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Research Article

IMPACT OF SERVICE QUALITY ON CUSTOMERS REVISIT INTENTION: THE CASE STUDY OF REX HOTEL IN HCMC, VIETNAM

[1]Ho Dinh Phi, [2]Long Phan Thanh, [3]Bich Dinh Nguyet, [4]Linh Nguyen Nhon, [5,] *Minh Bui Quang and [6]Lan Le Nguyen Thi Ngoc

[1]Phan Thiet University, Vietnam; [2]Rex Hotel, HCMC, Vietnam; [3]Van Hien University, Vietnam
[4]Department of Science and Technology, Binh Thuan province, Vietnam
[5]Department of Industry and Trade of Binh Phuoc Province, Vietnam
[6]School of Politics of Binh Phuoc Province, Vietnam

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Abstract

Most managers of hotels are facing the reduction of customers' re-visit times and the renting share expansion. Research on the relationship between satisfaction with service quality, but considering the interrelationship between service quality, satisfaction, word of mouth and customers' revisit intention, has not been particularly interested. Of which "word of mouth" remains importance. This study employsa 360-customer survey database of Rex Hotel in Ho Chi Minh City and uses a Linear Structural Model for empirical analysis. The results show that there is a relationship between service quality and customers' revisit intention, while satisfaction and word of mouth are the supporting factors. The factors of service quality affecting customer satisfaction include: (i) Responsiveness; (ii) Tangibility; (iii) Assurance (iv) Reliability; and (v) Empathy.

Keywords: Service quality, Satisfaction, Word of mouth, Revisit intention, SEM model, Rex Hotel in HCMC, Vietnam.

INTRODUCTION

Customer satisfaction is the most important result in marketing to attract customers to stay with the hotel. However, in order to maintain a sustainable market share, it is necessary to have loyal and engaged customers with the hotel. In the past time, there have been many studies on the relationship between satisfaction with service quality, but consider the interrelationship between service quality, satisfaction, word of mouth and revisit intention, especially the role of word of mouth. This is also a challenging issue for researchers and managers in the context of Vietnam's integration into the world, especially in the hotel sector where there is fierce competition for customers and renting market share. This study focuses on (i) Determining the relationship between service quality, satisfaction, word of mouth and re-visit intention; (ii) Build a quantitative model of the above relationship. Research conducted to survey 360 customers at the 5-star REX hotel in Ho Chi Minh City to create a practical basis for the measurement model. REX Hotel is located on Nguyen Hue - Le Loi Boulevard, right in the heart of Ho Chi Minh City, it is a historical witness to the changes of Saigon - Ho Chi Minh City. With more than 80 years of establishment and development, Rex Hotel is a leading luxury hotel, a symbol of Vietnamese hospitality. With 286 luxury bedrooms, 5 restaurants and bars and a chain of 8 multi-function conference rooms, it ensures to provide the best utility services to domestic and foreign customers.

LITERATURE REVIEW

Theoretical Foundation

Theory of planned behavior (TPB) is an extension of Fishbein and Ajzen's Theory of rational action (1975).

***Corresponding Author:** *Minh Bui Quang*

Both models are based on the assumption that individuals make rational decisions to engage in particular behaviors by evaluating the information available to them. The performance of a behavior is determined by the individual's intention to engage in the behavior and the perception that the behavior is in the individual's control. The theory of planned behavior is related to this research, where it is important that visitors make rational decisions (revisit intentions) by evaluating available information or their experiences.

- Theory of service quality (TSQ) states that if a company's services do not meet customer expectations, customers will rate the company as low quality, and if the company's services If the service company exceeds the customer's expectations, the customer will rate the company as high quality (Oliver, 1980). Service quality theory is relevant to this study, in which it is important that tourists evaluate the quality of guest service through the hotel's service experience.

Service quality, satisfaction and word of mouth

Service quality: According to Parasuraman *et al.* (1985), service quality is the provision of services that fully meet customer requirements, expectations and satisfaction. Customers play a decisive role in considering the quality of services provided. Service quality is measured based on five dimensions: Tangibles: refers to facilities (signs, amenities, accessibility, spaciousness, cleanliness, tools or equipment) that are used to provide services and employee appearance (Cronin and Taylor, 1992; Oh, 1999; Caruana and Berthon, 2002; Karatape, 2005; Rad *et al.,* 2010). Reliability: refers to the ability to reliably and accurately provide services (on time, accurate billing and record keeping, keeping promises) that customers expect (Crumpton and Mackay, 1989; Oh, 1999; Cronin and Taylor, 1992; Kondasani and Panda, 2015). Responsiveness: refers to a service provider's willingness to

