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The Influence of E-Service Quality on Customer Engagement at Pangeran Beach Hotel

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ABSTRACT

Digital transformation in the hospitality industry has enhanced the role of Online Travel Agent (OTA) platforms in reservation processes and customer interactions. This study aims to examine the influence of e-service quality on customer engagement at Pangeran Beach Hotel Padang. E-service quality is measured across seven key dimensions: efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact. Meanwhile, customer engagement is assessed through four indicators: learning, sharing, advocating, and socializing. Employing a quantitative causal-associative approach, data were collected through questionnaires distributed to 90 guests who made reservations via OTA. The data were analyzed using simple linear regression with SPSS version 31. The findings indicate that e-service quality has a positive and significant effect on customer engagement ($R^2 = 0.308$; $p < 0.05$), implying that the better the electronic service quality provided by the hotel, the higher the level of customer engagement. These results underscore the importance of improving digital services to enhance customer loyalty and foster sustainable interactions in the era of technology-driven hospitality.

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1. INTRODUCTION

The digital transformation in the hospitality industry has reshaped the way service providers interact with customers, particularly through digital platforms such as Online Travel Agents (OTAs). In this digital era, the quality of services delivered online, or e-service quality, has become a key determinant in shaping customer perception, satisfaction, and loyalty. Zeithaml et al. define e-service quality as the extent to which a website facilitates efficient and effective shopping and service activities [1].

When customers book hotel services via OTAs, they rely heavily on the accuracy of information, ease of navigation, responsiveness, and assurance of data privacy. Failure to meet these expectations may lead to dissatisfaction and a decline in customer engagement. Conversely, well-designed digital services can strengthen customer engagement, which refers to the emotional bond and active behavioral involvement between customers and a brand [2]. This concept encompasses dimensions such as learning, sharing, advocating, and socializing, which encourage customers to participate more actively in the service lifecycle [3], [4].

Previous studies have demonstrated a significant relationship between e-service quality and customer engagement. Hollebeek et al. emphasized that high-quality digital interactions foster customer engagement, especially within virtual communities [5]. In the hospitality context, Ridzuan et al. found that online service quality positively influences customer loyalty and engagement, particularly when the services are consistent, prompt, and secure [6], [7].

However, in Indonesia, few studies have specifically examined the influence of e-service quality on customer engagement within hotels that rely heavily on OTAs as their primary booking channels. Pangeran Beach Hotel in Padang serves as a relevant case, where customer reviews on Traveloka reveal recurring issues such as inaccurate room information, slow check-in processes, unresponsive communication, and concerns about data privacy. These problems indicate gaps in several e-service

quality dimensions, including efficiency, reliability, responsiveness, compensation, and security [1], [6], [8].

Given the importance of e-service quality in shaping customer experiences and engagement, this study aims to empirically analyze how digital service quality affects customer engagement at Pangeran Beach Hotel. The findings are expected to provide practical insights for hotel management in enhancing digital service strategies, as well as contribute to the academic literature on hospitality management and digital marketing.

2. METHOD

This study employed a quantitative causal-associative design to examine the influence of e-service quality on customer engagement among guests of Pangeran Beach Hotel who made reservations via Online Travel Agents (OTAs). The population consisted of 3,990 guests during the period from March to August 2024, and a purposive sampling technique was applied with criteria that respondents must be at least 20 years old, had stayed individually at the hotel, and made reservations through an OTA. Using Slovin's formula with a 10% margin of error, a sample of 90 respondents was obtained. Data were collected through a structured questionnaire based on a five-point Likert scale, where the independent variable (e-service quality) was measured by seven indicators (efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact) [1], and the dependent variable (customer engagement) was assessed using four dimensions (learning, sharing, advocating, and socializing) [7]. The research instrument was pre-tested on 30 respondents and confirmed to be valid, with item correlations greater than 0.361, and reliable, with Cronbach's Alpha values of 0.905 for e-service quality and 0.834 for customer engagement [9]. Data analysis was conducted using SPSS version 31, including descriptive statistics, assumption testing (Kolmogorov–Smirnov for normality, Levene's test for homogeneity, and linearity test), and simple linear regression to test the hypothesis, with results interpreted based on significance values ($p < 0.05$) and the coefficient of determination (R^2) to evaluate the extent to which e-service quality explained variations in customer engagement [6].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Description of Respondent Characteristics

The respondents of this study consisted of 90 guests of Pangeran Beach Hotel who made reservations through Online Travel Agents (OTAs). In terms of gender, the majority were male (54 respondents or 60%) compared to female (36 respondents or 40%), indicating that OTA users at the hotel were predominantly male. Based on age, most respondents were within the 20–25 age group (44 respondents or 48.9%), followed by 26–30 years (24 respondents or 26.7%), and above 30 years (22 respondents or 24.4%), suggesting that younger customers, who are generally more familiar with digital technology, dominate OTA usage. Regarding occupation, private employees represented the largest group (44 respondents or 48.9%), followed by students (31 respondents or 34.4%) and civil servants (15 respondents or 16.7%), showing that young professionals and students form the main segment of OTA users for accommodation at Pangeran Beach Hotel. In terms of visit frequency, 33.3% had stayed 2–3 times, 32.2% had stayed 4–5 times, 23.3% had stayed more than 5 times, and only 11.1% were first-time guests, indicating that the majority of OTA users were repeat customers who had stayed at the hotel more than once.

