

## Ethnocentrism and Revisit Intention of Heritage Hotels in Indonesia: A Serial Mediation of Customer Experience and Hotel Image

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### Abstract

This study aims to discover the revisit intention behaviour of heritage hotel customers in Indonesia in order to provide insights and feedback for developing marketing, economic, and local cultural aspects of hotels. This study employed a quantitative approach using covariance-based structural equation modelling (CB-SEM) to obtain a comprehensive understanding of the perspectives of heritage hotel customers in Indonesia. The findings indicate that consumer ethnocentrism has a significant impact on revisit intention and the image of heritage hotels in Indonesia. Indeed, customer experience also significantly impacts a hotel's image and revisit intention. The finding also indicates the role of hotel image in mediating ethnocentrism and revisit intention, as well as customer experience and revisit intention. The last finding shows the presence of serial mediation of customer experience and hotel image in the relationship between ethnocentrism and the revisit intention of heritage hotels in Indonesia. This study implies that the business and manager need to manage the hotel image and customer experience to revisit heritage hotels.

**Keywords:** revisit intention; hotel image; customer satisfaction; heritage hotels; ethnocentrism; serial mediation

### Introduction

Tourism and hotels are two interrelated things. The presence of hotels in a region can stimulate local tourism, and otherwise, tourism will increase investment in hospitality around it (Ntounis et al., 2022). The critical role of tourism and hospitality has been recognised by researchers worldwide, including in Indonesia (e.g., Viglia & Donicar, 2020; Triatmanto et al., 2021). Tourism and hospitality are known for their outstanding contributions to the economic development of a country (Gumede & Mdiniso, 2022). The impact of tourism can be broadly categorised into economic and socio-cultural categories. In general, economic impact consists of financial flows directly and indirectly related to tourism activities (Faber & Gaubert, 2019). The socio-cultural impact includes fluctuations in social, cultural, traditional, and rigid standards and is indirectly related to emotional variation in societies (Zhuang et al., 2019).

Recognising the essential role of the tourism and hospitality sectors, various types of tourism concepts and hotels continue to evolve, including the development of tourist and hotel heritage. The concept of hotel and heritage tourism becomes its own attraction for visitors or hotel customers (Ismagilova et al., 2015). Tourism heritage is a growing sector in today's tourism industry and has significant potential for local culture and heritage in the international world (Su et al., 2016). A study remarked that heritage tourism can boost hotel revenue, improve heritage travel education, and boost local community economic development, which can improve the well-being of local managers and citizens (Amir et al., 2015; Drummond et al., 2021). In addition, tourism and heritage hotels have advantages that not all hotels or tours have (Coccosis, 2016; Makwindi & Ndlovu, 2022).

Concerning Indonesia, tourism and heritage-based hotels have experienced considerable growth in recent decades. Statistics indicate that the total of hotels raised from 1778 in 2013 to 3,763 in 2022 (BPS, 2022). The number of visitors per day also escalated from 2,247,530 in 2020 to 46,500,610 in 2021. One of the major events that may contribute to this growth is the shift to categorise hotel heritage as part of the Indonesia's cultural heritage by the Indonesian Ministry of Tourism (Parlindungan et al., 2021). This is especially true of the heritage hotel, which is located in the historic area of Indonesia. Heritage hotels are forecasted to resume to be part of the core of Indonesian heritage, referring to their historical matters (Syarif et al., 2019). In 2015, about 90 per cent of hotels in the country relied solely on the domestic market. In the same year, about 10 million foreign tourists, mostly Europeans, incorporated in the tourism of Indonesian heritage and culture. Given the matter of cultural heritage and the role of heritage hotels in the tourism industry in Indonesia, it is worth investigating the heritage hotels sector in the nation.

