



How website quality, e-service quality, e-satisfaction, and social value affect poshtel e-loyalty in Thailand

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Abstract

Poshtels have become the high-end version of the backpacker's hostel, which is now combining the comfort and style of boutique hotels with the sensibilities and budget prices of a hostel. Current research has stated that the global market for hostels is \$5.2 billion, with the smaller niche market of poshtels rapidly growing. As such, the authors set out to investigate which factors influence a Thai poshtel's e-loyalty (e-LOY). An analysis was conducted on the six hypotheses interrelationships between website quality (WQ), e-service quality (e-SQ), e-satisfaction (e-SAT), and social value (SV). Initial analysis was conducted by the use of confirmatory factor analysis [CFA], followed by a structural equation model [SEM] path analysis using LISREL 9.1 on the study's five latent variables. From the audited questionnaire sample of 405 poshtel guests, the factors affecting e-LOY were SV (TE = .081), e-SQ (TE = .59), WQ (TE=.28), and e-SAT (TE). Additionally, all the model's variables influenced poshtel guest e-LOY as the combined influence of the factors (R^2) was 75%. Although the ten poshtel websites used in the study showed very creative designs and a multitude of promotional features, the poshtel guests rated this as a moderate concern but elevated the social value that the poshtel brings to its guests as very important, with numerous reports backing this conclusion. Therefore, poshtel proprietors need to take great care in maximizing their guest online social experience by providing accommodations that are 'picture perfect' and exciting to the guest and smartphone camera's eye. Moreover, although it might be expected that younger Millennials are in the majority of the guests (they were at 70.62%), it is also interesting to note that almost 30% were 31 years of age or older.

Keywords: Accommodations, boutique hotels, hostels, social media, tourism.

Introduction

Travel and accommodations are always changing, but in recent years there has been a shift in accommodation preferences by younger travellers due to a shift in demographics, income levels, and the methods in which travellers use technology to find, research, and book their accommodations. Also, these shifts are occurring off the beaten path by budget and 'cultural'



travellers who are seeking out accommodations that offer more than just a place to sleep. Into this niche market has entered the 'poshtel' (posh + hostel) where most are centred in areas giving the travel adventurer the most convenient access to the best the destination has to offer. Furthermore, poshtels are now becoming world-renowned for their amenities, including local artwork, bars, and design aesthetics reflecting the best of the area, as well as 'Ikea culture' comfort and style (Ellwood, 2018; Schmalbruch, 2015).

Having originated in Europe, affordable and stylish poshtels are now known brands in Barcelona, Berlin, Copenhagen, Dublin, Hamburg, London, Paris, Rome, and Venice (Schmalbruch, 2015). Poshtels have also moved beyond the drab and dreariness of youth hostels of the past with bare white walls and steel bunk beds. Today, poshtels are offering shared and private rooms with trendy features such as free Wi-Fi, restaurants, bars, exercise facilities, pools, and rooftops with a view (Griffith-Jones, 2015). Poshtels in US locations like Chicago and Miami are co-located in areas filled with trendy restaurants, bars, lounges, and clubs (Schmalbruch, 2015). In the high US Rockies of Colorado, poshtels offer inexpensive yet cosy accommodations to skiers and snowboarders (Kuta, 2019). Cost to the traveller, however, is at budget prices with shared accommodations at many global destinations at \$35 a night or lower.

In Asia, Thailand has been known to the budget traveller and back packer for decades, with these visitors familiar with the countless hostels located in or near the Kingdom's cities, mountains, islands, national parks, and beaches. In 2019, Thai tourism officials are hoping to reach 40 million foreign tourists with domestic trips projected at 170 million ("Domestic travel spending," 2019; Wongkhajornpaibul & Sornsaruht, 2019). Although many do seek top tier accommodations (Supanun & Sornsaruht, 2019), many others seek out the warm, friendly, and relaxed atmosphere that low-end hostels and more upscale poshtels are known for.

There is no doubt today that the quality of a website and the online 'experience' has become a pre-requisite and an important element in the decision to book a poshtel's accommodation. However, although a website's effectiveness has been widely studied, there is no general definition as assessments are dependent upon the evaluator's perspective (Welch & Pandey, 2007). However, Dabrowski et al. (2014) believed that WQ should positively influence users and be positively related to customer satisfaction, with essential aspects including visual clarity, guest care, service demonstration, and guest guidance.