Table 1. Respondents' Characteristics

No	Characteristic	Category	Frequency	Percentage (%)
1	Gender	Male	54	60.0
		Female	36	40.0
2	Age	20–25 years	44	48.9
		26–30 years	24	26.7
		>30 years	22	24.4
3	Occupation	Private Employee	44	48.9
		Student	31	34.4
		Civil Servant	15	16.7
4	Frequency of Stay	1 time	10	11.1

No	Characteristic	Category	Frequency	Percentage (%)
		2–3 times	30	33.3
		4–5 times	29	32.2
		>5 times	21	23.3

3.1.2. Description of Variable Data

This study employed two main variables, namely e-service quality as the independent variable and customer engagement as the dependent variable. Measurements for both variables were based on the total score and average responses of 90 participants using a five-point Likert scale. The descriptive results show that respondents' perception of e-service quality at Pangeran Beach Hotel was categorized as "fairly good," with an overall mean score of 46.38 out of a maximum of 70. Across the seven dimensions of e-service quality—efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact—the mean values ranged from 3.18 to 3.41. The highest score was found in the contact dimension (mean = 3.38), reflecting that guests found it relatively easy to reach the hotel staff, while the lowest score was recorded for responsiveness (mean = 3.27), indicating that responses to complaints or inquiries still require improvement. Regarding customer engagement, the overall perception was also categorized as "fairly good," with a mean score of 26.73 out of a maximum of 40. Among its four dimensions—learning, sharing, advocating, and socializing—the sharing dimension obtained the highest mean (3.36), suggesting that guests were willing to share their experiences and information about the hotel with others. Conversely, the lowest mean was observed in the advocating dimension (3.29), highlighting that guests' willingness to actively recommend or advocate for the hotel remains relatively limited.

Table 2. Mean Scores of E-Service Quality and Customer Engagement Indicators

Variable	Indicator	Mean	Category
E-Service Quality	Efficiency	3.39	Fairly Good
	Fulfillment	3.27	Fairly Good
	Reliability	3.23	Fairly Good
	Privacy	3.29	Fairly Good
	Responsiveness	3.27	Fairly Good
	Compensation	3.33	Fairly Good
	Contact	3.38	Fairly Good
Overall Mean		46.38	Fairly Good
Customer Engagement	Learning	3.39	Fairly Good
	Sharing	3.36	Fairly Good
	Advocating	3.29	Fairly Good
	Socializing	3.31	Fairly Good
Overall Mean		26.73	Fairly Good

3.1.3. Validity and Reliability Testing

Validity and reliability testing was conducted as an initial step to ensure that the questionnaire instrument accurately and consistently measured the research constructs. The validity test was performed using the item-total correlation technique by correlating each item with the total score of its respective variable. The results show that all items of the e-service quality variable, which consisted of seven indicators (efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact), had correlation coefficients ranging from 0.521 to 0.743, all exceeding the r-table value of 0.361 ($n = 90$, $\alpha = 0.05$), thus confirming their validity. Similarly, for the customer engagement variable, which consisted of four indicators (learning, sharing, advocating, and socializing), the correlation coefficients ranged from 0.486 to 0.702, also above the r-table threshold, confirming the validity of all items. Reliability testing was carried out using Cronbach's Alpha to assess the internal consistency of the instrument. The results indicated Cronbach's Alpha values of 0.905 for e-service quality and 0.834 for customer engagement, both exceeding the minimum threshold of 0.7, thereby classifying the instrument as highly reliable.

Accordingly, all items were deemed valid and reliable, and the instrument was considered suitable for further analysis.

Table 3. Validity and Reliability Testing Results

Variable	Indicator	r-value	Validity	Cronbach's Alpha	Reliability
E-Service Quality	Efficiency	0.672	Valid	0.905	Reliable
	Fulfillment	0.743	Valid		
	Reliability	0.690	Valid		
	Privacy	0.521	Valid		
	Responsiveness	0.615	Valid		
	Compensation	0.701	Valid		
	Contact	0.684	Valid		
Customer Engagement	Learning	0.702	Valid	0.834	Highly Reliable
	Sharing	0.671	Valid		
	Advocating	0.486	Valid		
	Socializing	0.554	Valid		

3.1.4. Assumption Testing

Prior to hypothesis testing, assumption tests were conducted to ensure that the data met the basic requirements of linear regression, namely normality, homogeneity, and linearity. The normality test using the Kolmogorov–Smirnov method produced a significance value of 0.200 (> 0.05), indicating that the residuals were normally distributed. The homogeneity test using Levene's Test resulted in a significance value of 0.789 (> 0.05), confirming that the data originated from populations with homogeneous variances. Furthermore, the linearity test revealed that the deviation from linearity had a significance value of 0.998 (> 0.05), suggesting a linear relationship between the independent variable (e-service quality) and the dependent variable (customer engagement). As all three assumptions were satisfied, the data were deemed appropriate for further analysis using linear regression.