provide prompt service (Cronin and Taylor, 1992; Calisir *et al.,* 2011; Modding *et al.,* 2016). Assurance: refers to employees' knowledge, courtesy, confidence and ability to communicate to customers (Cronin and Taylor, 1992; Kitapci *et al.,* 2014). Empathy: refers to the care, knowing the needs of the customer and the concern of each individual customer (Cronin and Taylor, 1992; Oh, 1999; Zarei *et al.,* 2015). This measurement model, popularly known as the SERVQUAL model, provides a comprehensive concept of service quality measurement. To date, many studies have applied translation quality concepts and measurement models to different industries in developing countries (Dabholkar *et al.,* 1996; Angur *et al.,* 1999; Newman, 2001; Karatape *et al.,* 2005; Mehtap and Katircioglu, 2005; Naeem and Saif, 2009; Azizan and Mohamed, 2013; Karim and Chowdhury, 2014; Kondasani and Panda, 2015; Adhikari and Das, 2016; Hennayake, 2017; Anjalika and Priyanath, 2018; Aggarwal, 2019). Research on hotels in Faisalabad, Pakistan using SERVQUAL model to measure service quality (Shafiq *et al.,* 2013). Many other studies also use this scale to measure this service quality in the hotel sector (Mazumder and Hasan, 2014; Tefera and Govender, 2017). Based on empirical studies, it is suggested that the components of hotel service quality include: Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Customer Satisfaction: According to Oliver (1980), satisfaction (Satisfaction) is the emotional response of customers related to the difference between expectations before using and feeling it after using a product or service. Customer satisfaction is the most important outcome in marketing. It serves to assess customer attitudes from purchase of a product or service to after-sales service (Patterson, 2000; Lim and Tang, 2000; Wirtz and Lee, 2003; Jamal and Naser, 2003; Mishra, 2009). Customer satisfaction is also a feeling of pleasure or displeasure that comes from comparing the difference between actual outcomes and expectations (Brady and Robertson, 2001; Lovelock *et al.,* 2001). Satisfaction is also considered an attitude as judgment after purchasing a product of consumers and is used as the basis for service marketing research (Mohajerani and Miremadi, 2012).

Word of mouth: Word of mouth (Word-of-mouth, WOM) is defined as informal communication of information from one person to another about a brand, product, organization, or service, and its recipients. receiver/consumer (Harrison-Walker, 2001). This form of communication has a greater influence on consumer choice than other forms of communication (Murray, 1991). With technological advancements, especially in the field of electronic communications, the sphere of influence of WOM has increased significantly, showing great interest in this form of communication and its impact on the world market (Day, 1971). The benefits of word of mouth include: a reliable channel of communication through exchanges between friends and family; two-way communication; word of mouth provides potential customers with descriptions of the experience (van Doorn *et al.,* 2010).

Service quality and satisfaction: In recent years, academic and empirical research has focused heavily on service quality and customer satisfaction in business. The relationship between customer satisfaction and service quality has received a lot of attention in studies and shows a positive relationship between them (Budianto, 2019; Tseng, 2019; Aggarwal, 2019; Zameer *et al.,* 2019; Afthanorhan *et al.,* 2019; Karim and Chowdhury, 2014). Satisfaction and service quality have certain things in common, but satisfaction is a broader concept, while service quality focuses specifically on aspects of service (Alan *et al.,* 2016).). The key difference between service quality and satisfaction is that quality is related to the service provider side whereas satisfaction reflects the customer's experience with that service. Satisfaction is the post-consumption experience and compares perceived quality with the expected quality, while service quality refers to the overall evaluation of a company's service delivery system (Anderson *et al.,* 1994). In the service-business industry, many empirical studies show that service quality has a positive impact on customer satisfaction (Angelova and Zekiri, 2011; Karim and Chowdhury, 2014; Anjalika and Priyanath, 2018). In the hotel industry, it is also found that the service quality relationship has a positive impact on customer satisfaction (Raza *et al.,* 2012; Mohajerani and Miremadi, 2012; Shafiq *et al.,* 2013; Amin *et al.,* 2013; Mazumder and Hasan, 2014; Saleem and Raja, 2014; Suwanamas *et al.,* 2015; Tefera and Govender, 2017; Rajaguru and Hassanli, 2017; Soleimani and Einolahzadeh, 2018; Susilowati and Yasri, 2018; Soonsan and Somkai, 2018). Based on empirical studies, the study proposes the following hypotheses:

H1: Tangible affects positively on satisfaction;
H2: Reliability affects positively on satisfaction;
H3: Assurance affects positively on satisfaction;
H4: Responsiveness affects positively on satisfaction;
H5: Empathy affects positively on satisfaction;

Quality of service and word of mouth: As early as the late 1990s, many studies suggested that service quality has both direct and indirect effects on word-of-mouth behavior (Oh, 1999; Hutchinson *et al.,* 2009; Alexandris *et al.,* 2002). In recent years, several studies have also shown that service quality has a positive impact on word of mouth in the hospitality industry (Rajaguru and Hassanli, 2017; Soleimani and Einolahzadeh, 2018; Susilowati and Yasri, 2018; Soonsan and Somkai, 2018). Based on the above empirical studies, the study proposes the following hypotheses:

H6: Tangible affects positively on WOM;
H7: Reliability affects positively on WOM;
H8: Assurance affects positively on WOM;
H9: Responsiveness affects positively on WOM;
H10: Empathy affects positively on WOM;

Satisfaction and word of mouth: According to Zeqiri (2011), customer satisfaction leads to them sharing the experience with others. Tourist satisfaction is the result of a comparison between the tourist's experience at the visited destination and the destination's expectations (Guntoro and Hui, 2013). Satisfaction is closely related to consumers' attitudes and intentions, is a part of consumer behavior (Jung and Seock, 2017) and directly affects consumers' positive behavioral intentions, such as product and service acquisition, as well as positive WOM interactions (Gee *et al.,* 2008). Consumers are more likely to talk about their experience than their property and get more value out of it. Such conversations will facilitate the re-enactment of the experience in question (Gilovich *et al.,* 2015). Consumers who have experienced the right services tend to engage in word of mouth, and positive WOM is seen as a result of consumer satisfaction. Collier and Bienstock (2006) found that non-productive consumers were associated with negative WOM. Satisfaction mediates word-of-mouth

formation (Teo, 2006). In the hotel sector, Soonsan and Somkai's research on 4–5star ranked hotels in Phuket, Thailand (2018) shows that satisfaction has a positive impact on word of mouth. Based on empirical research, the study proposes the following theories:

H11: Satisfaction has a positive effect on word of mouth.

