullah & Rahman, 2015).

H4: Service quality has a positive influence on perceived value.

2.6. Customer pleasure and customer satisfaction

Satisfaction is a state of emotion describing the discrepancy between customer expectations and customer perceptions (Eggert and Ulaga, 2002). Customer satisfaction is “the customer’s subjective assessment of the consumption experience, grounded on certain associations between the perceptions of customer and objective characteristics of the product” (Pizam et al., 2016). Traditionally, a customer is satisfied when hotel delivers a service that meets what they have expected, and dissatisfied when hotel fails to meet their expectations. For a hotel to compete, it is vital to go beyond expectations rather than merely meet them. It is reported that customers who are pleasure and delightful throughout an entire service encounter are more likely to be satisfied with the service provider (Martinez and Bigne, 2002) resulting in returning customer and loyalty behaviours (Hsu & Wang, 2010). Zhang et al. (2017) suggested a positive relationship between customer satisfaction and customer pleasure.

H5: Customer pleasure has a positive influence on customer satisfaction.

2.7. Service quality and customer satisfaction

Service quality impacts customer satisfaction positively (Susanti et al., 2019a; Othman et al. 2019). By providing inadequate service quality, hotel businesses would sabotage themselves with high customer dissatisfaction. Customers perceive a service as a bargain when they feel like they get the what they are paying for (Grönroos, 1997). However, service provision and service consumption have to be executed at the same time creating difficulty for hotel management to standardize every encounter when it involves customer participation. Customers judge quality of service on the basis of what is promised and what is delivered in terms of economic effectiveness (Skrzypek, 2012).

H6: Service quality has a positive influence on customer satisfaction.

2.8. Customer perceived value and customer satisfaction

Parasuraman (1997) defined customer satisfaction as the fulfillment about the service purchase. The satisfaction level of customer, however, changes over the course of their experience journey (Mil and Özdoğan, 2015). When customer recognizes the benefit gained from a service is higher than the cost they have to acquire it, perceived value and satisfaction are improved and vice versa. However, perceived value and satisfaction are two different concepts (Woodruff, 1997). Perceived value is a term that fulfill

satisfaction. previous papers have mentioned the correlation between perceived value and customer satisfaction (Molinari et al., 2008; Parasuraman et al., 1988).

H7: Customer perceived value has a positive influence on customer satisfaction.

2.9. Customer satisfaction and customer revisit intention

Chien (2016) refined revisit intention as “visitors being willing to revisit the similar place, for satisfactory experiences, and suggest the place to friends to develop the loyalty”. Even though revisit intention does not necessarily lead to actual behaviour, it depicts an optimistic possibility. Actual behaviour depends heavily on post-purchase evaluation and revisit intention, thus, balancing perceived value and satisfaction helps hoteliers explain customer behavioural intention and find ways to enhance it since it is economically effectiveness to retain existing customers (Abubakar et al., 2017). In the light of technology, George (2021) claimed that innovations have a positive influence on repurchase intention. Online technology is recognized as a tool enhancing customer experience, such as online booking, cashless payment, etc.

H8: Customer satisfaction has a positive influence on revisit intention.

3. Methodology

3.1. Research design

Online surveys were distributed to justify the impact of contactless service experience on other variables. All responses are kept anonymous to protect the neutrality. The measurement scale was adopted from previous papers regarding the discussed topic (Bravo et al., 2019; Sweeney et al., 2020; Alalwan et al., 2018; Homburg et al., 2009; Zeithaml et al., 2001; Alalwan et al., 2018; Wang et al., 2004). Questionnaire was designed on the basis of the 5-Likert scale (Likert, 1932) for its validity and decency and was constructed in English and translated to Vietnamese, then checked by academics in translation. Target populations were individuals living in Vietnam who had been in contact with contactless service at any hotels.

3.2. Data collection and analysis

The author managed to collect a sample size of 250 responses which was adequate for EFA approach. Moreover, the target population were people having interactions with contactless services which was utilized in most hotels after the outbreak of COVID-19, hence, data collection reached 100% of validity. The author employed the conveniences of web-based link. Once a response is submitted, data is promptly accessible by a Microsoft application allowing indiscrepancy in data entry and time saving. Collected data were analyzed using Smart PLS version 3.2.9 with the method of PLS-SEM for its ability to recognize latent variables which were incorporated in this paper's framework.

4. Research findings

4.1. Demographic analysis

There is a probability of 45.2% respondents are male and 54.8% are females illustrating no difference in genders using contactless service. The gap is significant in age with 40.8% for the group aging between 18 and 24 while 25 to 36 and over 36 are accounted for 26.8% and 22%, respectively. It is obvious that technology has become an undeniable part of GenZ in their daily life when they embraced the habit of cashless payment, which explains for the difference.

4.2. Convergent validity

The author advanced the significance of this paper by incorporating Composite Reliability (CR), besides Cronbach's Alpha (Chin, 1998). The figure for CR should be higher than 0.7 in confirmatory research (Hair et al., 2010; Henseler & Sarstedt, 2013). Convergent Validity is validated by Average Variance Extracted (AVE). It is suggested that AVE must be ≥ 0.5 (Fornell and Larcker, 1981) to confirm convergent value of the scale. Table 2 showed that the result for Cronbach's Alpha, Composite Reliability and Average Variance Extracted of the measurement scale are acceptable (CA > 0.8, CR > 0.8 and AVE > 0.54). Therefore, the chosen measurement scale was valid and reliable for the study.

