

The Influence of the Implementation of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability), E-WOM, and Trust on the Purchase Intention of Star-Rated Hotels in Lampung



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ABSTRACT: The goal of this study is to establish the influence connection among Cleanliness, Health, Safety, and Environmental Sustainability (CHSE), Electronic Word of Mouth (E-WOM), and trust on the purchase intention of star-rated hotels in Lampung, Indonesia. This study was conducted in the post-Covid-19 period. Employing a quantitative descriptive study design, six hypotheses were formulated and examined utilizing covariance-according to structural equation modeling (CBSEM), by AMOS 24.0 software. We collected 310 respondent samples utilizing purposive sampling techniques.

Empirical outcomes show that the variables CHSE, E-WOM, and trust all influence purchase intention, by the connection among CHSE and trust having the most significant impact. The trust variable exhibits a longer influence compared to the other variables.

The study outcomes show that all six proposed hypotheses were accepted. CHSE is highly effective in enhancing consumer trust and is directly proportional to the increase in consumer purchase intention. As a result, CHSE has not only become a common standard in the travel enterprise for the Covid-19 but can also serve as the standard for delivering tourism assistances in the current new normal era. CHSE can fulfill the desires and needs of customers, instilling confidence in them to return and stay at hotels.

KEYWORDS: CHSE, E-WOM, trust, purchase intention

I. INTRODUCTION

The Covid-19 is the global spread of the 2019 coronavirus disease to all countries. The Covid-19 has fundamentally transformed human existence, ushering in what is commonly referred to as the "new normal." This paradigm shift necessitates strict adherence to the health settler instituted by governmental authorities across all facets of daily life (Paramita & Putra, 2020). Measures aimed at mitigating the transmission of the coronavirus encompass travel constraints, quarantine mandates, curfews, event rescheduling, and cancellations, alongside the closure of various facilities. These actions have precipitated worldwide socio-economic upheaval, compelling nearly the entire global populace to remain byin their residences.

One of the industries most severely impacted in the era of the Covid-19 is the travel enterprise (Wicaksono, A, 2020). The travel enterprise represents a significant driver of Indonesia's foreign exchange earnings. In 2019, the number of foreign tourists reached 16.11 million but decreased by 90% to only 1.56 million foreign tourists in 2021 (www.bps.go.id, 2023). In the aftermath of the Covid-19, the Indonesian government, in partnership by the Ministry of Tourism and Creative Economy (Kemenparekraf) and in conjunction by the National Standardization Agency (BSN), has initiated the establishment of the Indonesian National Standards (SNI) for the Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certification event. This event came into effect on September 20, 2020, by the aim of revitalizing tourism and the creative economy in Indonesia.

The hospitality sector stands out as one of the most rapidly expanding segments byin the broader tourism enterprise and encompasses the largest workforce (Leslie G. Jett, 2010). The hotel enterprise holds a pivotal position in both the economic development and the realm of tourism in Indonesia (Fathia & Dewi, 2022). As a consequence of the ramifications stemming by the Covid-19, the hotel enterprise emerged as one of the travel enterprise's most profoundly impacted segments (Octariana, V,

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2021). The implementation of health settler according to CHSE in tourism and the creative economy since July 2020 has encouraged many tourist attractions to restart their operations. This study was conducted in the province of Lampung, that boasts numerous tourist attractions and stands as one of the largest businesses in Sumatra. To facilitate travel for tourists and business travelers for the Covid-19 and the new normal, Lampung currently has 28 star-rated hotels, by 21 of them being CHSE certified.

In the implementation of CHSE, cleanliness is the most important aspect of CHSE that influences customer satisfaction (Dwiatmojo & Jonet, 2021). In the hospitality enterprise, CHSE requirements have also become the new standard for hotel reservations through online booking websites. Users or former hotel patrons who make online purchases can serve ratings, comments, and reviews related to their overall lodging experience on online travel agent (OTA) platforms and social media. The dissemination of information through technological means, including websites, email, social media, and various communication platforms, is denoted as (E-WOM). In the course of their information-seeking endeavors, consumers encounter E-WOM in the form of either favorable or unfavorable remarks originating by past customers, present customers, or prospective customers concerning a particular product.

Positive E-WOM can enhance an individual's trust in the tourist attraction they are planning to visit. E-WOM communication is considered a vital source of information in influencing tourists to determine their travel destination (Jalilvand et al., 2013). The level of trust serves assurance to tourists selecting a particular destination, as they believe that service servers will be transparent, reliable, and low-risk (Roodurmun & Juwaheer, 2010). The longer the evaluation of E-WOM by tourists, the greater the trust of the tourists.

