

Hotel Guest's Main Preferences in Hotel Online Booking: Pleasure or Usability

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Abstract

Digital marketing has become a mainstay for consumers to make purchases; one factor supporting it is that consumers can easily find information about the products. This research aimed to find out the influence of hedonic and utilitarianism on e-Loyalty through Trust. The population of this research is repeat guests who had reserved the hotel room more than twice. The analysis used descriptive and quantitative analysis by analyzing data using Structural Equation Modeling (SEM). The result of the research showed that Hedonic and Utilitarian have a significant influence on trust. Hedonic gives significant influence towards e-loyalty, whereas Utilitarian does not give significant influence towards e-loyalty. Finally, trust gives significant value to e-loyalty. Hedonic and Utilitarian give indirect influence to e-loyalty. Based on these findings, the writer provided critical managerial implications that the hotel should focus on the website's content to help consumers find the information quickly and make them enjoy and grow their willingness to book and stay at the hotel.

Keywords: Hedonic; utilitarian; trust, e-Loyalty; website

Introduction

The progress of technology has supported the development of the internet, of which the user has become greater nowadays. According to the latest report of We Are Social, in 2020, 175.4 million internet users were recorded in Indonesia. In comparison to the previous year, there was a 17% increase or 25 million additional users of internet. The internet dramatically influences many aspects of life, such as education, telecommunication, and industry. As part of the hospitality industry, Hotels cannot be spared from using the internet as a marketing tool to promote their product and service. The increase in internet users directly impacts hotel website visitors (Buhalis & Licata, 2002). The industry needs to adopt a new marketing communication process to help them create a relationship with their customers and increase process value through customer experiences and interactions in a new digital environment (Kannan & Li, 2017; Juran Kim et al., 2019). Thus, the website becomes a platform for direct marketing (Kent et al., 2005).

To survive and compete in a digital era, a hotel needs to establish and maintain its website more seriously as a tool for promotion, marketing, and online transaction (Yeung & Law, 2006). The quality of the website can be seen from store image, system quality, information quality, and assessed performance of the website (Bai et al., 2008). Meanwhile, in previous research, Perdue mentions four aspects of website quality: speed and quality of site accessibility, ease of navigation, visual attractiveness of the site, and quality of information

content (Perdue, 2002). Online customers trust more in the recommendation provided in the content of the website. The unique characteristic of online customers is that they are greatly influenced by surfing on the website (virtual experience). Their judgment is based on the product or service presented on websites. The information available to them can enhance their experiences and help them to make more informed decisions (Bai et al., 2008; Chiu et al., 2005; Ryan & Jones, 2009). Shopping value, known as hedonic, and utilitarian is a driver for the consumption motivation of customers (Galarza et al., 2016). Previous research on online shopping shows that consumers are motivated to purchase not only by utilitarian, including efficiency and cost (O'Brien, 2010), and by the desire to fulfill hedonic needs, such as the influence of social interaction and entertainment. So, it can be said that consumers are interested in products or services offered on websites because of the influence of utilitarian and hedonic factors.

Thus, a lot of researchers have proposed some models to measure and understand customer value on trust and e-loyalty. Bilgihan & Bujisic, in their previous research, highlight their research on the significance of loyalty creation by concentrating on hedonic and utilitarian features. While trust is not directly created by loyalty and hedonic but through affective and calculative commitment, and trust is an essential antecedent of e-loyalty (Bilgihan & Bujisic, 2015). Meanwhile, Nusair & Parsa propose different models by entering flow experience and brand equity. They examine hedonic and utilitarian website features's direct impact on the flow experience, the hedonic website features's influence on brand equity, and the utilitarian website features's impact on trust; and experience on brand equity, trust, and e-loyalty (Nusair & Parsa, 2011). Limited research has investigated the direct influence of hedonic and utilitarianism on trust and e-loyalty. This study investigates the relationship between hedonic and utilitarian directly to trust and e-loyalty as a development of the previous model.

Literature review

Website

The website is a passive means of communication between seller and buyer, but it can be a "buzz" to stimulate electronic word of mouth among visitors (Litvin et al., 2008). The relationship between seller and buyer is typically established and developed through websites. Information provided by sellers on websites will attract online consumers and become a means to send quality signals to the market (Pavlou & Fygenon, 2006). Websites are essential platforms for hotel Internet marketing. Customers' decisions and preferences can be influenced directly by the website's content. Guests can reserve hotel rooms directly with their computers at any time, anywhere, and they can receive instantaneous confirmations. Hoteliers must prioritize the website's content by providing complete and trusted information that would eventually enable hotels to get a larger share of the booking through their own branded website (Law & Hsu, 2005; Panagopoulos et al., 2011).