Table 4. One-Sample Kolmogorov–Smirnov Test Results

Statistic	Unstandardized Residual
N	90
Mean	0.0000000
Std. Deviation	2.47172353
Most Extreme Differences	
– Absolute	0.069
– Positive	0.069
– Negative	-0.062
Test Statistic	0.069
Asymp. Sig. (2-tailed)	0.200[d]
Monte Carlo Sig. (2-tailed)	0.341
99% Confidence Interval	0.328 – 0.353

Table 5. Test of Homogeneity of Variances (Levene's Test)

Variable	Method	Levene Statistic	df1	df2	Sig.
E-Service Quality	Based on Mean	0.678	9	77	0.726
	Based on Median	0.331	9	77	0.962
	Based on Median and with adjusted df	0.331	9	37.927	0.959
	Based on Trimmed Mean	0.605	9	77	0.789

Table 6. Linearity Test (ANOVA Results)

Source	Sum of Squares	df	Mean Square	F	Sig.
Customer Engagement * E-Service Quality					
Between Groups (Combined)	299.162	24	12.465	1.666	0.054
Linearity	241.862	1	241.862	32.319	<0.001
Deviation from Linearity	57.300	23	2.491	0.333	0.998
Within Groups	486.438	65	7.484		
Total	785.600	89			

3.1.5. Hypothesis Test

Hypothesis testing in this study was conducted using simple linear regression to examine the effect of the independent variable, e-service quality (X), on the dependent variable, customer engagement (Y). The analysis performed with SPSS version 31 yielded a significance value of 0.000, which is lower than the 0.05 threshold, indicating that e-service quality significantly influences customer engagement. Moreover, the coefficient of determination (R^2) was 0.308, suggesting that e-service quality explains 30.8% of the variance in customer engagement, while the remaining 69.2% is attributed to other factors outside the model. The resulting regression equation was $Y = 15.006 + 0.251X$, which implies that every one-unit increase in e-service quality leads to an increase of 0.251 units in customer engagement, assuming other variables remain constant. Therefore, the study's hypothesis is accepted, confirming that e-service quality has a positive and significant effect on customer engagement.

Table 7. Simple Linear Regression Results

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.
(Constant)	15.006	–	4.242	0.000
E-Service Quality (X)	0.251	0.555	5.817	0.000

Table 8. Model Summary of Simple Linear Regression

Model	R	R Square (R^2)	Adjusted R^2	Std. Error of the Estimate
1	0.555	0.308	0.300	2.09086

3.2. Discussion

The findings of this study reveal that e-service quality has a significant influence on customer engagement, aligning with previous theoretical and empirical research. Specifically, the results support Ridzuan et al. [6], who found that digital service quality dimensions such as efficiency, reliability, and responsiveness significantly encourage active customer participation in digital platforms. This is further reinforced by Hollebeek et al. [5], who emphasized that value-based interactions and the quality of online services play a critical role in creating engaged customers. Within the scope of this study, the contact dimension emerged as the strongest aspect of e-service quality, while responsiveness was the weakest. Similarly, for customer engagement, the sharing dimension obtained the highest score, whereas advocating was the lowest. These findings suggest that although customers are willing to share their experiences, they are not yet fully motivated to actively recommend the hotel.

From a managerial perspective, the results imply that Pangeran Beach Hotel management should prioritize improving digital responsiveness, particularly in handling customer requests and complaints through Online Travel Agent (OTA) platforms. Furthermore, specific strategies to foster advocating behavior are required, such as loyalty programs, incentives for sharing positive reviews, and enhanced post-transaction services. Observations also indicate existing challenges in digital services, including delayed check-in processes, unresponsive communication via applications, and inconsistencies in room facility information on OTA platforms, which often trigger customer dissatisfaction. Therefore, enhancing overall digital service quality will not only strengthen customer engagement but also improve long-term satisfaction and loyalty, ultimately contributing to the hotel's competitive advantage in the digital hospitality era.

4. CONCLUSION

This study aimed to examine the effect of e-service quality on customer engagement among guests who used Online Travel Agent (OTA) platforms to book services at Pangeran Beach Hotel Padang. Based on the results of a simple linear regression analysis, it was found that e-service quality has a positive and significant influence on customer engagement, with a contribution of 30.8%. These findings reinforce prior empirical evidence suggesting that digital service quality is a key determinant in fostering active customer engagement. The contact dimension emerged as the strongest aspect of e-service quality, while responsiveness requires further improvement. On the other hand, the sharing dimension reflected a relatively high level of customer engagement, whereas advocating remained comparatively low. Therefore, enhancing digital service quality—particularly in terms of response speed and accuracy of information—is crucial to driving deeper customer engagement, strengthening loyalty, and building competitive advantage in the digital hospitality era. This study also provides practical contributions for hotel management in designing more effective and responsive digital service strategies that align with customer needs.

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