Satisfaction, word of mouth and revisit intention

Revisit Intention: Customer satisfaction is an important foundation for loyalty, behavioral intentions (Eggert and Ulaga, 2002). Often, there is a misunderstanding between perceived value and satisfaction. Perceived value is often mixed with customer satisfaction but both are different. The main difference is that perceived value can appear at any stage of purchase, including repurchase but satisfaction in post-purchase behavior (Woodruff, 1997). Perceived value is a part of satisfaction and satisfaction is the cause of repurchase intention (Eggert and Ulaga, 2002; Kuo *et al.,* 2009; Paul and Geoffrey, 2009). Revisit intention of customers emphasizes building and maintaining long-term and positive interactions with customers for sustainable business development (Kandampully and Suhartanto 2000; Padma and Ahn, 2020). Hotels are often committed to increasing customer retention, because the cost of attracting new customers is many times higher than retaining existing customers, and increasing customer retention will lead to increased profits (Reich *et al.,* 2006).

Satisfaction and revisit intention: One of the most important factors affecting customers' intention to return is satisfaction (Wu *et al.,* 2015). Satisfaction is a factor that determines whether customers intend to return to a destination or make a repeat purchase (Kim *et al.,* 2009). Many studies in the field of tourism have mentioned that satisfaction plays a very important role to make visitors come back again (Alexandris *et al.,* 2002; Campo-Martinez *et al.,* 2010; Soleimani and Einolahzadeh, 2018). In the hotel industry, several studies in Pakistan and Taiwan show that customer satisfaction has a positive impact on revisit intention (Raza *et al.,* 2012; Wang *et al.,* 2021). Based on empirical research, the study proposes the following hypothesis:

H12: Satisfaction has a positive effect on revisit intention

Word of mouth and revisit intention: Researchers are interested in understanding the factors that motivate tourists to revisit, because the cost of retaining visitors is much lower than the cost of attracting new visitors (Um et al. events, 2006). One of the factors that keep customers coming back, word of mouth plays an important role for travel and service companies (Liu and Lee, 2016). Yoon and Uysal (2005) note that word of mouth is very important in tourism marketing. A positive intention to participate in WOM will have an impact in generating new tourists, stemming from a positive perception of a destination (Papadimitriou *et al.,* 2015). Therefore, when customers are satisfied with the service experience, they will recommend the service to their friends and they want to visit that hotel again (Cantallops and Salvi, 2014). A tourist who is very satisfied with a service will be willing to recommend specific features of the destination to others and will visit the destination again in the future (Liu and Lee, 2016). In the hotel sector, several studies show that WOM has a positive impact on intention to revisit hotels (Nguyen Vu Hieu Trung and Gamal, 2019; Wang *et al.,* 2021). Based on empirical research, the study proposes the following hypotheses:

H12: Word of mouth has a positive effect on revisit intention.

RESEARCH MODEL

Theoretical review and empirical research are needed for further research to extend the theory, provide more empirical evidence and management implications related to service quality, satisfaction, word of mouth and revisit intention. Previous studies highlight insights into the impact of service quality, satisfaction, word of mouth, customer revisit intention, and measure relationships using different qualitative models, independent metrics such as exploratory factor analysis or separate regression models, but do not provide an adequate basis for a comprehensive analytical framework on revisit intention. Therefore, the aim of this study is to extend the findings from previous studies on the above relationship and integrate analysis of the relationships in the linear structural model, evidenced from Rex Hotel in Vietnam as followed:

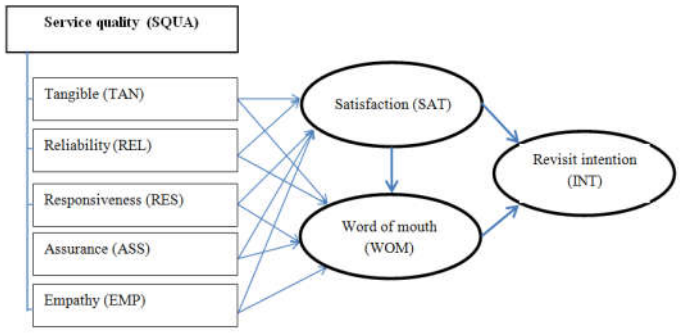

Figure 1. Research model

METHODOLOGY

Measurement

All scales are adjusted from previous studies with some adjustments to suit the research context in Vietnam. We designed three processes for conducting surveys. First, we surveyed using the expert method to discuss with hotel and tourism industry experts, including 10 experts with at least five years of experience working at 4–5 star ranked hotels in Ho Chi Minh City. They then suggested some adjustments to ensure that the questionnaire is relevant to the hospitality industry in Vietnam. Second, a pilot survey with 20 respondents who are staying at Rex Hotel as a customer was to check that the survey questionnaire was free of errors and the content was appropriate. The survey sample was selected based on the respondents' willingness to participate in the study. Third, the entire survey is conducted with customers who have stayed at least 3 days at Rex Hotel. A total of 360 respondents filled out a questionnaire selected from the Rex Hotel. A five-way Likert scale ranging from "strongly disagree" to "strongly agree" was used to measure all observed variables. The scale of service quality and customer satisfaction is based mainly on the study of Soleimani & Einolahzadeh (2018) and has been adjusted to suit the Vietnamese context and has a few new observed variables developed by the authors as follows: "The hotel facilities are spacious, creating trust for customers" in the tangible scale; "The hotel implements information security for customers,