As mentioned above, the hotel website should have easily accessible information about reservation transactions such as room rate, availability, and policy, and those elements must be displayed. Clear information about room rate, type of room, and how to book a room is essential to be provided by the hotel. A website is not just software but a set of documents that work as sales media. The website must have direct and indirect objectives; the first objective is to achieve marketing objectives such as product and service information, online ordering and sales functionality, sales targets and a call to purchase, etc. and the second objective is to build trust, content that encourages repeat visits and/or builds brand authority or reputation in our field (Ryan & Jones, 2009). To achieve these goals, website components that should be provided are technology, content, design, and architecture that must come together on the site to form a seamless, attractive, easy-to-understand user experience by entering any information

into it in a click or two (Frick, 2010). Unconsciously, the content of websites arises a consumer's purchase intention. When searching and gathering information, consumers will focus on the website's contents, such as images, graphics, video clips of the product. They will also pay attention to functionality or usability (Lu & Yeung, 1998). What customers seek from the website can be divided into two categories, namely, first, hedonic shopping orientation, which is obtained when the website is used to enjoy the online experience itself, such as taking a virtual tour of a hotel room and seeing pictures of the facilities's pictures that the hotel offered. Second, utilitarian spending orientation results from the achievement of specific goals, that includes purchasing goods, such as; comparing prices and seeing the property's location (Babin et al., 1994; Chiu et al., 2005).

Hedonic

A hedonic shopping orientation happened when a customer uses the website to enjoy an online experience which is online, such as taking a virtual tour of a hotel room and seeing the facilities's pictures. That online shopping experience is intrinsically motivated and inherently rewarding as the terminal goal of the hedonic experience. (Hirschman & Holbrook, 1982; Mano & Ollver, 2015). Consumer's hedonic motivation is related to the aspect that provides enjoyment, emotional, and fun benefits (Yuda Bakti et al., 2020). The hedonic website feature's value is the degree of pleasure the consumer experiences to use the website to get information about the hotel. For that reason, the hotel must improve and complement its website with a focus on colors, sounds, social components, animated images and visual layouts which are esthetically appealing (Bilgihan & Bujisic, 2015).

Naturally, humans will seek pleasure when doing something (Hirschman & Holbrook, 1982), and hedonic behavior is performing for fun reasons; for example, it should have its overall attitudinal evaluation based relatively more on that antecedent. The consumer's assessment of how much pleasure he gets is presumed to be the base of hedonic determinant of overall evaluations; (Batra & Ahtola, 1991; Demangeot & Broderick, 2007) states that the dominant hedonic feature is a good factor or a motivator. Purchasing decisions occur when consumers are wholeheartedly willing to spend time, money, and effort visiting websites and making purchases. However, the number of shopping motive hypotheses indicates that a person's decision to shop could also be due to a desire to be with peers, meet people with the same interests, feel the need to exercise or have free time. (Tauber, 1972).

The hedonic shopping value has been significant for customers who are loyal and helps build close emotional links with customers who are targetted (Butz et al., 1996). The hedonic shopping value creates long-running connection in services (Chiu et al., 2005). Accordingly, hotel companies should be mindful of the social richness. Another thing is conveyed by Hirschman & Holbrook, defining that hedonic consumption is consumption that includes aspects of consumer behavior related to human senses, fantasies, and emotions of one's experiences with products and services (Kristiadi, 2018). The hedonic dimension consists of role, best deal, and social factors. Hedonic consumption designates those facets of consumer behavior related to the multi-sensory, fantasy, and emotive aspects of one's experience with products (Moon et al., 2017). Because the terms multi-sensory, fantasy, and emotive evoke a variety of meanings, it is a psychological state consisting of the intention to accept vulnerability based on positive expectations of the intentions or behavior of others (Hirschman & Holbrook, 1982; Rousseau et al., 1998).

Previous research found that perceived playfulness as a part of the hedonic dimension affects user satisfaction and purchase intention (Hsu et al., 2012). Meanwhile, a study conducted by Llach et al. in their study found that hedonic has a significant relationship with loyalty (Llach et al., 2013). Also, Harris, and Goode, in their study, found the impact of

customer trust on loyalty (Harris & Goode, 2004). The study about the relationships among website quality, loyalty, hedonic value, trust of customer has found that hedonic value and customer trust are important antecedents of the loyalty of customer. (Albayrak et al., 2020). The results showed that the customer feeling of pleasure and playfulness had arisen their trust in the website and their loyalty. From the above description, the writer proposes the following hypothesis:

H1: There is an effect of hedonic to Trust in online hotel bookings.

H2: There is an effect of hedonic to e-loyalty in online hotel booking.

H3: There is an indirect effect of hedonic to e-loyalty through trust in online hotel bookings.