The adoption of CHSE health settler can serve as a suitable strategy for reestablishing the confidence of tourists (Dwiatmojo & Jonet, 2021). Through the adoption of CHSE measures, the desires and needs of customers can be met, instilling confidence in customers to revisit hotels (Lumanauw, 2020). CHSE guidelines are highly sought after by enterprise stakeholders and the society, by consideration (CHSE Guidelines by the Ministry of Tourism and Creative Economy, 2020):

- a. The heightened public realization regarding cleanliness, health, safety, and environmental sustainability in Indonesia and worldwide has significantly surged as a result of the Covid-19.
- b. Upcoming trends in demand and tourist behavior will be notably shaped by an increased realization of cleanliness, health, safety, and environmental sustainability.
- c. The global tourism enterprise needs to proactively prepare to offer guarantees of elevated standards pertaining to cleanliness, health, safety, and environmental sustainability byin the products and assistances it extends to tourists.
- d. Functional guidelines are imperative for the tourism enterprise to prepare products and assistances that are both clean, healthy, safe, and environmentally sustainable.

Marketers can prioritize (E-WOM) to influence purchase intentions and, in turn, maximize product sales (Rahman, et al., 2020). (E-WOM) represents a pivotal element in the achievement of marketing success, exerting a profound influence on customer buying behavior. E-WOM plays a important model in guiding consumers for the assessment of products and assistances, shaping their ultimate purchase determinations, and contributing to post-purchase feedback. Leveraging E-WOM as a marketing communication strategy can offer cost-effective and high-impact advantages to companies, particularly in fiercely competitive sectors like tourism.

The increasing competition in the service enterprise demands that companies constantly Please focus on addressing the requirements, desires, and expectations of customers in order to create customer satisfaction and trust, that ultimately loads purchase intention (Adji & Samuel, 2014). Customers who trust the product will naturally recommend it to other consumers. Satisfaction and trust have become priorities in a business organization because companies believe they can influence customer memory and market share (Hansemark & Albinsson, 2004). The popularity and trust in a brand can serve a sense of prestige and pride for consumers, making it the primary consideration for consumers in their intention to purchase a product (Morling & Strannegard, 2004).

The overall aspects of CHSE can be considered a strategy to enhance purchase intention by several points: transaction and consumer exploration interest is influenced by cleanliness, preference interest (the decision to select a product) is influenced by product handling safety, and referential interest (recommending a product to others) is influenced by environmental aspects such as the use of recyclable packaging (Rulli & Aprillia, 2022). Currently, Indonesian and global communities are increasingly aware of health, safety, and environmental cleanliness due to the Covid-19. Therefore, the implementation of CHSE will significantly affect consumers' purchase intentions for both goods and assistances. Dwiatmojo & Jonet (2021) also state that cleanliness has the most dominant impact on consumer satisfaction, followed by environmental sustainability, safety, and health.

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According to on the explanation above, the author utilizes CHSE as a relevant conceptual theory to serve theoretical background in explaining the connection by E-WOM, trust, and purchase intention, particularly in star-rated hotels in Lampung.

II. THEORETICAL FRAMEWORK

The CHSE SNI certification entails the issuance of certificates by the Ministry of Tourism and Creative Economy to various entities byin the travel enterprise, including tourism businesses, other affiliated enterprises/facilities, and tourist attractions that adhere to the SNI 9042:2021 standard. CHSE SNI certificates are awarded to tourism businesses, other businesses/facilities related to tourism, the local society, and tourist attractions. However, CHSE SNI, as a solution to increase consumer trust, remains voluntary for tourism accommodation servers (<https://chse.kemenparekraf.go.id/id/bantuan>). Indeed, a study conducted by Shin, et al. (2020) implies that CHSE cleanliness is anticipated to strengthen the inverse correlation among anticipated interactions and perceived risks. According to Slevitch & Oh (2010), CHSE cleanliness is considered a dissatisfaction factor that has a significant impact on the hotel service experience.

Viral marketing, commonly referred to as (E-WOM), pertains to the utilization of the internet to load word-of-mouth effects in furtherance of marketing initiatives and goals. E-WOM motivates consumers to disseminate information regarding products and assistances created by companies through various online formats, including audio, video, and written content, by others. Study by Ladhari, et al. (2015) states that there have been many studies on the effects of both positive and negative comments posted on review platforms on tourists' trust in hotels. However, none of them have investigated the impact of comment effects on the intention to book a hotel.

Intention is the consumer's decision regarding preferences among brands byin a set of choices (Kotler & Keller, 2016). Intention will remain a behavioral tendency until the appropriate time to convert that intention into actual behavior (Ajzen, 2005). According to the Theory of Planned Behavior, intention is influenced by three key determinants: individual behavior factors, social norms, and perceived behavioral control (Figure 1).