Furthermore, today in the online booking world, online travel agencies (OTA) have become the nemesis to a poshtel's individual site (Feinstein 2018), with 96% of travellers turning to OTAs such as Booking.com for user reviews before booking online and only 50% of the surveyed OTA users choosing to visit an independent accommodation's website. Therefore, website quality has become more than a necessity and in some regards, the means for survival.

Furthermore, numerous scholars have discussed the importance of e-service quality (e-SQ), both in consumer e-satisfaction (e-SAT) and retention of online consumers (Bressolles et al., 2014; Santos, 2003; Nisar & Prabhakar, 2017) and customer service, trust, and satisfaction on e-loyalty (Sharma, 2017). Also, according to Ojasalo (2010), e-SQ depends on interaction, communications channels, which are highly personalized, non-restrictive service delivery while offering services that are responsive to customer needs. This is consistent with other studies concerning the essential nature of personalized communications (PC), including McGee (2017), which reported that PC has a significant impact on customer loyalty. Verification of this also comes from a 2019 report in which it was stated that 25% of online consumers quit doing business with vendors that do not use PC (Broadridge Financial Solutions, 2019).



According to Reichheld and Scheffer (2000), studies have determined that e-service quality, e-satisfaction (e-SAT), and e-trust are vital factors for establishing e-loyalty. Furthermore, Massad et al. (2006) added the importance of e-SAT and e-service. This is consistent with Kim et al. (2009), who indicated that the development of e-loyalty (e-LOY) is influenced by both e-satisfaction and e-trust, with the relationship between e-trust and e-satisfaction (e-SAT) also significant. Giving great detail, Tan et al. (2009) identified 14 aspects in e-SAT from a website's presence, while Jeon (2009) identified nine elements including content usefulness and ease of use, accessibility, privacy/security, and aesthetics/design, personalization/customization, experience, social influence, and online advertising.

In an article detailing conversations from the 2019 Travel Disruption Summit, one bulleted point was that travellers now seek out social value (SV) which is a traveller's desire to share (out of vanity maybe?) locations where they can maximize reactions to their travel posts (Voyager HQ, 2019). Support for this comes from research in France by Bressolles et al. (2014) which indicated that online SV can be obtained by guest participation in writing a review or posting on their travel experiences. Social networking through online discussion about travel and accommodation topics is another form of SV, which can create greater comfort in a traveller's accommodation assurance and positive travel experiences. Kuta (2019) also added the importance of hostel accommodation SV by detailing Colorado traveller experiences seeking out hostel planned social events (archery to rock climbing), friendly co-travellers, and numerous accommodation amenities including movie nights, drum circles, yoga lessons, bonfires, hikes, and volunteer outings.

Early research concerning e-commerce by Anderson and Srinivasain (2003) has indicated that e-loyalty (e-LOY) was affected by convenience, trust, and perceived value. Nisar and Prabhakar (2017) also reported the direct relationships between ESQ, e-satisfaction, and e-LOY in online consumer spending. However, although customer loyalty has been well-researched in the literature, the online version of loyalty, e-LOY, is something less defined (Ponirin and Der Heidt, 2015). However, Tunali and Aytakin (2018) have offered a definition of e-LOY which was stated to include a customer's positive attitude towards an e-commerce website, and the online consumer's desire to maintain the relationship. Additionally, the importance of loyalty is a central theme in marketing, especially in retaining customers (Ribbink et al., 2004). Also, e-SAT and e-trust have been identified as antecedents to hotel guest e-LOY (Kim et al., 2011), whereas Schmitt (1999) identified the factors of sense, feeling, thinking, acting, and relating in developing a firm's brand. This is consistent with Yang and Cai (2016), which reported the need for the importance of strengthening the online sensory experience and the need for a wide variety of product information. They also stated the importance of B2C websites for logistics service quality and speed. Therefore, the authors were interested in the role e-loyalty played in a poshtel's success.

Therefore, from the above overview, the authors determined the need to investigate the importance and interrelationships of a poshtel's website quality (WQ), e-service quality (e-SQ), e-satisfaction (e-SAT), and social value (SV) on each poshtel guest's e-loyalty (e-LOY). As such, the authors developed the following research questions (RQs):

RQ1: What aspects affect poshtel guest e-loyalty in Thailand?