With the increasing demand for hotels in general in Indonesia and heritage hotels in particular, research in this area is also increasing. However, the majority of mostly take part in understanding customers' emotions and behaviours in determining hotel stay choices (e.g., Yusran et al., 2021; Ahn & Kwon, 2020). Furthermore, in the literature on economics, management, and tourism, scholars have concerned on emotional variables to comprehend behaviour related to the selection of star hotels (Wijayanti & Damanik, 2019). Later, previous research focused on studies linked with environmentally friendly hotels, while studies on heritage hotels are often overlooked by scholars. A number of previous researchers explained that revisit intention is influenced by complex patterns of cognitive elements (Ahn & Kwon, 2020). Additional theories or frameworks need to be involved to comprehend the factors that influence positive customer attitudes and behaviours. To fill the gap in the literature, the aim of this study is to identify factors that influence the visitor's intention to visit the heritage hotel in Indonesia.

This research paper will present several contributions. First, this study contributes to the tourism and management literature regarding the decision-making process of heritage hotel customers and emphasises the role of ethnocentrism and heritage hotel revisit intention undergoing the theory of bounded rationale planned behaviour that is missing in numerous studies. Second, the current research primarily provides guidance for heritage hotel service providers by promoting knowledge on how cognitive dimensions that influence customers affect attitudes and behaviours related to heritage hotels. Third, although research has been performed to find customer attitude and behavioural intention antecedents in the context of hotels in general (Kim et al., 2017), identifying the influential factors in the decision-making process of heritage hotel customers is still limited, primarily using serial mediation analysis. This study attempted to examine the mediation analysis of customer experience and hotel image in understanding the link between ethnocentrism and the revisit intention of heritage hotels in Indonesia.

## Literature review

### *Heritage hotels: An introduction*

The concept of heritage has been discussed by scholars and businesses in recent decades. Heritage, initially associated with the legacy of old buildings or art objects, has now expanded to a wider space, such as historic areas and cities, as well as increasingly diverse components (Goh, 2015). In the setting of cultural tourism growth, destinations and hotel bunch make attempts to develop heritage hotels. Tourists can not only to rest in heritage hotels but also provide them with a luxurious experience and a unique vision of the local history, culture, and traditions (Cheer & Reeves, 2015). In addition, heritage hotels enable visitors with a unique and authentic matter and a sense of distinction. Therefore, living in a hotel with remarkable nature, memory, recital, or legends is attractive either to those seeking a connection with the culture and people who determine this type of compromise as an honour and source of pride in their life (Taheri et al., 2020).

Heritage hotels render an authentic experience for travellers who concerns on historical buildings and various terms of cultural expression in tourism destinations. They represent culture, spirit, and tradition, each unique and giving guests a sense of permanence (Atzeni et al., 2020). This also benefits cultural sustainability by providing jobs and economic advantages to the host community and escalating a sense of place and local characteristics; consequently, these hotels can become promotional brands for these destinations (See et al., 2019). Furthermore, distinguish decorations, gardens, grand halls, iconic architecture, and local atmosphere can influence tourists' attitudes towards the destination culture in a sustainable way (Mohale et al., 2020). Thus, these hotels can have a prominent role in maintaining the destination culture to reach sustainable tourism development through their unique matters.

### *Ethnocentrism, hotel image, and revisit intention*

Hotels and tourism are sectors that rely on customer perceptions; they must maintain their customer image. For hotel industries, reputation and image are prominent to attracting and inviting new visitors. The revisit intention remarks a discriminatory approach to deal with the nature of diversity as well as shifting tourist behaviour to take into account the proportion of revisit intention among tourists. A prior study noted that tourists will reflect on their experience and evaluate it after visiting some tourism objects and hotel experience (Muskat et al., 2019). Previous studies reported the potential for tourist reflection on the visit to have emotional outputs (Carreira et al., 2014; Che-Ha et al., 2016). The vigour of this reflection hinges on destination dimensions that have attractiveness, functional attributes, and attractive effects, all of which are combined to produce a beneficial visit experience (Baloglu et al., 2019; Zhang et al., 2018). This post-visiting assessment has the potential to raise emotional feedbacks and appendage, which in turn lead to revisit intention (Hosany et al., 2015).