Utilitarian

Utilitarian is defined as an attribute that deals with consumers' perceptions of the utility and functionality of an object. The base of utilitarian determinant is its assessment of the functional value of the website (Batra & Ahtola, 1991). Utilitarian means are made to be useful rather than to be decorative or comfortable. A utilitarian experience is extrinsically motivated because it is not rewarding but is instrumental to the achievement of a higher-level goal (Hirschman & Holbrook, 1982; Mano & Ollver, 2015). Consumer's utilitarian motivation relates to the practical quality or pragmatic quality (Yuda Bakti et al., 2020). For users looking for utilitarian features on the web, they will pay attention to the availability of information, how to use the web, and get the information easily (Bilgihan & Bujisic, 2015). Electronic customers give the first assessment to utilitarian values like convenience, saving money and time. Afterward, they focus on the other aspects of the system of online ordering. In such situation, ordering online provides benefits such as convenience, no additional costs for ordering, and less chance of errors. This is a consideration of utilitarian value for customers (Mouakket & Al-Hawari, 2012). Utilitarian dimensions are elements such as the usefulness of the content, accessibility, usability, adequacy of information, interaction, and privacy/security (Yang et al., 2005). Utilitarian spending orientation resulting from achieving specific goals includes the purchase of goods, such as compare prices, see the property's location. Utilitarian spending orientation resulting from achieving specific goals includes the purchase of goods, such as compare prices, see the property's location. (Hirschman & Holbrook, 1982; Mano & Ollver, 2015).

A previous study showed that when users found that the system was usable, it will arise loyalty. Usability is also found to influence user satisfaction, and user trust is dependent on user satisfaction (Flavián et al., 2006). Functionality and perceived security affect customer trust (M. J. Kim, Chung, & Lee, 2011). Then, Ponte's strength in his research found that the main antecedents of customer trust are functionality and perceived security effect (Bonsón (Carvajal-Trujillo, Ponte and Escobar-Rodríguez, 2015). From the above description, the writer proposes the following hypothesis:

H4: There is an effect of utilitarian to Trust in online hotel bookings.

H5: There is an effect of utilitarian to e-loyalty in online hotel bookings.

H6: There is an indirect effect of utilitarian to e-loyalty through Trust in online bookings

Trust

Trust is a psychological state to accept the intentions and behavior of others because of a sense of security and confidence to accept these conditions. One party may believe the other party's:

goodness (a belief that one party takes action in the interests of the other), honesty (a belief that the other party's word is credible or reliable), and expertise (a belief that the other party has the required competence to perform as required) (Rousseau et al., 1998). Furthermore, Trust is defined as the trust of one party to another. This trust is based on the reliability, resilience, integrity of members, and the belief that doing one's best is for the other party's benefit. It will produce positive results for those who believe. As evidenced by the abundance of literature on the importance of trust in forming relationships, the presence of trust is central to successful relationships. The benefits of a relationship are based on trust are cooperation, commitment, relationship duration. And quality (Peppers, 2004). Trust components consist of credibility, reliability, and intimacy. Meanwhile, Trust is the willingness to rely on an exchange partner in whom one has confidence and the basis for loyalty (Morgan & Hunt, 1994). There are five dimensions of trust: competence, objectivity, fairness, consistency, and Empathy (Lassoued & Hobbs, 2015). Research conducted by Kim proposes an integrative model of the e-loyalty development process by conceptualizing that e-loyalty is influenced by e-satisfaction, e-trust, and multi-dimensional quality aspects. The results indicate that the e-loyalty development process is influenced by both e satisfaction and e-trust (Jiyoung Kim et al., 2009). From the above description, the writer proposes the following hypothesis:

H7: There is an effect of trust on e-loyalty in online bookings.

Loyalty

Customer behavior to repurchase the same product or service is called loyalty (Oliver, 1999). Loyalty is a repeat behavior of customers toward e-business (Anderson & Srinivasan, 2003). Another definition of loyalty is a repeat purchasing frequently at the brand (Tellis, 1988). Even though sellers are aware that they have loyal customers, they must maintain that loyalty so that their customers are always loyal (Humby, Clive & Hunt, 2004). The quality of support of customer, compelling product, on-time delivery, convenient and normal priced handling and shipping, and clear and privacy policies which are trustworthy is called as e-loyalty. (Reichheld, 1985). Here are three ways to increase web retail loyalty (Humby, Clive & Hunt, 2004) they are 1). To strengthen the relationship between customer and seller, it is essential for the seller to find out what is needed by them even give them more. Of it; 2). Pull loyalty means fascinating customers by extending a retail offer, therefore customers will discover that purchasing one product means they get an offer on another, link product: and 3). Push Loyalty that means creating a scheme to motivate us to use a way of shopping that we would not have done before – pressing customers through new channels or trying to produce brand-new behavior—three dimensions of e-loyalty, namely repurchase, additional purchase, and referrals (Cahill, 2007).

Conceptual model

Centered on the reviewed literature, the following conceptual model was advanced to be evaluated.