there are no errors when performing payment procedures" in the reliability scale; "Employees execute transactions in the least amount of time" and "Employees respond immediately to inspection requests and customer complaints" in the responsiveness scale; "Employees have a good cooperative attitude and courtesy" in the assurance scale; "Hotel staff are always ready to help when customers have unusual problems" in the empathy scale. The scale of hotel service quality has 25 observed variables and customer satisfaction with 4 observed variables. The scale "Word of mouth" is based on the study of Abubakar *et al.* (2017) with 3 observed variables. The scale of "Revisit Intention" has 4 observed variables, based mainly on the study of Soleimani and Einolahzadeh (2018), adjusted to suit the conditions of Vietnam and a new observed variable by the authors. development like "I don't want to move to any other hotel". A detailed measurement table of the scale and observed variables is available in the appendix.

Data collection and processing

We conducted a questionnaire survey at Rex Hotel in HCMC. All respondents were identified as customers staying at Rex Hotel with 360 survey questionnaires. The survey was conducted from April to June 2019. After data processing, 340 observations were guaranteed to be relevant and used for data analysis. Because of the theoretical model with a set of interrelationships, the linear structural model (Partial Least Square - Structural Equation Model, PLS-SEM) was used to test the above hypotheses (Anderson and Gerbing, 1988; Kline, 2011). The analysis of the linear structure is performed according to a process consisting of 4 steps: (i) Reliability test of scale; (ii) Exploratory Factor Analysis (EFA); (iii) Confirmatory Factor Analysis (CFA) and (iv) Structural Equation Modeling (SEM). Data analysis was done using SPSS and AMOS 20.0 software.

RESULTS

Description of survey

Gender and age: Among 340 surveyed customers, female gender accounted for 53%. The main age of customers is over 30 years old (75%). Customers have a high level of qualifications, 75% of customers have university and postgraduate. Occupations are mainly civil servants, businessman of companies (73%).

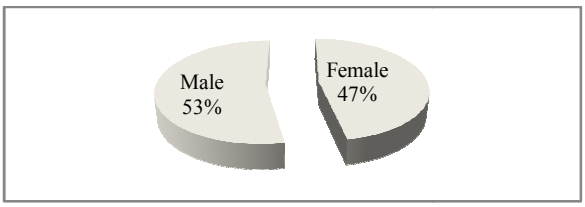

Figure 2. Gender of customers (%)

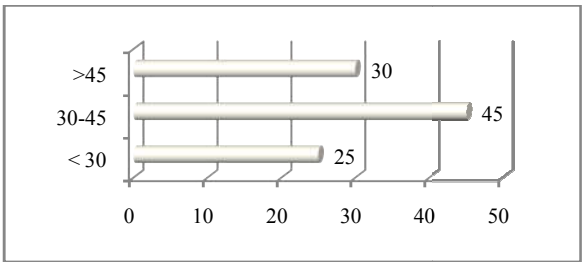

Figure 3. Age (years)

Employment status and income: The majority of clients are working (75%). Customer income from 500-1000 USD/month accounts for mainly (40%).

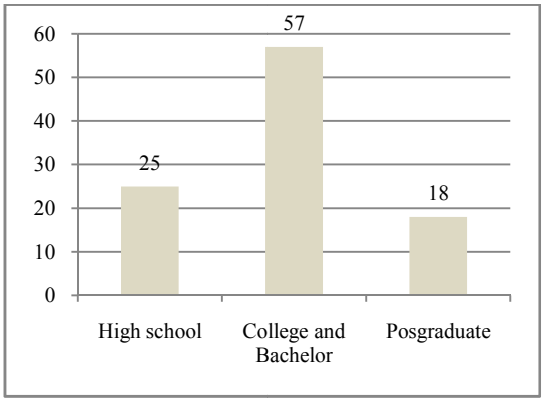

Figure 4. Professional qualifications (%)

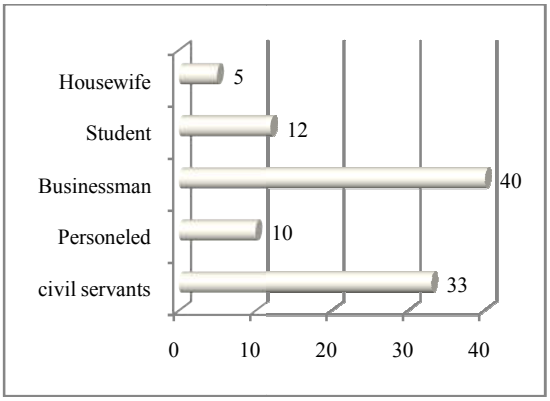

Figure 5. Customer's occupation (%)