Ethnocentrism is often linked with the ideology of a community that believes that its group culture is superior and tends to reject other group cultures (Bizumic et al., 2021). Ethnocentric consumers pointed out that buying foreign products will burden the local, non-patriotic economy, affecting in job losses and damage to the national economy. Previous research conducted by Nurcaya (2020) revealed that ethnocentric attitudes have a positive and significant impact on hotel revisit intention. This remarks that the stronger the ethnocentric attitude of a consumer will impact to the higher the purchase decision. In the context of heritage hotels, having an attitude of ethnocentrism will reflect a love of culture and local culture. Some studies also confirmed this relationship. Apart from revisit intention, ethnocentrism will also make a good hotel image. Like previous research, ethnocentrism has a positive impact on hotel image. Hence, the hypothesis is presented below.

- H1. Ethnocentrism has a significant influence on revisit intention*  
*H2. Ethnocentrism has a significant influence on hotel image*

For consumers who have a positive image of goods or services, it will be easier to direct them to make a purchase. Without a robust image, it is difficult for hotels and other businesses to attract new consumers to visit or buy the company's products and retain existing consumers. A preliminary study by Anggadwita et al. (2019) pointed out that one of its objectives was to analyse the link between brand image on purchase decisions. The research notes that brand image has a robust impact on purchase decisions. Similarly, Waluya et al. (2019) remarked that image has a direct linkage on purchase decisions and revisit intention. This indicates that when an industry manages its brand image well, a consumer will purchase a product or revisit it for services. Furthermore, another study also conducted by Nurcaya (2020) revealed that brand image has a positive and significant impact on purchase decisions. It also shows that the higher the brand image will promote the better of purchase decision. Thus, the hypothesis is presented below.

- H3. Customer experience has a significant influence on revisit intention*  
*H4. Customer experience has a significant influence on hotel image*

#### ***Customer experience and hotel image as mediators***

Hotel is a business industry that relies on the matter of customer perspectives. To continue their business sustainability, hotels have the responsibility to manage their great perceptions in order to encourage customers to revisit and attract new visitors (Yi et al., 2018). Hence, maintaining hotel images can promote the revisit intention of hotel customers. Some preliminary studies (e.g., Durna et al., 2015; Huo et al., 2021) remarked that hotel images are essential in tourism and the hotel industry to invite back customers. Apart from having a direct impact on revisit intention, several works claim that hotel image can mediate the link between consumer ethnocentrism and revisit intention. For instance, a work by Nguyen et al. (2022) mentioned that a positive hotel image regarding its local cultural and heritage can bridge consumer ethnocentrism and revisit intention.

In addition, hotels and the tourism sector often use a positive hotel image to enable meaningful customer experiences, which further explains the revisit intention of hotel customers (Tosun et al., 2015). The management literature pointed out that a robust hotel image can shape the customer's perception of hotel quality (Salem et al., 2022). In this matter, when customers positively perceive the hotels, they tend to associate them with good quality and expectations. It therefore can increase the intensity of customer reviews to encourage customers to return to hotels in the future. In addition, a positive hotel image can also influence customer testimonials and recommendations to others (Adnan et al., 2021). Some scholars documented that customer with a satisfactory experience with certain goods or services will provide positive testimonials and recommend other to visit the hotels or other subjects (Berezina et al., 2016; Lo & Yao, 2019). Therefore, the hypothesis is provided below.

- H5. Hotel image has a significant influence revisit intention*  
*H6. Hotel image mediates ethnocentrism and revisit intention*  
*H7. Hotel image mediates customer experience and revisit intention*

To understand the serial mediation of customer experience and hotel images, this research involved the theory of bounded rational planned behaviour. This theory is the enhancement of the theory of planned behaviour (Ajzen, 1991) and the theory of reasoned action (Fishbein &

Ajzen, 1977). The involvement of this theory is reasonable in the context of customer perception of heritage hotels. This is due to the fact that heritage hotels provide the uniqueness of cultural and historical matters that can be a particular reason for revisiting the hotels. In addition, the theory of bounded rational planned behaviour (TBPRB) explained how individuals behave, considering other rational decisions (Ashraf, 2021). This theory can help to understand how customers make decisions regarding their revisit intention and bridge the connection between customer ethnocentrism and revisit intention. Hence, promoting a positive image and a good customer experience, hotel industry can invite customers from different cultural backgrounds and enhance their revisit intention. Based on this explanation, the last hypothesis is presented as follows.