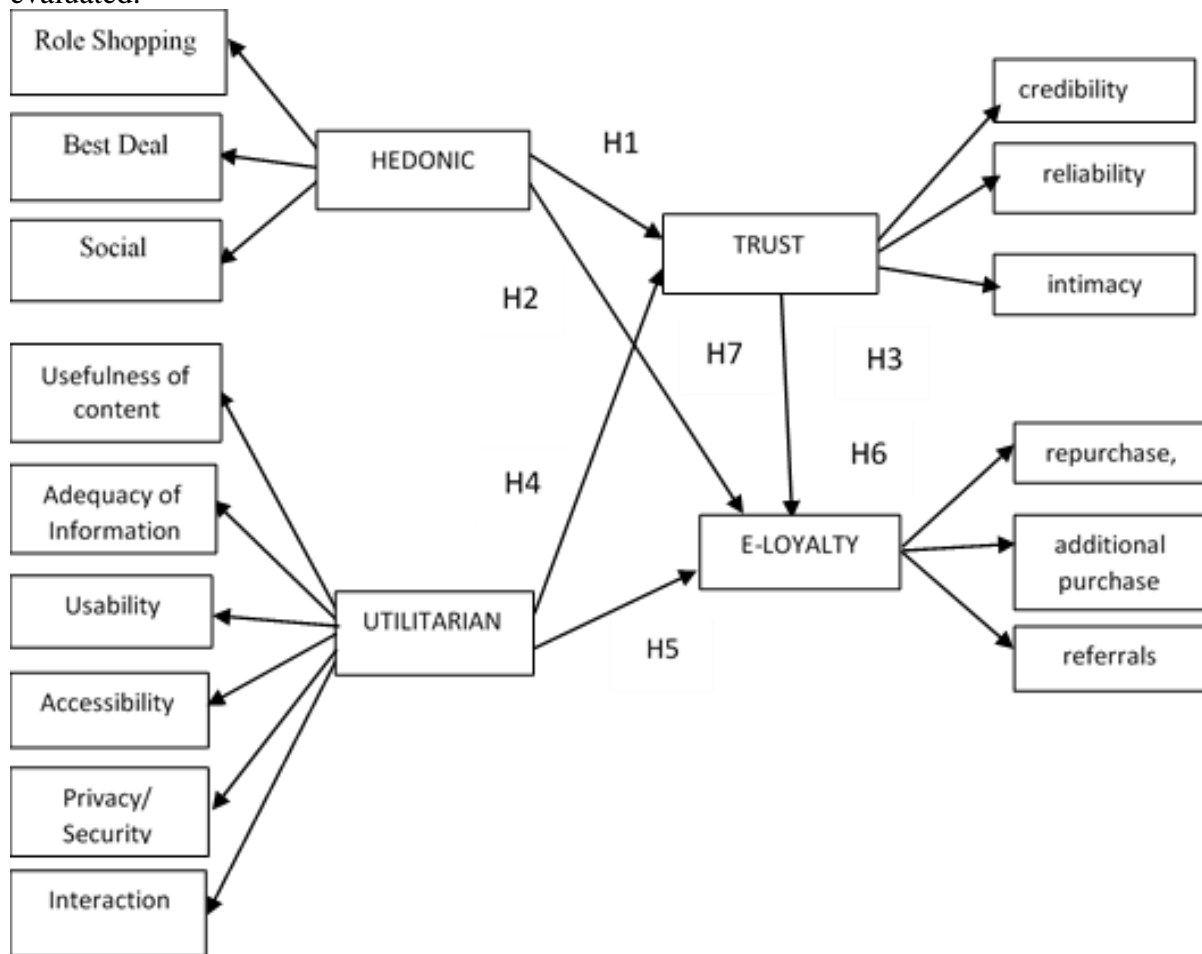


Figure 1: Proposed Conceptual Model for the Study

Methodology

The analyses of the study were formed on the quantitative method (Sekaran, U., & Bougie, 2016). The exogenous variable was hedonic and utilitarian, while the endogenous variables were trust and e-loyalty. As for data analysis, the study used lisrel 8.8. Confirmatory factor analysis was conducted for all the latent constructs to access the convergent validity, the fit model, and discriminant validity (Memon et al., 2017). The method used to test the reliability and validity with the Pearson product-moment correlation coefficient and the Cronbach's method of alpha. The second step included data analysis by SEM, a second-generation multivariate analysis technique that merges path analysis and factor analysis to let researchers to simultaneously test and estimate the relationship between dependent and multiple latent independent variables with some indicators and mediator, testing models and moderator effects, models in non-linear form, and errors of measurement (Latan & Ramli, 2013).

Sampling and data collection

The population targetted of this research includes guests who have booked rooms more than twice or repeat guests of a four-star hotel in Jakarta who booked rooms using the hotel website from January to February 2020. To collect data, a convenience sampling method is adopted, and an online survey was distributed to the respondents. Over two weeks of data collection



there are 220 valid questionnaire responses representing 81,5% out of an entire 270 questionnaires distributed. Sample used fulfilled a sample size of 100 or 200 as the minimum for SEMs (Boomsma & Hoogland, 1984; Maccallum & Widaman, 1999).