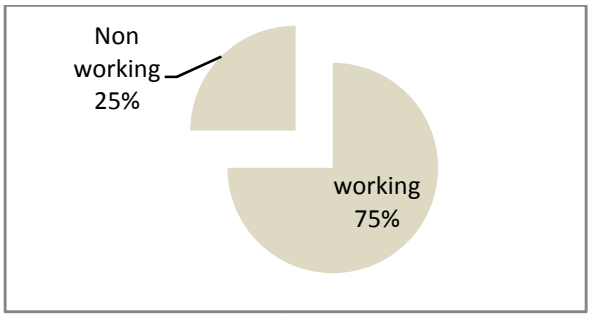

Figure 6. Employment Status (%)

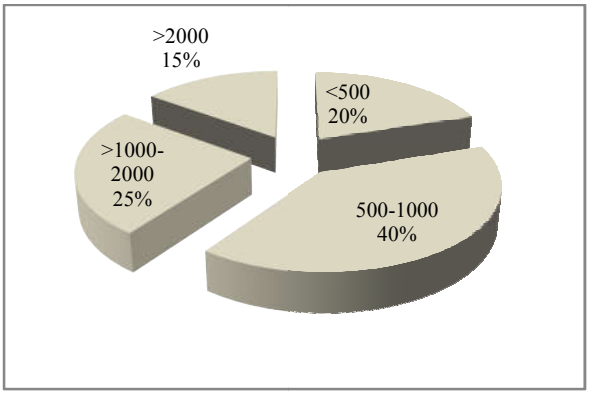

Figure 7. Income (USD/month)

Nationality and structure of foreign visitors: Rex's customers are mainly foreigners (70%), Australian, Japanese and USA nationalities make up the majority (77%).

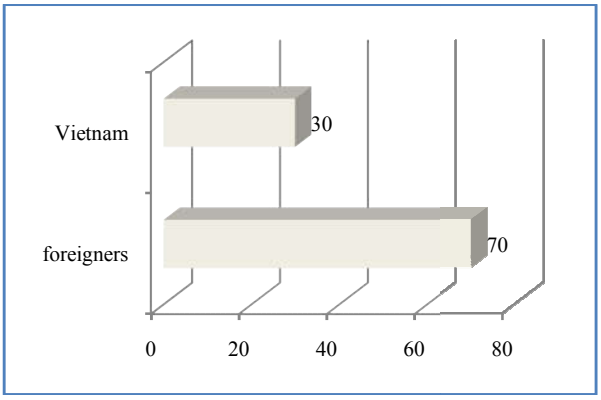

Figure 8. Nationality of customers (%)

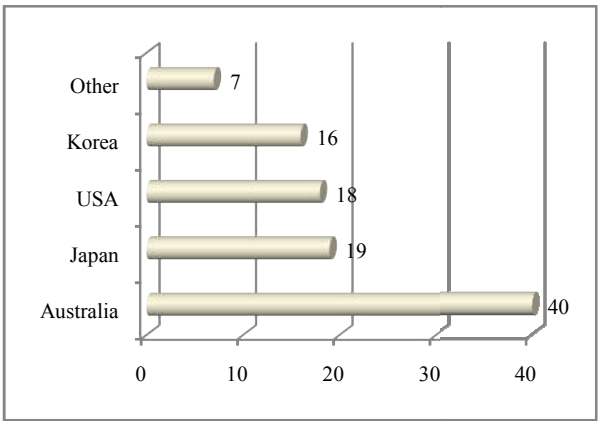

Figure 9. Structure of foreign customers (%)

Reliability analysis

Table 1. Reliability of the scale and observed variables are excluded

No.	Scale	Ignored Observable Variables	Coefficient Alpha	Result
1	TAN	TAN5	0.803	Good quality
2	REL	-	0.864	Good quality
3	RES	RES5	0.840	Good quality
4	ASS	ASS5	0.836	Good quality
5	EMP	-	0.838	Good quality
6	SAT	-	0.847	Good quality
7	WOM	-	0.840	Good quality
8	INS	-	0.861	Good quality

The results shown in Table 1 show that: Except for the observed variables TAN5, RES5 and ASS5 which are excluded, the remaining observed variables all satisfy the conditions in the reliability analysis of the scale through the coefficient Alpha > 0.6 and variable-total correlation > 0.3 (Sharma, 1996; Hair *et al.,* 2006).

Exploratory factor analysis

The results presented in Table 2 show that: the factors of service quality are extracted into 05 factors corresponding to the measured variables of the theoretical model with the total variance extracted is 65.257% at the Eigenvalue of 1,861; EFA of satisfaction is extracted into 03 observed variables with extracted variance of 68.819% at Eigenvalue of 2,753. EFA of WOM is extracted into 04 observed variables with extracted variance of 75.811% at Eigenvalue of 2,274. EFA of revisit intention is extracted into 04 observed variables with extracted variance of 70.675% at Eigenvalue of 2,827; The EFA was conducted by Promax rotation method.