*H8. Customer experience and hotel image serially mediate ethnocentrism and revisit intention*

## Method and materials

### Research design

The research used a quantitative approach to gain an in-depth understanding of existing phenomena regarding public perceptions of the revisit intention among heritage hotels in Indonesia. This research was conducted at several heritage hotels in Indonesia. Quantitative research was performed using a self-administered survey method and further analysed using structural equation modelling (CB-SEM) with IBM-SPSS-AMOS software, aiming to determine the relationship between variables and to confirm the model. In detail, this research framework model can be known in Figure 1. This study framework was created based on previous research and the theory underlying this relationship.

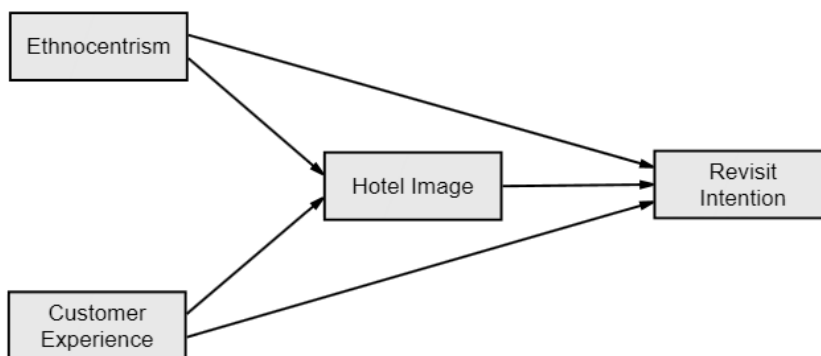


Figure 1. Research framework

### Data collection

This study was conducted using a self-administered survey by distributing online questionnaires to hotel heritage customers in Indonesia. The use of an online survey enables the ability to penetrate individuals who might be difficult to reach regarding their experience and perception. This online questionnaire was distributed through links in various channels, including Instagram, Telegram, and email, targeting respondents with various characteristics. The target population in this study consists of consumers who have stayed at heritage hotels in Indonesia. Consistent with prior work, cluster sampling was utilised and acceptable for investigating perceptions of consumer behaviour. Cluster sampling was adopted considering the demographic areas of Java Island (North=Surabaya, South=Malang, Central=Yogyakarta, West=Bandung). In addition, cluster sampling has accomplished probability sampling as the requirement for covariance-based structural equation modelling. In total, the authors





distributed approximately 360 online questionnaires, and we used 348 valid responses for future estimation. Respondents were asked about confidentiality and voluntarily responded to the online survey.

This survey is intended to measure the attitude and behaviour among consumers of hotel heritages. The instrument of this study adopted the validated measurement from several prior empirical studies and related theories to support these relationships. In measuring the revisit intention, we adopted the item statement from Yu et al. (2021), while to measure hotel image, we adopt the item statement from Lai (2019). Then, to measure ethnocentrism, we use instruments from Sun et al. (2021). Lastly, the customer experience variable is measured from several items adopted from Li et al. (2019). All items reflecting the independent and dependent variables were provided to along a 5-point Likert scale ranging from 1 showing “strongly disagree” to 5 remarking “strongly agree”. The detailed instruments were provided into two parts: part A deals with the demographic characteristics of participants, while part B comprises to measure four constructs. The questionnaires were translated from English to Indonesia using back-to-back translation to provide a greater understanding.

In this study, covariance-based structural equation modelling (CB-SEM) was used to estimate the hypothesized with normal distribution dataset. We employed two stages of data analysis from Anderson and Gerbing (1988), consisting of measurement model and structural model. The measurement model concerns on understanding how well the observed variables reflect or measure the underlying constructs. Structural model deals with on how the latent constructs are related to each other and how they influence one another. For the mediation analysis, we adopted the criteria from Hayes (2009) by involving the bootstrapping approach with 1,000 resamples at a 5 per cent of significance level (Hair et al., 2017). Bootstrapping is a resampling technique involved to evaluate the standard error without presuming any distribution.