RQ2: What factors are judged to be most important from the quantitative and qualitative assessments and the structural equation modelling (SEM) results?

RQ3: What are the implications in the success or failure of poshtels and their entrepreneurs in moving their marketing presence into the online e-commerce world?

Moreover, the authors hope the research will contribute to the literature on the lesser developed answers concerning accommodation and poshtel e-LOY.

Conceptual Model

From the authors' literature review, the conceptualized framework in Figure 1 is presented along with the following six hypotheses for the latent variables website quality (WQ), e-satisfaction (e-SQ), social value (SV), e-satisfaction (e-SAT), and e-loyalty (e-LOY):

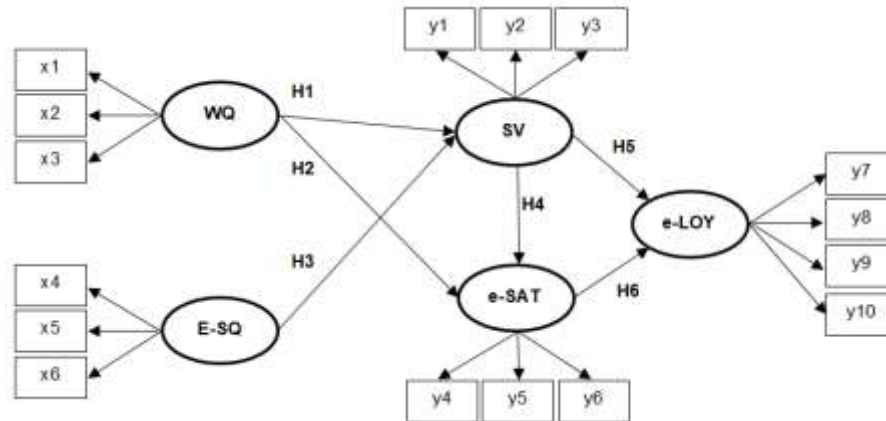


Figure 1. Conceptualized Model (Source: Authors' research from theory and literature)

- H1: Website Quality (WQ) directly and positively influences Social Value (SV).*
- H2: Website Quality (WQ) directly and positively influences e-satisfaction (e-SAT).*
- H3: E-Service Quality (e-SQ) directly and positively influences Social Value (SV).*
- H4: Social Value (SV) directly and positively influences e-satisfaction (e-SAT).*
- H5: Social Value (SV) directly and positively influences e-loyalty (e-LOY).*
- H6: E-satisfaction (e-SAT) directly and positively influences e-loyalty (e-LOY).*

Materials and Methods

Population and Sample

The population consisted of guests who had checked into one of ten regional poshtels identified from research shown in Table 1. According to Muthén and Muthén (2002), a sample size of 200 is sufficient for analysis in standard distributed data or 265 for non-normal distributed data. This is consistent with Loehlin (1992), who reported that in CFA models, a sample should include at least 200 individuals. However, due to cost, time constraints, and the inability to return to the poshtel, the graduate student assistants who were tasked with the physical poshtel survey were challenged to collect 50 questionnaires for each site. This was to hopefully offset any potential for sampling and questionnaire non-response errors (Dillman et al., 2013) upon examination at a later time. Once the student survey team had reached the targeted poshtel, every fifth guest who had checked in was selected for participation in the survey. From this process, a total of 405 completed and audited questionnaires were obtained from July to August 2019.

Table 1. Targeted sample size and location for each poshtel.

| Poshtel | Province | Target Sample |
|---------------------------|------------|---------------|
| 1. The Snooz Hotel | Krabi | 50 |
| 2. The Quarter Bangkok | Bangkok | 50 |
| 3. Strips The Poshtel | Chiang Mai | 50 |
| 4. Bedgasm Poshtel x Café | Chiang Mai | 50 |
| 5. Fashèn Poshtel Bed | Chiang Mai | 50 |



| | | | |
|------------------------------|------------------------------------|------------|------------|
| 6. | The Posh Phayathai-A Luxury Hostel | Bangkok | 50 |
| 7. | Bandai Poshtel | Phuket | 50 |
| 8. | Box Poshtel Phuket | Phuket | 50 |
| 9. | OON Poshtel x Café | Chiang Mai | 50 |
| 10. | Phuket Marine Poshtel | Phuket | 50 |
| Total Targeted Sample | | | 500 |

Source: travel.kapook.com.