Table 2. Factor Matrix

	Component							
	1	2	3	4	5	6	7	8
REL5	0.841							
REL3	0.827							
REL2	0.825							
REL1	0.785							
REL4	0.739							
EMP4		0.805						
EMP2		0.793						
EMP3		0.779						
EMP5		0.777						
EMP1		0.737						
RES3			0.841					
RES4			0.839					
RES1			0.797					
RES2			0.787					
ASS2				0.835				
ASS3				0.831				
ASS4				0.827				
ASS1				0.770				
TAN4					0.823			
TAN2					0.802			
TAN3					0.783			
TAN1					0.749			
SAT3						0.863		
SAT1						0.861		
SAT2						0.803		
SAT4						0.789		
WOM2							0.896	
WOM3							0.860	
WOM1							0.856	
INT3								0.862
INT4								0.849
INT2								0.838
INT1								0.813
Kaiser-Meyer-Olkin Measure					0.847	0.814	0,716	0.823
Bartlett (Sig.)					0.000	0.000	0.000	0.000
Eigenvalues					1.861	2.753	2.274	2.827
% of Variance					6.257	68.819	7,811	7.,675

Note: 0.5 < KMO < 1; Bartlett's test has significance level less than 0.05; Factor Loading of observed variables (Factor Loading) > 0.5; extracted variance > 50% and Eigenvalue > 1 (Anderson and Gerbing, 1998; Hair *et al.,* 2006).

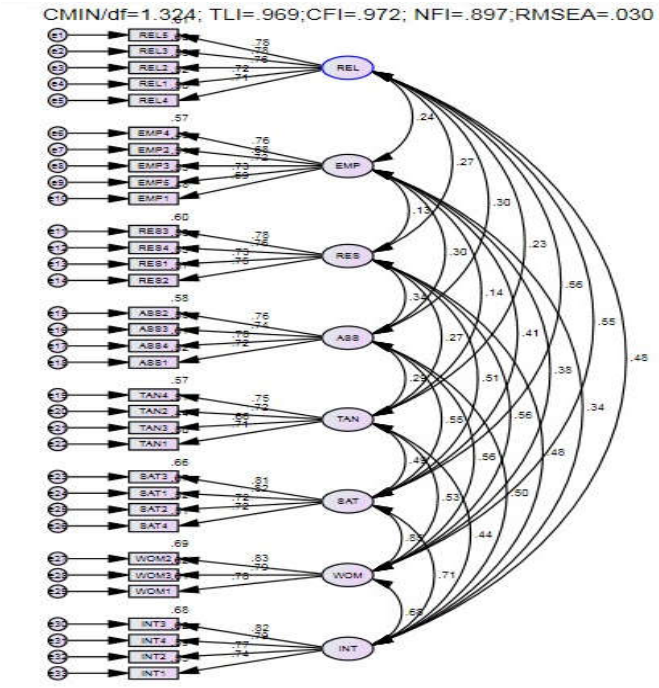

Figure 10. CFA analysis results

Confirmatory factor analysis

The measurement model that is consistent with the actual data must be consistent with 5 measures: (i) Cmin/df; (ii) TLI, (iii) CFI, (iv) NFI; (v) RMSEA (Gefen *et al.,* 2011). Based on Figure 2, the results of the measure values of the confirmatory factor analysis are presented in Table 3.

Table 3. The fit indices of the CFA

No.	Measure	Standard value	Model value	Result
1	Chi-squared adjusted for degrees of freedom (Cmin/df)	TLI, the closer is to 1, the more appropriate; TLI > 0.90 Consistent; TLI ≥ 0.95 is in good agreement. (Hu & Bentler, 1998)	1.324	Good
2	Tucker-Lewis Index	The closer the TLI is to 1, the more appropriate; TLI > 0.90 Consistent; TLI ≥ 0.95 in good agreement. (Hu & Bentler, 1998)	0.969	Good
3	Comparative Fit Index	CFI > 0.90; 0<CFI <1, The closer to 1, the more suitable (Hu & Bentler, 1998).	0.972	Good
4	Normal Fit Index	NFI, the closer to 1, the more suitable; NFI close to 0.90, accepted; NFI > 0.95 Good fit. (Chin & Todd, 1995; Hu & Bentler, 1998)	0.897	Accept
5	Root Mean Square Error Approximation (RMSEA)	RMSEA < 0.05, the model fits well; RMSEA < 0.08, accepted; The smaller the better. (Browne & Cudeck, 1993)	0.030	Good

Table 3 shows that the measurement model is consistent with the actual data.