## Results and discussion

The skewness and kurtosis were incorporated to evaluate the normality of the data. The statistical estimation indicates that each variable item has a value of M ranging from 3.47 to 4.26, and SD ranges from 0.716 to 0.887. This indicates that the respondents incorporated in this research are largely in agreement with ethnocentrism, hotel image, customer experience, and revisit intention. Furthermore, the output also shows that the Skewness point ranges from -0.848 to 0.926 ( $\pm 3$ ), and the Kurtosis score ranges from -0.842 to 0.912, indicating the data is normal (Kline, 2005).

Table 1. Demographic profile of participants

Variables	Number	%
Gender		
Male	162	46.55
Female	186	53.45
Age (Year)		
24 and less	12	3.45
25-34	98	28.16
35-44	137	39.37
45 and more	101	29.02
Educational level		
Elementary School	0	0
Junior High School	43	12.35
Senior High School	50	14.37
Bachelor Degree	223	64.08
Master Degree	28	8.05
Doctoral Degree	4	1.15
Visiting hotel experience		
1-3	135	38.79
4-5	88	25.29
6 and more	125	35.92



As informed in Table 1, the respondents in this survey were male and female, with a percentage of 45.55 and 53.45 per cent, respectively. In addition, most respondents have a bachelor's degree (64.08%), with the age between 35-44 years old (39.37%). Later, the majority of respondents have visited heritage hotels 1 to 3 times.

### Measurement model

The measurement model is required to ensure the measures are valid and reliable. To examine the validity of constructs, this study considered Cronbach's alpha and composite reliability (CR) scores that should be upper than 0.6; AVE is higher than 0.50; and factor loading is above 0.50. As illustrated in Table 2, AVE for all constructs ranges from 0.528 to 0.618 (>0.5), which indicates the convergent validity criteria.

Table 2. Validity and reliability estimation

Code	Items	Loading Factor	CR	AVE
<b>RI</b>	<b>Revisit Intention</b>			
RI1	I plan to stay at heritage hotels in the future	0.720	0.817	<b>0.528</b>
RI2	I prefer to stay in heritage hotels than other hotel concepts	0.667		
RI3	I will try to stay at heritage hotels in the future	0.706		
RI4	I will try to stay at heritage hotels brand next time	0.709		
<b>ET</b>	<b>Ethnocentrism</b>			
ET1	Better to use domestic voting, because this is detrimental to Indonesian businesses and affects unemployment	0.756	<b>0.823</b>	<b>0.618</b>
ET2	It may cost me in the long term, but I prefer to support domestic brands	0.753		
ET3	Foreigners must not be enabled to place their brands in our market	0.777		
ET4	Foreign brands must be subject to high taxes to reduce their entry into Indonesia	0.733		
ET5	We only buy from abroad only those brands which we cannot obtain in our own country	0.753		
<b>CE</b>	<b>Customer Experience</b>			
<b>CE1</b>	I feel more like a local when I stay at a heritage hotel	0.730	<b>0.802</b>	<b>0.589</b>
CE2	I really feel the local culture when I stay in heritage hotel	0.657		
CE3	I was exposed to authentic local villages and markets when I visited at the heritage hotel	0.668		
CE4	I received an unexpected benefit while staying at a heritage hotel	0.706		
CE5	I gained experience and travel while staying at a heritage hotel	0.771		
<b>HI</b>	<b>Hotel Image</b>			
HI1	From outside sources (e.g., advertising or agency advice), the hotel is innovative and pioneering	0.637	<b>0.826</b>	<b>0.611</b>
HI2	From outside sources, the hotel is successful and confident	0.802		
HI3	From outside sources, the hotel is persuasive and shrewd	0.747		
HI4	From outside sources, this hotel conducts business in an ethical manner	0.703		
HI5	From outside sources of information, this hotel is open and responsive to visitors	0.747		

In the proposed model, the AVE value is higher than 0.50, showing that it meets convergent validity criteria. Later, CR values of all variables range from 0.802 to 0.826 (>0.6), which implies that the measurement model for all variables has completed the composite reliability requirement. While discriminant validity was estimated using the Fornell-Larcker (1981) criterion by comparing each given item loading more on its specific construct than in any other. As illustrated in Table 3, the square root of AVE immense that of other latent constructs, remarking discriminant validity has been completed.