Research Tools

The collection instrument was a questionnaire consisting of six sections, in which section one contained six items about the guest's personal information, including their gender, age, education level, relationship status, profession, and planned the duration of their stay in the poshtel. Sections 2-6 used a seven-level opinion scale to obtain the opinions of each poshtel guest, with '7' used to indicate 'I strongly agree with the item statement', '4' indicated 'I agree', and '1' indicated 'I strongly disagree with the item statement.' Moreover, from the five experts' input after the pre-test of 30 questionnaires not used in the subsequent sample, Cronbach's α was determined to be from 0.89 – 0.94 (Table 4), which was ranked as 'good' (Cho & Kim, 2015).

Data Analysis

An initial CFA followed by a SEM was conducted with the use of LISREL 9.10. Additionally, interpretation of the accuracy of the SEM on e-LOY made use of goodness-of-fit [GoF] criteria shown in Table 3. If the calculated statistics passed the established GoF criteria, it supported the model's accuracy being consistent with the empirical data.

Results

Poshtel Guest Characteristics

Table 2 shows the results from section 1 of the guest questionnaire. Men were in the majority at 58.77%, with 70.62% being between 21-30 years of age. Education levels were a bit surprising as 20.74% had not finished high school, and only 16.30% had an undergraduate degree. What was not surprising was that 56.54% reported they were single, while 38.77% were dependent. Finally, 35.06% indicated they were staying for two days only.

Table 2. Poshtel guest characteristics ($n=405$)

| Poshtel Guest Characteristic | Frequency | % |
|--------------------------------|-----------|---------|
| Gender | | |
| Men | 238 | 58.77 |
| Women | 167 | 41.23 |
| Total | 405 | 100.00% |
| Guest Age | | |
| 21-30 | 286 | 70.62 |
| 31-40 | 77 | 19.01 |
| 41 or over | 42 | 10.37 |
| Total | 405 | 100.00% |
| Guest Education Level | | |
| Less than a high school degree | 84 | 20.74 |
| High school degree | 126 | 31.11 |
| Some college | 122 | 30.12 |
| Undergraduate degree | 66 | 16.30 |



| | | |
|----------------------------------|-----|---------|
| Graduate degree | 7 | 1.73 |
| Total | 405 | 100.00% |
| Guest Relationship Status | | |
| Single | 229 | 56.54 |
| Married | 128 | 31.60 |
| Divorced / Widowed | 7 | 1.73 |
| Other | 41 | 10.12 |
| Total | 405 | 100.00% |
| Guest Profession | | |
| Government agency | 7 | 1.73 |
| Service class | 70 | 17.28 |
| Business | 67 | 16.54 |
| Professional | 104 | 25.68 |
| Dependent | 157 | 38.77 |
| Total | 405 | 100.00% |
| Guest Stay Duration | | |
| One day | 35 | 8.64 |
| Two days | 142 | 35.06 |
| Three days | 92 | 22.72 |
| Four days | 76 | 18.77 |
| Five or more days | 60 | 14.81 |
| Total | 405 | 100.00% |

Source: Authors' research questionnaire

The GoF Analysis

From the CFA analysis, a GoF assessment was made to determine if the data fit the model. From that analysis, all indices were confirmed (Table 3).

Table 3. GoF analysis.