Measurement Scale	Cronbach's Alpha	Composite Reliability	Average variance extracted (AVE)	Code	Outer Loading
EX	0.877	0.91	0.67	EX1	0.824
				EX2	0.798
				EX3	0.807
				EX4	0.831
				EX5	0.831
PL	0.817	0.879	0.646	PL1	0.813
				PL2	0.819
				PL3	0.831
				PL4	0.749
PV	0.887	0.914	0.639	PV1	0.792
				PV2	0.796
				PV3	0.8
				PV4	0.786
				PV5	0.797
				PV6	0.824
RI	0.882	0.928	0.811	RI1	0.929
				RI2	0.848
				RI3	0.922
SA	0.833	0.888	0.666	SA1	0.788
				SA2	0.827
				SA3	0.815
				SA4	0.833
SQ	0.861	0.894	0.546	SQ1	0.733
				SQ2	0.773
				SQ3	0.769
				SQ4	0.739
				SQ5	0.722
				SQ6	0.711
				SQ7	0.722

Table 2 Covnrgent Validity

4.3. Discriminant validity

A well presented paper requires Heterotrait-Monotrait Ratio (HTMT) to be lower than 1.0. Furthermore, HTMT ratio is argued to be smaller than 0.9 for discriminant validity to be established between a pair of constructs (Henseler et al., 2015). HTMT for all observed variables are shown to be lower than 0.7 suggesting the authentic of collected data.

	EX	PL	PV	RI	SA
PL	0.655				
PV	0.577	0.612			
RI	0.389	0.397	0.401		
SA	0.443	0.67	0.72	0.616	
SQ	0.653	0.653	0.668	0.508	0.729

Table 3 Heterotrait - Monotrait Ration**4.4. Hypothesis testing**

The result of R2 analysis indicated all dependent variables are profoundly explained, which are 0.306, 0.395, 0.51, 0.322 and 0.275 for customer pleasure (PL); perceived value (PV); customer satisfaction (SA); service quality (SQ); and revisit intention (RI), respectively. Contactless service experience also significantly concludes PL, SQ, and PV. Q2 index for customer satisfaction is 0.333 illustrating that PL, SQ, and PV are related to SA. And, SA is connected to revisit intention with Q2 = 0.223.

Hypothesis	Path Coefficient	Standard Deviation	T Values	P Values	Hypothesis Testing
H1	0.555	0.041	13.694	0.000	Supported
H2	0.569	0.043	13.234	0.000	Supported
H3	0.259	0.061	4.225	0.000	Supported
H4	0.448	0.056	7.966	0.000	Supported
H5	0.211	0.065	3.226	0.001	Supported
H6	0.31	0.06	5.166	0.000	Supported
H7	0.329	0.062	5.325	0.000	Supported
H8	0.528	0.038	13.883	0.000	Supported

Table 4 Path Coefficients PLS-SEM**4.5. Discussions**

Revisit intention is one indicator for customer loyalty which is significantly influenced by customer satisfaction in respect to when they are exposed to contactless service at a hospitality establishment (Path Coefficient is 0.528). This outcome indicated that retaining customers can be achieved through customer satisfaction. Satisfying customer is about accommodating customer needs and demands immediately to avoid the loss in market share, the decline in economic effectiveness and other negativities. Therefore, it is recommended to enhance customer satisfaction to preserve business vitality when adopting contactless service in a human touch operation. This finding is endorsed by George (2021). The result also suggested that satisfaction is influenced by customer pleasure, perceived value and service quality perception (the result shown Path Coefficient of 0.211, 0.31 and 0.329, respectively). This conclusion is supported by Hsu and Wang (2010), Ali et al. (2021) and Molinari et al. (2008). It explained that whether an individual is satisfied with a contactless experience depends critically on how they feel and perceive the value and quality of that service. Table 4 shown evidence for the influence that contactless service experience has on customer pleasure, service quality and perceived value. A positive interaction with contactless technology at a hospitality location pleases customers and enhances satisfying perception toward service quality and perceived value. The statement is supported by Hao et al. (2022), Chen & Lin (2015) and Hao & Chon (2021). However, the effect of contactless service experience on perceived value is relatively low suggesting that customers evaluate the value they receive when encountering with contactless service based on other elements of a service providers, such as the servicescape.

5. Conclusion and recommendations

Before the pandemic outbreak, the contactless service has been employed in hotel operations facilitating digital transformation within hospitality industry. Many hotels proceed to implement mobile key, self-checkin and cashless payment (e.g. Marriott International, Hilton Worldwide, IHG, etc.). It is worth to notice a high level of technology acceptance amongst customers (Linh & Huan, 2021) advising hoteliers to stay up with the trend. In the light of COVID-19, AHLA suggested contactless technology as a vital tool in forming a safe service environment. Further, contactless service is developed to accommodate guests' demands and desires. To reinforce customer loyal behaviour, i.e. revisit intention, hotels should offer innovative high-tech experience. Previous papers have pointed out the essential role of contactless service, however, revisit intention did not receive much attention. This study has contributed to the literature gap of tourism marketing as well as tourism sustainability in terms of how to maintain customer retention, brand loyalty and the sustainable development of hospitality. In addition, the findings is significant and proposed future research to take consideration into contactless service in tourism context. Since this study was conducted within the scope of hotels, further investigations are recommended for a more comprehensive outcome.

In terms of hotelier, this study provides insights in how to reinforce customer revisit intention without direct interpersonal interactions. Contactless service is the future of hospitality and hotel management should find ways to embrace digital transformation for an effective operation. By incorporating contactless service into the current business, customer satisfaction can be improved resulting in a higher proportion of return customers and repeat businesses. Even though hospitality is a human industry, it is customer experience that matters at the end of the day. With the emergence of digitalized lifestyle, fulfilling customers' demands will benefit the business. Eighty percent of customers expressed that they prefer to have a hotel application aiding them through their journey with a hotel. Hotel management can reduce employee stress, labour cost, operation error while strengthening customer loyalty.

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