Table 3. Discriminant validity

Variable	AVE	RI	ET	CE	HI
<b>RI</b>	0.602	<b>0.821</b>			
<b>ET</b>	0.588	0.738	<b>0.787</b>		
<b>CE</b>	0.596	0.622	0.690	<b>0.755</b>	
<b>HI</b>	0.548	0.719	0.664	0.628	<b>0.739</b>

Note. AVE=average variance extraction, RI=revisit intention, ET=ethnocentrism, CE=consumer experience, HI=hotel image

The measurement model is also intended to guarantee the model is from good fit based on discrepancies in a dataset. The estimation for model fit is provided by considering the absolute, incremental, and parsimonious indices. The estimation in Table 4 demonstrates that GFI=0.912, AGFI=0.903, CFI=0.904, TLI=0.901, and ChiSq/df=3.676 achieve acceptable performance, indicating that an acceptable the degree of GoF for the measurement model.

Table 4. Goodness of Fit Estimation

Index	Criterion	Value	Decision
RMSEA	> 0.05	0.088	Acceptable
GFI	> 0.90	0.912	Acceptable
AGFI	> 0.90	0.903	Acceptable
CFI	> 0.90	0.904	Acceptable
TLI	> 0.90	0.901	Acceptable
Chisq/df	< 5.00	3.676	Acceptable

### Structural model

To confirm the hypotheses, the research calculated path coefficients and the statistical significance undergoing the bootstrapping method with 1,000 resamples at a 5% significance level (Hair et al., 2017). Bootstrapping is defined as a resampling method allocated to estimate the standard error without presuming any distribution. The results of hypothesis estimation among latent variables are shown in Table 5 and Figure 2. From the statistical estimation, ethnocentrism has a significant effect on revisit intention ( $\beta = 0.253$ ,  $SE = 0.057$ ), and hotel image ( $\beta = 0.318$ ,  $SE = 0.065$ ), thus H1 and H2 are confirmed. In addition, customer experience has a significant effect on revisit intention ( $\beta = 0.178$ ,  $SE = 0.059$ ), and hotel image ( $\beta = 0.182$ ,  $SE = 0.071$ ), indicating that H3 and H4 are supported. Indeed, this study also indicated that hotel image has a robust link with revisit intention ( $\beta = 0.390$ ,  $SE = 0.057$ ), confirming H5.

Table 5. Direct effect

	Relationship	Estimate	SE	CR	P-values	Decision
H <sub>1</sub>	ET → RI	0.253	0.057	4.477	***	Confirmed
H <sub>2</sub>	ET → HI	0.318	0.065	4.886	***	Confirmed
H <sub>3</sub>	CE → RI	0.178	0.059	2.997	0.003	Confirmed
H <sub>4</sub>	CE → HI	0.182	0.071	2.561	0.010	Confirmed
H <sub>5</sub>	HI → RI	0.390	0.057	5.789	***	Confirmed

Note. AVE=average variance extraction, RI=revisit intention, ET=ethnocentrism, CE=customer experience, HI=hotel image, \*\*\* = significant at p-value of <0.001