| Indices | Criteria | Values | Results | Supporting theory |
|---|---------------|-----------|-----------|----------------------------------|
| Chi-square: χ^2 | $p \geq 0.05$ | 0.75 | confirmed | Rasch (1980) |
| Relative Chi-square: χ^2/df | ≤ 2.00 | 0.86 | confirmed | Byrne et al. (1989) |
| RMSEA - root mean square error of approximation | ≤ 0.05 | 0.00 | confirmed | Hu and Bentler (1999) |
| GFI - goodness of fit index | ≥ 0.90 | 0.98 | confirmed | Jöreskog et al. (2016) |
| AGFI - adjusted goodness of fit index | ≥ 0.90 | 0.96 | confirmed | Hooper et al. (2008) |
| RMR - root mean square residual | ≤ 0.05 | 0.01 | confirmed | Hu and Bentler (1999) |
| SRMR - standardized root mean square residual | ≤ 0.05 | 0.01 | confirmed | Diamantopoulos and Siguaw (2000) |
| NFI - normed fit index | ≥ 0.90 | 0.99 | confirmed | Schumacker and Lomax (2010) |
| CFI - confirmatory fit index | ≥ 0.90 | 1.00 | confirmed | Bentler and Bonett (1980) |
| Cronbach's α | ≥ 0.70 | 0.89-0.94 | confirmed | Tavakol and Dennick (2011) |

Source: Authors' CFA analysis using LISREL 9.1

CFA Results

Early on, Campbell and Fiske (1959) proposed two elements in assessing test construct validity, which included convergent validity (CV) and discriminant validity (DV). As such, the CV confidence level is obtained by the measurement of its indicators. Moreover, DV is the degree to which measures of different traits are unrelated. Therefore, in SEM, a CFA is frequently used to assess construct validity (Jöreskog et al., 2016). Furthermore, construct reliability is how the



surveyed individuals responded, while validity is used as the means of measurement. Therefore, Table 4 presents the results from the initial CFA analysis.

Also, according to Barclay et al. (1995), individual item reliability can be verified by the examination of each item's factor loading of on its corresponding latent variable, with the loading of all items should be higher than 0.707. However, survey data highly depends upon the opinion of participants, so some fluctuation in results may take place.

According to Manly (1994), factor loadings above 0.6 is usually considered high, while below 0.4 is considered low. If all measurement items are strongly significant with a value of over 0.60, then it will be a good model fit, and all construct variables are valid. The proposed research model shows a good construct fit, as all factor loadings are above 0.6 (0.76-0.99). Therefore, the research model is statistically significant and well - constructed.

Table 4. CFA analysis results for both the internal and external latent variables.

| External Latent variables | α | AVE | CR | Observed variables | loading | R ² |
|---------------------------|----------|------|------|-----------------------------------|---------|----------------|
| Website Quality (WQ) | 0.94 | 0.75 | 0.90 | Website Design (X1) | 0.90 | 0.81 |
| | | | | Information from the website (X2) | 0.88 | 0.78 |
| | | | | Website access (X3) | 0.82 | 0.67 |
| e-Service Quality (e-SQ) | 0.92 | 0.75 | 0.90 | Responsiveness (X4) | 0.85 | 0.72 |
| | | | | Reliability (X5) | 0.86 | 0.73 |
| | | | | Assurance (X6) | 0.89 | 0.79 |
| Internal Latent variables | α | AVE | CR | Observed variables | loading | R ² |
| Social Value (SV) | 0.94 | 0.80 | 0.91 | Benefits other travellers (Y1) | 0.93 | 0.86 |
| | | | | Impression (Y2) | 0.92 | 0.85 |
| | | | | Acceptance (Y3) | 0.84 | 0.71 |
| e-Satisfaction (e-SAT) | 0.89 | 0.72 | 0.88 | Overall satisfaction (Y4) | 0.76 | 0.57 |
| | | | | The right decision (Y5) | 0.90 | 0.81 |
| | | | | Meets expectations (Y6) | 0.88 | 0.78 |
| e-Loyalty (e-LOY) | 0.92 | 0.78 | 0.93 | Affection (Y7) | 0.99 | 0.98 |
| | | | | Continued service use (Y8) | 0.83 | 0.69 |
| | | | | Priority selection (Y9) | 0.85 | 0.71 |
| | | | | Suggesting to others (Y10) | 0.85 | 0.71 |

Source: Authors' analysis

Correlation Decomposition

The values from the correlation decomposition by use of the DE, IE, and the TE (Bollen, 1987) is shown in Table 5, which confirms that all the causal variables in the SEM had a positive effect on guest poshtel e-loyalty (e-LOY), which can be combined to explain the variance of the factors affecting e-LOY (R²) by 75%. Additionally, the influence of the four latent variables on e-LOY was shown to most influenced by SV (TE = .081), e-SQ (TE = .59), WQ (TE=.28), and e-SAT (TE = .13).