Measurement development

The instrument used is the questionnaire developed for hedonic and utilitarian to e-loyalty through trust. It comprises 24 indicators. The research instrument was designed through a process of drawing from literature in relation to the constructs being tested. Hedonic was assessed by six statements taken from (Moon et al., 2017). Six items to measure utilitarianism were derived from (Yang et al., 2005). The Trust scale is comprised of 6 items which were derived from (Peppers, 2004). The E-loyalty scale consisted of six items adapted from (Cahill, 2007). Respondents show their agreement with each item on a 5-point Likert scale that range from totally agree (5) to totally disagree (1). Furthermore, the initial data were collected through a pilot study to ensure the quality of the instrument being used. A total of 25 respondents were returned. The test results indicated that the value of corrected item-total correlation was above the critical value for the correlation degrees of freedom 20 $\alpha = 0.05$. It was 0.381 as a guideline for the minimum value to be declared valid. Additionally, the reliability test used Cronbach's alpha with ≥ 0.70 (Hair, Josephb F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2014). The variables were all declared valid and reliable.

Result and discussion

Demographic profile of respondents

The respondents' profiles indicate that 63.2% of respondents are males, and 36,8% are females. Then, 74,10% of them are 20 – 30 years old, 50,5% are private employees. Most of the respondents, 72.7% have visited websites between 1 – 5 times, and the majority of the 75.9% book a hotel room through the website. Meanwhile, 58.2% admit that it is easy to find information about the hotel through a website.

Table 1: Construct reliability, average variance extracted and discriminant validity

Indicator	Std. Loading	Std. Error	t value	Composite Reliability	Average Variance Extracted	Discriminant validity
X1_1	0,86	0,27	20.74	0,9	0,81	0,90
X1_2	0,82	0,32	17.67			
X1_3	0,86	0,26	20.88			
X1_4	0,92	0,16	29.39			
X1_5	0,98	0,05	35.15			
X1_6	0,94	0,11	29.81			
X2_1	0,94	0,12	33.84	0,96	0,91	0,95
X2_2	0,96	0,08	37.68			
X2_3	0,97	0,07	36.47			
X2_4	0,96	0,08	39.7			
X2_5	0,94	0,12	27.79			
X2_6	0,97	0,05	23.93			
Y1_1	0,92	0,15	28.92	0,95	0,91	0,95
Y1_2	0,97	0,07	33.35			
Y1_3	0,94	0,12	35.8			
Y1_4	0,96	0,08	36.12			
Y1_5	0,95	0,1	34.89			
Y1_6	0,98	0,03	36.65			
Y2_1	0,94	0,11	29.97	0,96	0,92	0,96
Y2_2	0,97	0,06	35.9			
Y2_3	0,96	0,08	31.69			
Y2_4	0,94	0,12	26.98			
Y2_5	0,97	0,06	35.29			
Y2_6	0,97	0,06	21.89			

Source: processed questionnaire



Reliability and validity analysis

CFA was carried out to examine the appropriateness of data, measurement model, convergent and discriminant validity. Table 1 provides the standardized factor loadings and constructs reliability from convergent validity (Hair et al., 2010). A total of 24 items are used in the measurement model. There were no reliability and validity issues in the data because all the loadings and constructs met the recommended validity and reliability criteria (Henseler et al., 2015). First, each measurement had an important factor loading ranging from 0.620 to 0.980. The critical ratio (t-value) is higher than the critical level of 1.96 and p-value of 0.05 (5%). Second, for reliability of construct, the composite reliability and Cronbach's Alpha of all the constructs were bigger than the recommended 0.70 cut-offs (Nunnally & Bernstein, 1994). The values range between 0.900 and 0.960, that suggests that every factor was well-measured by all measurements in a significant way. Third, the average variance extracted (AVE) values range from 0.900 to 0.960, which is higher than 0.5, which gives evidence of convergent validity (Hair et al., 2010). The discriminant validity analysis results presented in Table 1 show that all the constructs are different from each other. Moreover, the entire of other correlations had less than the square root of the AVE for every construct (Henseler et al., 2015).

Table 2: Means, standard deviations and inter correlation matrix analysis

	Hedonic	Utilitarian	Trust	E-loyalty	Mean	SD
Hedonic	7.91				26.10	2.81
Utilitarian	7.59	7.98			25.99	2.82
Trust	7.24	7.59	7.85		25.99	2.80
E-loyalty	7.29	7.47	7.58	7.99	25.93	2.83

Source: processed questionnaire

Confirmatory factor analysis

This study carried out a confirmatory factor analysis for the assessment of the measurement model's overall fit and the constructs validity. The key goodness-of-fit indices for the measurement model are examined (Hu et al., 2009). Based on the measurement model fit, the whole chi-square for the model of measurement was The Chi-square, and the Chi-square to degrees of freedom are $\chi^2 = 549.78$, $df. = 251$ ($p < 0.000$) $\chi^2/Df = 2.19$. Goodness of Fit Index (GFI) = 0.43, Normed Fit Index (NFI) = 0.99, Comparative Fit Index (CFI) = 0.99, Incremental Fit Index (IFI) = 0.99, Root Mean Square Residual (RMR) = 0.0063, and Root Mean Square Error of Approximation (RMSEA) = 0.074 indicate adequate fit (Hair et al., 2010; Hu et al., 2009). Although the GFI does not meet their suggested cut-off value of 0.90, respectively, all other fit indices meet the recommended value. Thus, the model provides strong evidence of a good fit of the model (Steiger, 1980), as shown in Table 2.