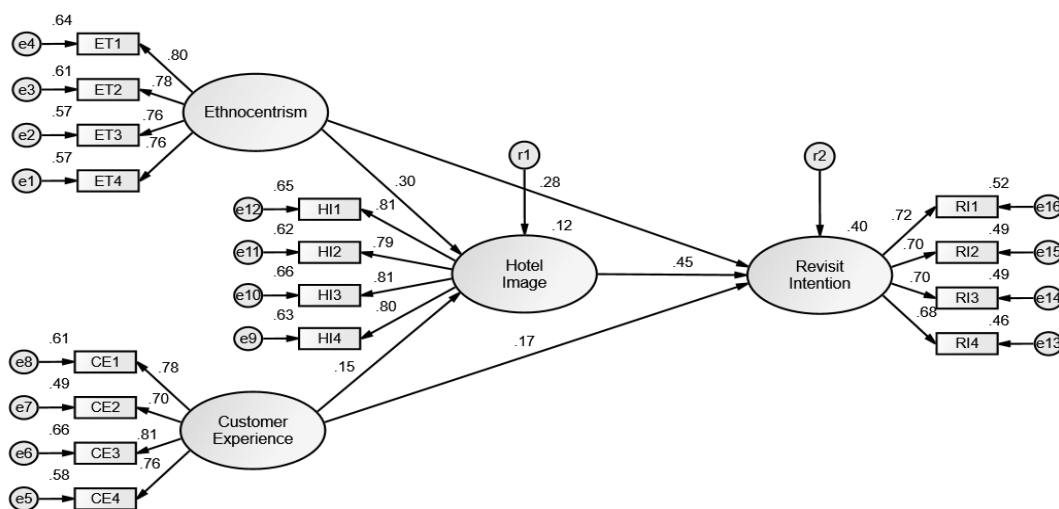


Figure 2. Final model





### Mediating estimation

The measurement of mediating estimation involved the suggestion from Hayes (2009). The mediating effect exists when the occurrence of a mediator diminishes the coefficient value of the direct effect. Partial mediating occurs when the presence of a mediator does not affect the significance, while full mediating occurs when the presence of a mediator makes the direct effect not significant. The significance of the statistical estimation was investigated using model number = 1, confidence interval = 95%, and number of bootstrap samples = 2,000. The results revealed that ethnocentrism has an indirect effect on revisit intention through hotel image ( $\beta = 0.351$ ,  $p$ -value = 0.046). Customer experience has an indirect effect on revisit intention through hotel image ( $\beta = 0.135$ ,  $p$ -value = 0.003). Serial mediation also exists in the model since there is a change in beta value and the  $p$ -value is still significant ( $\beta = 0.221$ ,  $p$ -value = 0.012). The summary of the mediating estimation is presented in Table 6.

Table 6. Mediating estimation

Direct Effect		Direct Effect with Mediator					
		$\beta$	p-value			$\beta$	p-value
H6	ET→RI	0.348	***	ET→HI→RI	0.351	0.046	Partial Mediation
H7	CE→RI	0.121	***	CE→HI→RI	0.135	0.003	Partial Mediation
H8	ET→RI	0.348	***	ET→CE→HI→RI	0.221	0.012	Partial Mediation

Note. AVE=average variance extraction, RI=revisit intention, ET=ethnocentrism, CE=consumer experience, HI=hotel image

### Discussion

Several prominent findings emerge from this present research. First, ethnocentrism has a significant effect on revisit intention of hotel heritage consumers in Indonesia. The result implies that consumer ethnocentrism can reinforce the cultural experiences found in historic hotels. In this regard, consumer who feel proud of Indonesia's local culture may be more escalated to visit heritage hotels that offer cultural heritage and nuance. This study supports several prior studies (e.g., El Banna et al., 2019; Wang & Lee, 2022; Gedecho et al., 2023) which mentioned that consumer with ethnocentric tendencies towards their own culture might exhibit greater loyalty to hotel brands that showcase their local cultural heritage. Indeed, the customer loyalty can drive to higher revisit intentions, as they look for to continue experiencing their own culture.

In addition to influence revisit intention, consumer ethnocentrism has a robust relationship with hotel image. This finding implies that ethnocentrism can promote the impression of people that the hotel prioritises and respects local culture. The findings are consistent with some prior studies which demonstrated that tourists who have an ethnocentric prefer and more attracted to heritage hotels, in which provide an authentic local cultural experience (Yen, 2018; Fleseriu et al., 2023). The finding remarks that ethnocentrism can enhance the hotel's image as a place that have values and promotes local culture. Similarly, some studies also remarked that ethnocentrism can make guests feel heritage hotels provides higher value considering the hotel support to their cultural preferences, and this can reinforce the hotel's image as a place that provides an experience that meets guest expectations (Huang et al., 2021; Trisatya et al., 2023).

Third, the finding indicates that customer experience has a strong link with the intention to revisit hotel heritages. Customer experience focused on some positive experience, including friendly, efficient and professional service which often linked with increasing of guest pleasure while staying at heritage hotels (Chittiprolu et al., 2021). A preliminary paper remarked that satisfying service can create positive feelings and make guests more likely to remember the experience positively, which in turn increases the likelihood of them intending to revisit (Hussein & Hapsari, 2021). A positive customer experience is also related to the comfort and

quality of the facilities provided by the hotel. This result of this study corroborates the existing studies in this relationship (e.g., Hussein & Hapsari; Paisri et al., 2022; Shahid & Paul, 2022).