Table 5. The interrelationships values between the latent variables

| Dependent variables | R ² | Effect | Independent variables | | | |
|------------------------|----------------|--------|-----------------------|--------|-------|-------|
| | | | WQ | e-SQ | SV | e-SAT |
| Social Value (SV) | .93 | DE | 0.30* | 0.67** | | |
| | | IE | - | - | | |
| | | TE | 0.30* | 0.67** | | |
| e-Satisfaction (e-SAT) | .79 | DE | 0.25* | 0.28 | 0.38* | |
| | | IE | 0.15 | 0.25* | - | |
| | | TE | 0.36* | 0.53* | 0.38* | |



| | | | | | | |
|------------------------------|-----|----|-------|--------|--------|------|
| Guest Loyalty (e-LOY) | .75 | DE | - | 0.01 | 0.76** | 0.13 |
| | | IE | 0.28* | 0.58** | 0.05 | - |
| | | TE | 0.28* | 0.59** | 0.81** | 0.13 |

Source: Authors' analysis, *Sig. < .05, **Sig. < .01, Direct Effect [DE], Indirect Effect [IE], Total Effect [TE]

Table 6 further supports the reliability of the SEM results as all factors showed proper levels of internal consistency, as their CR was between 0.90 and 0.92 (Bollen, 1987). Figure 2 also presents the final SEM, while Table 7 details the results of the final hypotheses testing.

Table 6. SEM variables influencing e-LOY

| Latent variables | WQ | e-SQ | SV | e-SAT | e-LOY |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| WQ | 1.00 | | | | |
| e-SQ | .86** | 1.00 | | | |
| SV | .86** | .90** | 1.00 | | |
| e-SAT | .82** | .81** | .86** | 1.00 | |
| e-LOY | .78** | .79** | .83** | .88** | 1.00 |
| <i>pv</i> (AVE) | 0.78 | 0.75 | 0.81 | 0.80 | 0.73 |
| <i>pc</i> (Construct Reliability) | 0.91 | 0.90 | 0.92 | 0.92 | 0.91 |
| \sqrt{AVE} | 0.88 | 0.86 | 0.90 | 0.89 | 0.85 |