Table 3: Model fit indices for the model of measurement

χ^2/Df	549.78
RMSEA	0.074
NFI	0.99
NNFI	0.99
CFI	0.99
IFI	0.99
RFI	0.99
RMR	0.0063
Standardized RMR	0.026
GFI	0.43

Source: processed questionnaire

Structural model and hypothesis tests

There were two endogenous (dependent) and two exogenous (independent) factors. For the structural model, the results show that the proposed model gained a reasonably acceptable overall fit to the data, $\chi^2/df. = 2.31$, GFI = 0.39, NFI = 0.99, CFI = 0.99, RMR = 0.038 and RMSEA = 0.077.

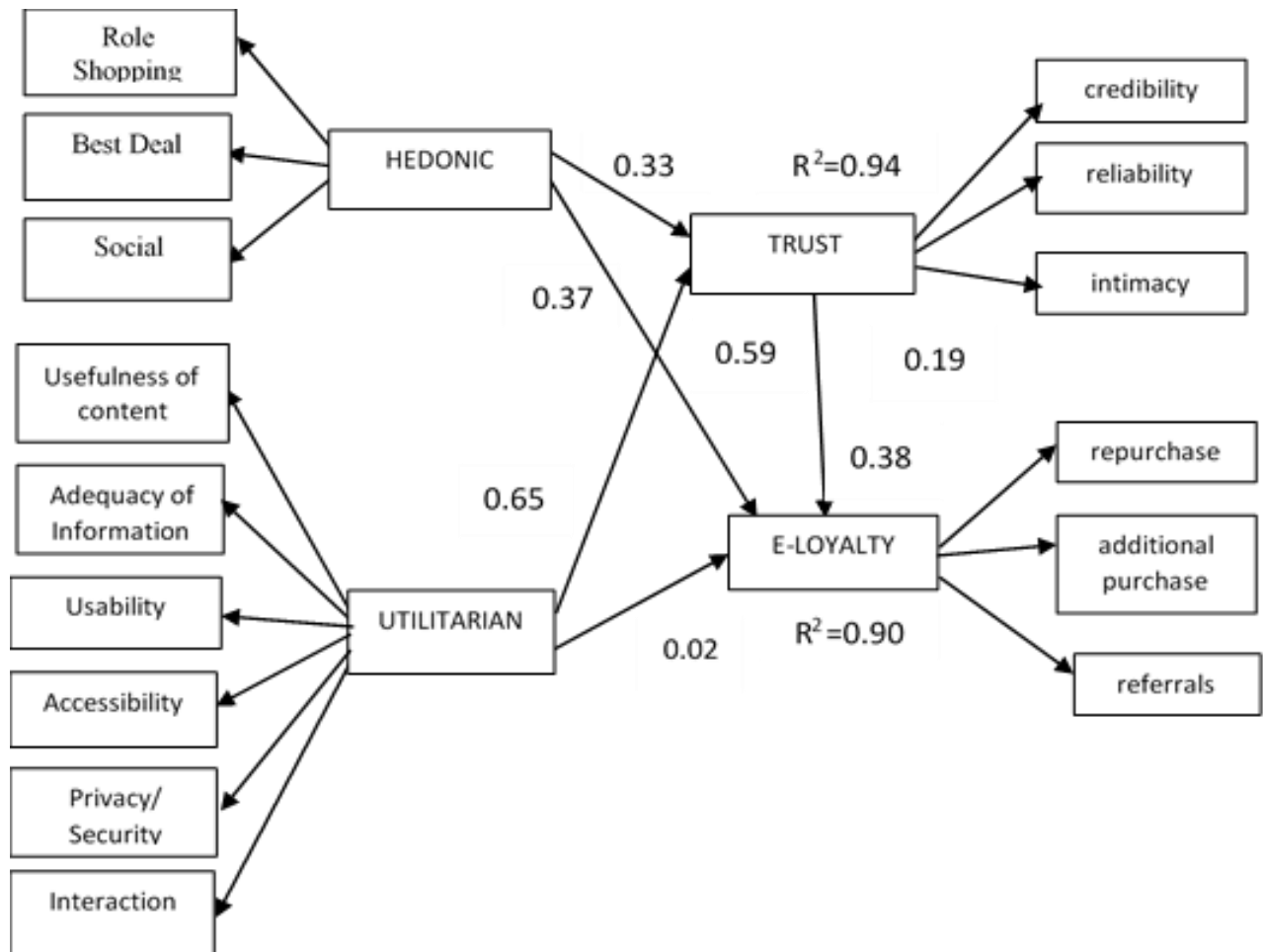


Figure 2: Research model with standardized path coefficients ($p < 0.05$)

The summarized results of hypothesis testing with structural path estimates are displayed in table 3. Figure 2 shows the path coefficients for testing the hypothesis.