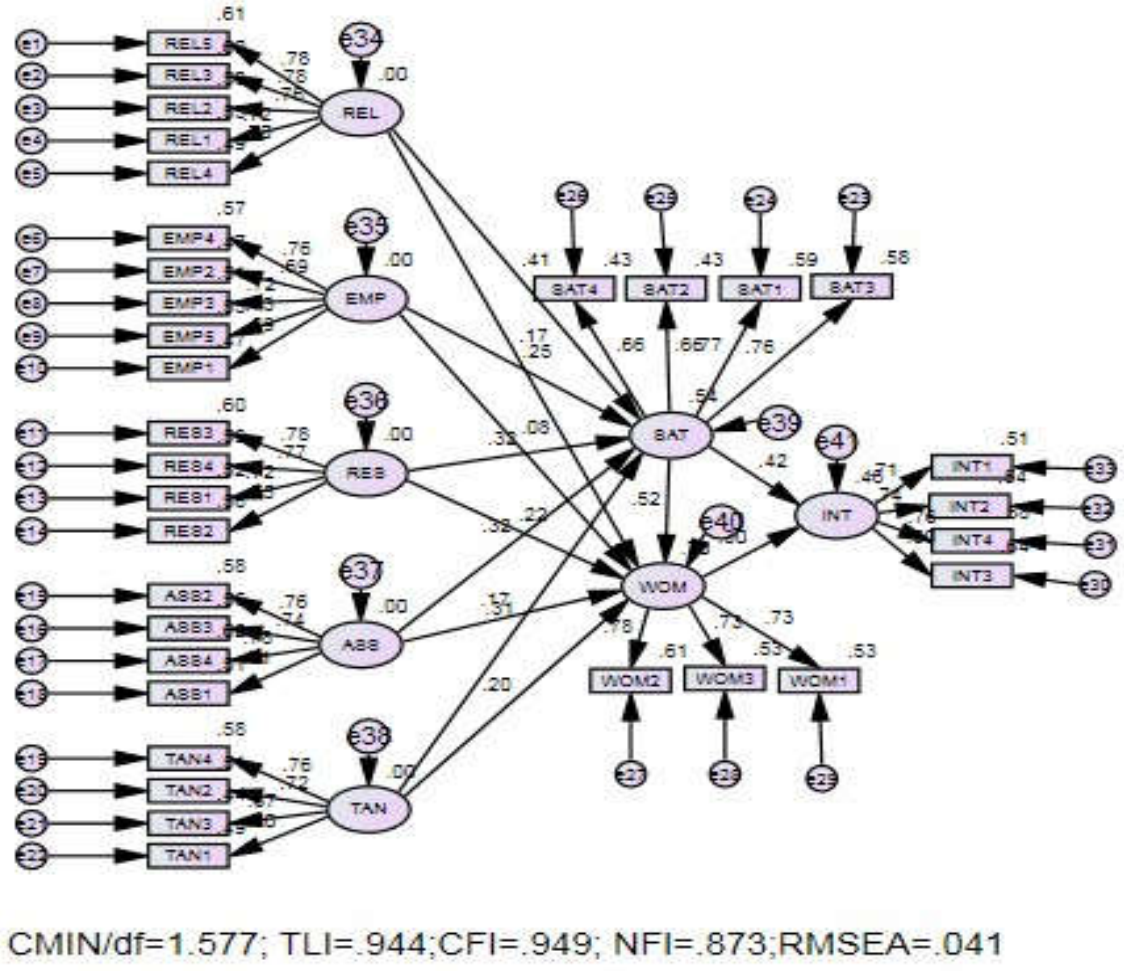

Figure 11. Results of the linear structural analysis

Table 4. Hypothetical results

Hypothesis	Impact			Estimate	S.E.	C.R.	P	Decision
H2	SAT	<---	REL	0.355	0.049	7.244	***	Fit
H5	SAT	<---	EMP	0.234	0.050	4.715	***	Fit
H4	SAT	<---	RES	0.320	0.054	5.898	***	Fit
H3	SAT	<---	ASS	0.310	0.054	5.793	***	Fit
H1	SAT	<---	TAN	0.290	0.052	5.575	***	Fit
H7	WOM	<---	REL	0.158	0.055	2.871	0.004	Fit
H10	WOM	<---	EMP	0.077	0.051	1.507	0.132	Unfit
H9	WOM	<---	RES	0.223	0.059	3.781	***	Fit
H8	WOM	<---	ASS	0.168	0.057	2.928	0.003	Fit
H6	WOM	<---	TAN	0.192	0.056	3.439	***	Fit
H11	WOM	<---	SAT	0.542	0.094	5.794	***	Fit
H12	INT	<---	SAT	0.445	0.123	3.635	***	Fit
H13	INT	<---	WOM	0.302	0.116	2.605	0.009	Fit

Note: *** (Sig. = 0.000).

Analysis of Structural Equation Modeling

The results presented in Figure 11 show that: the model has a value of Cmin/df = 1,577; TLI = 0.944; CFI = 0.949; NFI = 0.873 and RMSEA = 0.041. Thus, the integrated model fits the actual data. The results presented in Table 4 show that: Except for H10, the remaining hypotheses are accepted at a confidence level of over 95%. Factors affecting "Customer satisfaction" in order of influence from high to low: REL, RES, ASS, TAN, EMP. Factors affecting "WOM" in order of influence from high to low: RES, TAN, ASS, REL. Factors affecting "Revisit intention" in order of influence: SAT, WOM.