Source: Authors' SEM analysis, **Sig. < .01

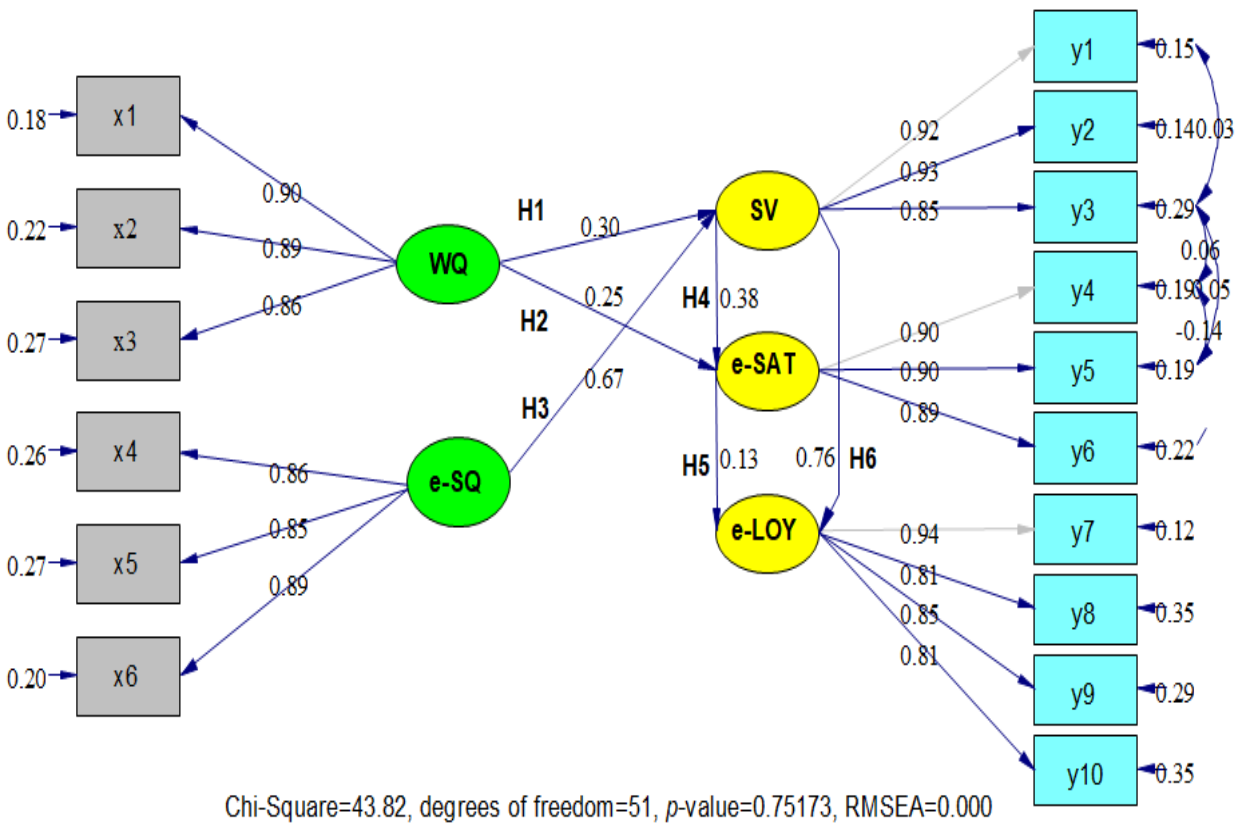


Figure 2. Final Model (Source: Authors' SEM analysis)



Table 7. Final hypotheses testing

| Hypotheses | Coef. | t-test | Results |
|---|-------|--------|--------------|
| H1: Website Quality (WQ) directly and positively influences Social Value (SV). | 0.30 | 2.09* | conforms |
| H2: Website Quality (WQ) directly and positively influences e-satisfaction (e-SAT). | 0.25 | 1.97** | conforms |
| H3: E-Service Quality (e-SQ) directly and positively influences Social Value (SV). | 0.67 | 4.55** | conforms |
| H4: Social Value (SV) directly and positively influences e-satisfaction (e-SAT). | 0.38 | 2.44* | conforms |
| H5: Social Value (SV) directly and positively influences e-loyalty (e-LOY). | 0.76 | 4.62** | conforms |
| H6: E-satisfaction (e-SAT) directly and positively influences e-loyalty (e-LOY). | 0.13 | 1.33 | inconsistent |

Source: Authors' analysis, *Sig. ≤ .05, **Sig. ≤ .01

Discussion

From the research to develop a causal model to investigate what factors influence a poshtel guest e-loyalty (e-LOY), results showed that all the model's causal variables positively influenced e-loyalty (e-LOY), which can be explained by the 75% of the variance of the factors influencing e-LOY (R^2). Stated by the level of importance, factors most influencing e-LOY were SV, e-SQ, WQ, and e-SAT, respectively.

Furthermore, from the descriptive analysis shown in Table 8, poshtel guests were most in agreement with the items related to SV (mean = 5.70) and e-SQ (mean = 5.69). However, items concerning the poshtel's website quality (WQ) were deemed to be the least of importance.

Table 8. Descriptive statistics analysis results.

| | Mean | Std. | Agreement Level | Skewness | Kurtosis |
|-------|------|------|-----------------|----------|----------|
| WQ | 4.66 | .83 | Slightly agree | -.81 | .06 |
| e-SQ | 5.69 | 1.04 | agree | -.76 | -.13 |
| SV | 5.70 | 1.02 | agree | -1.04 | .82 |
| e-SAT | 5.65 | 1.01 | agree | -.85 | .40 |
| e-LOY | 5.64 | .96 | agree | -.99 | 1.36 |

Source: Authors' analysis

Moreover, from the study's guest survey, it was interesting to note that poshtels were not just for Millennials as the age range of poshtel guests in Thailand was very similar to more extensive, international surveys. Once again, according to Schmalbruch (2015), the poshtel Generator brand reported that 15-20% of its guests are older than 30, while Christopher Inns in Europe reported 35-40% are 30 or older. This is consistent with the author's Thai poshtel investigation, as 19.01% were from 31-40 years old, and an additional 10.37% were 41 or over (Table 2). Another demographic from the poshtel study determined that 56.54% of the guests were single, which is supported by an MMGY Global survey in which it was reported that 25% of the travellers' survey planned to do so solo (Ellwood, 2018). Additionally, poshtels are safe places for solo and group travellers and a perfect place for travellers to hone their social networking skills, with the Ikea effect, free Wi-Fi, 'hot' spot locations, budget pricing, and spacious communal areas being primary reasons for selecting a poshtel (Figure 3).