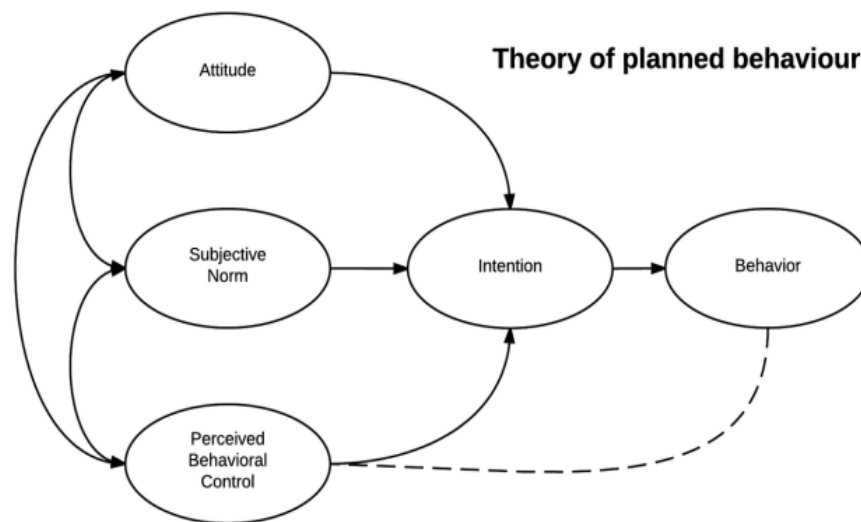


Figure 1: Theory of Planned Behavior

In the buying process, The intention to make a purchase emerges subsequent to the assessment of available alternatives. For the evaluation process, individuals will make a sequence of decisions pertaining to the product they intend to buy, guided by factors such as brand and personal interest. (Kotler, 2014). Understanding consumer behavior can greatly assist marketers in understanding why consumers buy certain goods or assistances. The intention to purchase arises after the process of evaluating alternatives but is still byin the evaluation process (Figure 2).

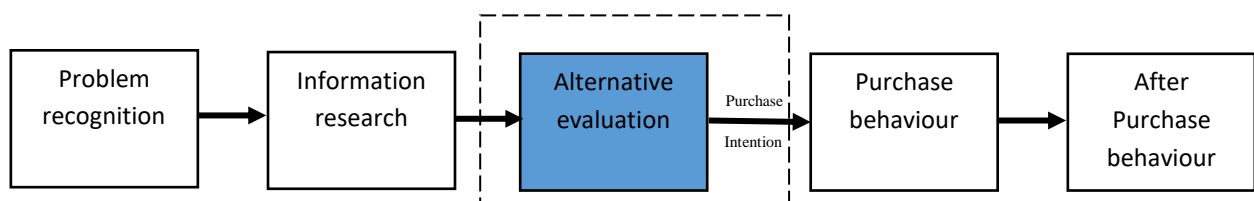


Figure 2: Five-Stage Buying Process Model

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Brand trust encompasses the collective understanding and judgments formed by consumers regarding the entity, its characteristics, and advantages. Trust wields substantial influence on the enfor success of a brand, as a trusted brand enjoys continued market prominence, ensuring the ongoing vitality of products bearing that brand.

According to on the theoretical explanation above, this study will propose the following hypotheses:

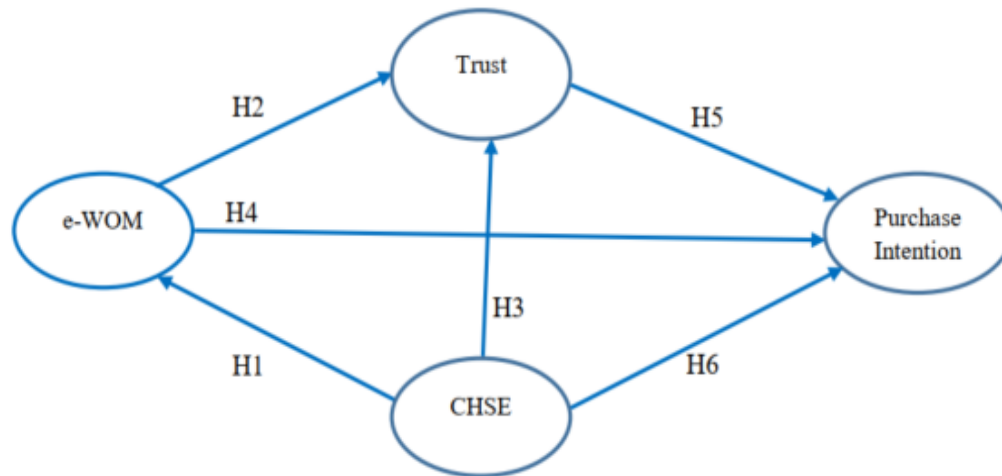


Figure 3: Theoretical Framework

- H1: CHSE influences E-WOM
- H2: E-WOM influences Trust
- H3: CHSE influences Trust
- H4: E-WOM influences Purchase Intention
- H5: Trust influences Purchase Intention
- H6: CHSE influences Purchase Intention