Table 4: Summary of Hypothesis Tests

Hypotheses	Estimates	t -Value	Supported/ Not Supported
Hedonic (X ₁) → Trust (Y ₁)	0.33	2.25	Supported
Hedonic (X ₁) → E-loyalty (Y ₂)	0.37	2.13	Supported
Hedonic (X ₁) → Trust (Y ₁) → E-loyalty (Y ₂)	0.19	2.16	Supported
Utilitarian (X ₂) → Trust (Y ₁)	0.65	4.43	Supported
Utilitarian (X ₂) → E-loyalty (Y ₂)	0.02	0.09	Not Supported
Utilitarian (X ₂) → Trust (Y ₁) → E-loyalty (Y ₂)	0.38	2.28	Supported
Trust (Y ₁) → E-loyalty (Y ₂)	0.59	3.14	Supported

Source: processed questionnaire

Figure 2 and Table 3 display the results of path analysis formed on multiple coefficients of determination (R²), path coefficients (β), and t-values. The results reveal that all hypotheses are supported except H4 (utilitarian to e-loyalty with t-value = 0.09). As predicted, positive

path coefficients are significant between two variable exogenous (hedonic and utilitarian) and two variable endogenous (trust and e-loyalty), including H1: Hedonic \rightarrow trust ($\beta=0.33$, $t = 2.25$), H2: hedonic \rightarrow e-loyalty ($\beta=0.37$, $t=2.13$), H3: hedonic \rightarrow trust \rightarrow e-loyalty ($\beta=0.19$, $t=2.16$), H4: utilitarian \rightarrow trust ($\beta= 0.65$, $t=4.43$), H5: utilitarian \rightarrow e-loyalty ($\beta=0.02$, $t=0.09$), H6: utilitarian \rightarrow trust \rightarrow e-loyalty ($\beta=0.38$, $t=2.28$) and H7: trust \rightarrow e-loyalty ($\beta=0.59$, $t=3.14$). Nevertheless, the results show only hedonic has a significant effect on both trust and e-loyalty. Meanwhile, utilitarian has only a significant effect on trust but does not affect e-loyalty. Thus, both hedonic and utilitarian have a significant indirect effect on e-loyalty through trust. Both hedonic and utilitarian explain 94% of the variance in trust. Furthermore, utilitarian and hedonic explain 90% of the variance in e-loyalty.

Discussion

This study explores the influence of hedonic and utilitarian on e-loyalty through trust, either direct or indirect. Hedonic and utilitarian were found to have a significant positive relationship with trust. Hedonic has a significant positive relationship with e-loyalty, but utilitarian does not have a positive relationship with e-loyalty. Then, trust has a direct and significant influence on e-loyalty. Finally, hedonic and utilitarian were discovered to have a significant indirect relationship to e-loyalty through trust. The findings demonstrate that both hedonic and utilitarian play significant roles in causing guests to book a room online through the website then; after experiencing what they found on the website is the same as what they feel, it will cause trust then finally raises e-loyalty. These findings are consistent with previous literature. A hedonic shopping orientation happened when a customer uses the website to enjoy an online experience, such as taking a virtual tour of a hotel room and seeing the facilities's pictures. Consumer's hedonic motivation relates to the aspect that provides enjoyment, emotional, and fun benefits (Yuda Bakti, Rakhmawati, Sumaedi, & Damayanti, 2020). After people believe that using the service will give them the pleasure and enjoyment they want, they will start to trust the service and thus will tend to use the technology (Baabdullah, 2018). Other research found that the value of hedonic site features is how pleasant the user experience is when he or she uses the website. Therefore, a tactic that is categorized as hedonic content is developed, namely animated images and a focus on color, components, sound, and social and attractive visual layouts (Bilgihan & Bujisic, 2015). The website that is designed with attractive colors and visuals will make the user enjoy browsing more information and raise the urge to try the product.

Next, Mouakket & Al-hawari, in their research, conclude that the perceived hedonic value is an essential factor in customer satisfaction's prediction, which in turn influences e-loyalty intentions. As it is shown in the result, hedonic also has a significant effect on e-loyalty (Mouakket & Al-Hawari, 2012). When the hedonic element has been fulfilled on a website, it will create a positive attitude from customers towards the website being searched, leading to repeat buying behavior. Repeated purchases are a manifestation of customer loyalty to service providers. Customers will make repeat purchases because they have memories of pleasant experiences when browsing the website. It is related to previous research which showed that perceived of playfulness as a part of the hedonic dimension affects user satisfaction and purchase intention (Hsu et al., 2012), then the hedonic feature has a significant impact on loyalty (Llach et al., 2013).