Table 5. Magnitude of the impact

Impact on SAT			Regression coefficient	%	Position
SAT = f(TAN, REL, ASS, RES, EMP)					
SAT	<---	REL	0.355	23.5	1
SAT	<---	EMP	0.234	15.5	5
SAT	<---	RES	0.320	21.2	2
SAT	<---	ASS	0.310	20.5	3
SAT	<---	TAN	0.290	19.2	4
Total			1.509	100	
Level of impact on WOM					
WOM = f(TAN, REL, ASS, RES, EMP)					
WOM	<---	REL	0.158	21.3	4
WOM	<---	RES	0.223	30.1	1
WOM	<---	ASS	0.168	22.7	3
WOM	<---	TAN	0.192	25.9	2
Total			0.741		
Level of impact on INT					
INT=f(SAT,WOM)					
INT	<---	SAT	0.445	59.6	1
INT	<---	WOM	0.302	40.4	2
Total			0.747		

DISCUSSION AND CONCLUSION

Discussion and management implications

Firstly, the research has identified "Hotel service quality" with 05 components: Tangibles, Reliability, Responsiveness, Assurance and Empathy. This result is similar to the study by Shafiq *et al.* (2013) on the hotel industry in Faisalabad, Pakistan. However, this study has discovered a few new observed variables such as "The hotel's facilities are spacious, creating trust for customers" in the scale of tangible; "The hotel implements information security for customers, there are no errors when performing payment procedures" in the reliability scale; "Employees execute transactions in the least amount of time" and "Employees respond immediately to inspection requests and customer complaints" in the responsiveness scale; "Employees have a good cooperative attitude and courtesy" in the assurance scale; "Hotel staff are always ready to help when guests have unusual problems" in the empathy scale" and "I do not want to move to any other hotel" in the hotel revisit intention scale. Second, service quality positively affects Satisfaction and WOM and satisfaction affects WOM. Similar to the results of research on 4–5 star ranked hotels in Phuket, Thailand (Soonsan and Somkai, 2018). Thus, in order to exploit "word of mouth", the hotel must first improve customer satisfaction. Third, satisfaction and word of mouth have a positive impact on revisit intention. Similar to the research results on 5-star hotels in Bangladesh by Siddique et al. (2013) and Wang et al. (2021) on the hotel system in Mainland China and Taiwan. In order to attract repeat customers and minimize the transfer of customers to another hotel, it is necessary to pay attention to customer satisfaction and word of mouth, and that is the key for the hotel to operate successfully.

Conclusions and limitations of the study

The present study aims to extend the theoretical framework and provide evidence in empirical results on service quality, satisfaction and word of mouth impact on revisit intention, with evidence from Rex 5-star hotel in Ho Chi Minh City, Vietnam. The findings highlight a strong mediating role of satisfaction and word of mouth in the correlation between service quality and revisit intention. The study also provides some insight into the interweaving relationship between factors through the linear structural analysis model. The study has certain limitations. The survey subjects were only taken from a prestigious Rex hotel in Ho Chi Minh City, which limits the generalizability of the study. Future research should examine different types of hotels, in other cities/provinces, and make comparisons to enhance the generalizability of the findings. Moreover, this study only considers the factors of service quality, satisfaction, word of mouth because there are other factors affecting revisit intention that this study has not mention.

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Appendix

Scale and observed variables

No.	THE SCALE	VARIABLE
I	Tangibles	TAN
1	The hotel has modern equipment	TAN1
2	The hotel's facilities are spacious, creating trust for customers	TAN2
3	Hotel staff have neat and beautiful clothes	TAN3
4	Full and convenient living services for customers	TAN4
5	Visually appealing reception, lounge and gym at the hotel	TAN5
II	Reliability	REL
6	When a hotel promises to do something (like set up customer service) by a specific time period, it is fulfilled	REL1
7	The hotel implements information security for customers, there are no errors when performing payment procedures	REL2
8	The hotel provides services to customers at the time they promise to do	REL3
9	Maintain transactions with customers on time and without errors	REL4
10	The hotel implements information security for customers, there are no errors when performing payment procedures	REL5
III	Responsiveness	RES
11	The hotel's staff is always ready to respond to customers' requests	RES1
12	Staff provide quick service	RES2
13	Employees execute transactions with the least amount of time	RES3
14	Staff responds immediately to customer inspection requests and complaints	RES4
15	Staff are always ready to help and advise customers	RES5
IV	Assurance	ASS
16	I feel safe staying at the hotel	ASS1
17	Staff have good cooperation attitude and courtesy	ASS2
18	Knowledgeable staff when answering my questions	ASS3
19	The hotel has convenient operating hours for all customers	ASS4
20	With the behavior of the staff, I feel they are trustworthy	ASS5
V	Empathy	EMP
21	Staff always care about customers	EMP1
22	Hotel staff understand the specific needs of the customer	EMP2
23	Bank staff understand customer preferences	EMP3
24	Hotel staff are always ready to help when customers have unusual problems	EMP4
25	Hotel staff have a good attitude, dedicated and attentive when dealing with customers	EMP5
VI	Customer Satisfaction	SAT
26	Overall, I am satisfied with the service of the hotel	SAT1
27	I am satisfied with my decision to stay at this hotel	SAT2
28	My decision to stay at this hotel was a wise one	SAT3
VII	Word of mouth	WOM
29	I often read online reviews of travelers to see how good they are about the hotel I'm interested in	WOM1
30	I often read the online reviews of travelers to know their complaints about the hotel that I am interested in	WOM2
31	I am interested in the advice and advice of friends, colleagues and relatives about the hotels that I am interested in in Ho Chi Minh City	WOM3
32	I will invite my friends, colleagues, relatives to stay at Rex Hotel when I have the opportunity to travel in Ho Chi Minh City	WOM4
VIII	Intention to switch	INS
33	I am very satisfied with the service quality and continue to be a customer of the hotel	INS1
34	I don't want to switch to any other hotel	INS2
35	I am very satisfied with the services provided by Rex hotel compared to other hotels that I have stayed	INS3

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