Fourth, customer experience has a significant relationship with the hotel image. The findings are indifferent with some prior research which show this linkage (e.g., Hussein et al., 2018; Lai, 2019). The underlying explanation to underpin this finding is that customer who have positive experience (e.g., friendly service, quality facilities, and responsiveness) will create a positive image about a hotel that further raises their revisit intention. A prior study also noted that guests who are satisfied will leave positive reviews and speak about the hotel to others which can enhance the hotel image (Xiang et al., 2015). Moreover, a unique and distinctive customer experience can help differentiate this heritage hotel from other competitors (Manthiou et al., 2016). In this regard, when a hotel can provide memorable experience, this can shape the hotel's image as a place of having unique value.

Furthermore, this study indicates that hotel image has a significant effect on the revisit intention of heritage hotels. This result remarks that a positive hotel image can provide a lasting impression and enhance the experience for visitors to revisit (Tosun et al., 2015). The impression includes some factors, such as the hotel's architecture, interior design, and cultural elements (Ghaderi et al., 2020). Some prior papers in this theme also mentioned that hotel image can shape a robust emotional connection, communicate quality, and contribute to positive perception of the hotel experience. The aforementioned studies believe that it can enhance guest to revisit the heritage hotels (Hussein et al., 2018; Manhas & Tukamushaba, 2015). This study confirms and expands the existing papers which explains that hotel image significantly influences revisit intention (Goh, 2015; Tosun et al., 2015).

This study also investigates the role of hotel image as a mediator. The results show that hotel image is prominent mediator for the linkage between ethnocentrism and revisit intention as well as customer experience and revisit intention. The plausible explanation for the existence of hotel image as mediator is that underscores the importance of effective visual marketing and cultural representation in hospitality to cater to diverse guest preferences and tendencies. This study supports a prior work by Nguyen et al. (2022) mentioned that a positive hotel image regarding its local cultural and heritage can bridge consumer ethnocentrism and revisit intention. In addition, hotels and the tourism sector often use a positive hotel image to enable meaningful customer experiences, which further explains the customer revisit intention of hotel customers (Tosun et al., 2015).

The last finding confirmed the presence of serial mediation for customer experience and hotel image in the relationship between ethnocentrism and the revisit intention of heritage hotels. This study confirmed theory of planned behaviour (Ajzen, 1991) and theory of reasoned action (Fishbein & Ajzen, 1977) which further reinforces the importance of attitudes and perceived control in shaping guests' intentions to revisit in the context of heritage hotels. In addition, the theory of bounded rational planned behaviour (TBPRB) explains how individuals behave considering other rational decisions (Ashraf, 2021). TPBRB can help hotels understand how customers make decisions regarding their revisit intention and bridge the gap between customer ethnocentrism and revisit intention.

## Conclusion

In light of the study results provided previously, this present research outstretches a conclusion and offers several theoretical and managerial implications. This research present prominent insights into matter of ethnocentrism to support product or services with local lenses, i.e., cultural tourism and heritage hotels. However, excessive ethnocentrism will harm for global competition since its over loving for certain local product and services. In addition, the findings also confirmed that there is a robust link between customer experience, hotel image, and revisit

intention, which has implications for tourism and hotel industries to manage a positive experience during consuming certain product or service which further can create robust image and attract to revisit. Later, this study confirms the role of hotel image in mediating the linkage between ethnocentrism and revisit intention as well as customer experience and revisit intention of heritage hotels in Indonesia. Therefore, hotel industries need to provide some efforts in managing quality to keep their good image. Lastly, this is the first study to elaborate serial mediation of customer experience and hotel image so that it adds insights to the literature and methodology in tourism and management studies. As other studies, this study has some limitations. For instance, the determination of geographical studies may lead to the issue of generalisation. Thus, future scholars are expected to involved wider locations for heritage hotels in Indonesia and other countries. Later, future studies may apply mixed method to obtain deeper understanding for this research theme and can more precise direction for future scholars and policies.

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