The finding shows that utilitarian has the strongest association with trust. It shows that a user-friendly website has the strongest effect on customers. When they find it easy to find the needed information, it will make them want to find more than finally, they will start to trust the website. A user-friendly website should be designed with an appealing webpage and visual, intuitive layout and classification, high readability, and simple and easy-to-use search and

navigation directions because, in the user's point of view, it is essential to locate the needed information without difficulty (Yang et al., 2005). Utilitarian values significantly impact consumer attitudes towards online shopping (Moon et al., 2017). The base of utilitarian determinant is on its assessment of the brand's instrumental value of attributes which are functional. Having a high functional value on the website creates a high level of trust towards the website users. It can be said that it has been fulfilled when there is a match between what the product says and what the customer feels; there is consistency in each product. A previous study showed that functionality and perceived security affect customer trust (M. J. Kim et al., 2011)). Ponte, in his research, has a similar result that the main antecedents of customer trust are functionality and perceived security effect (Bonsón Ponte et al., 2015).

However, unlike the previous study, White & Tong in their research found that cognitive evaluation of experiences was stronger than emotive; they further identified that the latter plays an important role, and clearly shows that functional outcomes such as learning new things and benefiting from the experience is the key to loyalty (White & Tong, 2019). Our results show that utilitarian does not have a direct influence on e-loyalty. The result implies that although utilitarian features help the guest easily find out information about hotels, it does not directly give influence loyalty. Babin et al., in their research, found that the influence of consumer emotions on utilitarian is less clear. Consumers who emphasize detailed product information, accessible and user-friendly buying, website interfaces, and monetary savings are prone to forming a rational attitude towards online shopping on Web sites (Babin et al., 1994). Although it is difficult to measure consumers' e-loyalty through the website, Cyr, in his research, found important things. Namely, Trust is an essential determinant of loyalty, and the design elements of a website are generally trustworthy. Consumer trust in the website is the primary driver of online purchase intentions and establishes e-loyalty (Cyr, 2008). Trust can make website users revisit the website and repeat purchase intentions because of a positive experience when using it. Then it is strengthened by (Gommans et al., 2001) in his research which discovered that the role of trust in building and maintaining loyalty has been extensively researched in consumer and business-to-business buying situations. Trust plays a central role in increasing loyalty behavior and attitudes, that influences marketing outcome-related factors such as the maintenance of market share and price elasticity. The importance of cognitive trust in utilitarian values affects consumer repurchase intentions (e-loyalty). The experience gained when browsing a website will eventually lead to the desire to return to visit later (Chai et al., 2015). Research conducted by Kim found that navigation, functionality, and perceived security had a significantly positive effect on trust, influencing customer loyalty in online shopping for tourism products and services (M. J. Kim et al., 2011).

Research implications, further research, and limitation

The results of this study give several important theoretical and managerial implications. A model which is theoretical of the relationship of website features (hedonic and utilitarian), trust, and loyalty are developed in the first place. Hedonic and utilitarian have become an essential issue in the literature of consumer buying motives in online buying and traditional buying (offline buying). Taking an integrated approach, this research explores consumer buying motives that are hedonic and utilitarian on online hotel booking. This model indicates that digital marketing done by the hotel through the website should stress the focus upon hedonic and utilitarian to increase hotel booking and create repeat guests (loyal guests). This is one of the studies that learns how hedonic and utilitarian directly influence trust and e-loyalty. Most of the previous studies have focused on the impact of consumer satisfaction on e-loyalty.

Second, in the managerial term, the study also suggests critical managerial implications for practitioners. Hedonic and utilitarian affect consumer trust; the result implies that

understanding consumer's preferences is essential for hotel practitioners. To reduce consumer's lack of interest in booking the hotel, the hotel should focus on the website's content to help consumers find the information quickly and make them enjoy and grow their willingness to book and stay at the hotel. In other words, the website should work on its functionality and user-friendliness to develop trust and improve loyalty with the hotel booking website.

As with the entire studies, this study has limitations that should be put into consideration. First, the generalizability of the study results may be limited due to the sampling design. The study uses a convenience sampling of 220 respondents who have booked hotel rooms through online way more than two times and have become a repeat guest in a four-star hotel in Jakarta. It is, hence, suggesting that future studies should be expanded to cover a large population and all kinds of star hotels. Also, the data were strongly skewed to more male respondents, which might lead together bias concern. Better gender-balanced data to get examining the variations in the perception of the guests of hedonic and utilitarian. Future studies can also explore a hotel brand equity to determine the first reason for guests when deciding to browse the hotel's website. Besides that, the future study can also test the different motivations of staying in the hotel for leisure or business. Future studies need to incorporate other relevant variables that moderate the relationship between customer behavior and website, such as personality.

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