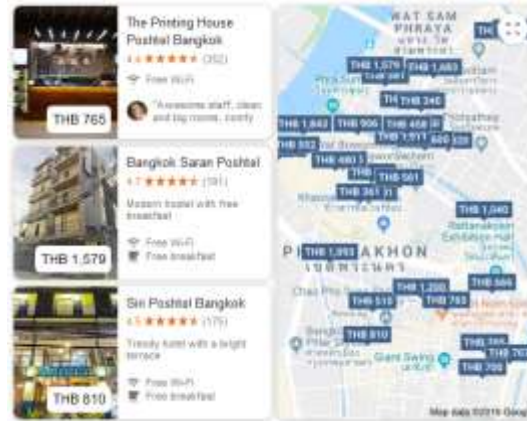


Figure 3. Google search capture using the words 'poshtel Thailand.'

Website Quality (WQ)

From the poshtel guest e-loyalty SEM analysis, it was determined that there was a weak but positive interrelationship in H1 between WQ and SV with $r = 0.30$, the t-test value = 2.09, and $p \leq 0.05$. Also, although weak, there was a positive interrelationship between H2's WQ and e-SAT with $r = 0.25$, the t-test value = 1.97, and $p \leq 0.01$.

Speculative reasons for the weakness in the necessity for WQ could be that poshtels have become a sought after form of inexpensive yet upscale accommodation. Many are also unique and often in the middle of 'hot' areas travellers seek (Figure 3).

e-Service Quality (e-SQ)

Furthermore, hypothesis H3 results indicated a strong and positive interrelationship between e-SQ and SV with $r = 0.67$, the t-test value = 4.55, and $p \leq 0.01$.

This finding is supported by Blut et al. (2015), and Zemblytė (2015) agreed that e-SQ should facilitate online shopping, buying, product delivery, and efficient and effective services.

Social Value (SV)

Also, both H4 and H5 were found to be supported as H4's interrelationship between SV and e-SAT was weak and positive with $r = 0.38$, the t-test value = 2.44, and $p \leq 0.05$. Also, there was a strong and positive interrelationship between H5's SV and e-LOY with $r = 0.76$, the t-test value = 4.62, and $p \leq 0.01$.

e-Satisfaction (e-SAT)

However, the interrelationship in H6 between e-SAT and e-LOY was inconsistent, and therefore, the hypothesis was rejected with $r = 0.13$ and the t-test value = 1.33.

This finding is supported by Candra and Juliani (2018), in which it was stated that e-service quality did not significantly influence online consumer satisfaction in Indonesia.



e-Loyalty (e-LOY)

Finally, in Reichheld and Scheffer's (2000) discussion concerning e-LOY, they wrote that business executives frequently make critical strategic mistakes by mistakenly concentrating their efforts on customer attraction whereas they should be focusing their resources on customer retention. One aspect of this conclusion was that acquiring customers over the Internet was expensive. However, there was a higher retention rate and e-LOY with on-line consumers if online technologies were adequately implemented.

Conclusion and Implications

From the authors' research and SEM analysis, the interrelationships and influences between website quality (WQ), e-service quality (e-SQ), e-satisfaction (e-SAT), and social value (SV) on a Thai poshtel's guest e-loyalty (e-LOY) was undertaken. Surprisingly, a poshtel's social value was determined to play a significant role in guest e-loyalty, with numerous reports backing this conclusion. Therefore, poshtel proprietors need to take great care in maximizing their guest online social experience by providing accommodations that are 'picture perfect' and exciting to the guest and smartphone camera's eye.

Limitations

Although the research was limited to ten regional poshtel accommodation sites, site selection was limited to major tourist destinations only. Furthermore, from the discovery of the importance of social value in guest e-loyalty, further studies need to be undertaken to explore this newly fascinating aspect of tourism and hospitality accommodations.

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