III. STUDY METHODOLOGY

A. Population and Sample

The sampling technique utilized in this study is non-probability sampling. The specific non-probability sampling technique utilized here is purposive sampling, that entails the selection of samples according to specific predefined criteria (Sugiyono, 2009). We selected 310 respondent samples according to on the calculation formula (Hair et al., 2014), that is the number of indicator variables used in the questionnaire multiplied by (5-10). Priority was given to participants residing in Lampung, Indonesia. The following are the criteria for the samples in this study:

- a. At least 17 years old
- b. Have intend to visit star-rated hotels
- c. Have read reviews on online booking applications

B. Measurement

This study used questionnaire items suited by previous study. The CHSE variable was suited by Dwiatmojo & Jonet (2021) by six indicators. The E-WOM variable was suited by Hennig-Thurau et al. (2004) by five indicators. The Trust variable was suited by Mowen & Michael (2002) by eight indicators. The Purchase Intention variable was suited by Ajzen (2005) by nine indicators. All questions were assessed utilizing a Likert scale that spanned by 1 to 5, encompassing the options of "Strongly Disagree" to "Strongly Agree." (Sekaran & Bougie, 2016).

C. Data Analysis

Utilizing a quantitative descriptive study design, six hypotheses were progressed and examined utilizing covariance-according to structural equation modeling (CB-SEM), utilizing AMOS 24.0 software. The data analysis comprises two distinct sub-models: the measurement model, that assesses validity and reliability (outer model), and the structural model (inner model) (Hair et al., 2014). The outer model illustrates the connections among latent variables and indicator variables, whereas the inner model elucidates the associations among latent variables, subsequently utilized for hypothesis testing byin the model.

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IV. OUTCOMES AND DISCUSSION

A. Outcomes

The questionnaire data collection process was conducted in July - August 2023, by a total of 322 participants collected. However, only 96.27% or 310 participants met the relevance criteria, and their data could be used for further data processing.

According to on the analysis of the characteristics of the participants' gender, the majority are male. Most of the participants belong to the millennial generation (26-35 years old). Further explanations can be found in Table 1 and Table 2.

Table 1: Participants' Gender

Gender	Frequency	Percentage
Male	201	65%
Female	109	35%
Total	310	100%

Source: Processed data, 2023

Table 2: Participants' Age

Age (Years)	Frequency	Percentage
17 - 25	35	11%
26 - 35	213	69%
36 - 45	51	16%
46 - 50	7	2%
> 50	4	1%
Total	310	100%

Source: Processed data, 2023

According to on the analysis of the education level, the majority are Bachelor's (S1/D4) graduates. Most participants have an income among Rp 5,000,000 to Rp 10,000,000, that falls into the upper-middle-income category. Further explanations can be found in Table 3 and Table 4.

Table 3: Participants' Education Level

Education	Frequency	Percentage
Junior High School/High School	12	4%
Diploma (D1/D3)	36	12%
Bachelor's Degree (S1/D4)	247	80%
Master's Degree (S2)	15	5%
Doctorate (S3)	0	0%
Total	310	100%

Source: Processed data, 2023

Table 4: Participants' Monthly Income

Average Income	Frequency	Percentage
<Rp5,000,000	59	19%
Rp5,000,001 - Rp10,000,000	221	71%
Rp10,000,001 - Rp15,000,000	17	5%
>Rp15,000,000	13	4%
Total	310	100%

Source: Processed data, 2023

According to on the hotel booking method, the majority of participants prefer utilizing online travel agents (OTAs). Most participants stay in hotels primarily for staycations and family vacations, followed by office-related activities in the second place. Further explanations can be found in Table 5 and Table 6.

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Table 5: Hotel Booking Methods of Participants

Most Frequently Chosen Hotel Booking Method	Frequency	Percentage
Online Applications (Traveloka, Tiket.com, etc.)	253	82%
Official hotel websites / Sales via Whatsapp	36	12%
Direct booking at the hotel / on the spot	21	7%
Total	310	100%

Source: Processed data, 2023

Table 6: Main Goal of Participants' Hotel Stay

Primary Goal of Visit	Frequency	Percentage
Only Staying / Staycation	101	33%
Family Vacation	101	33%
School/University Activities	22	7%
Office Work	71	23%
Scientific Study	15	5%
Total	310	100%

Source: Processed data, 2023

According to on the analysis outcomes in Table 7, it can be observed that all indicator items of the measurement variables have factor loadings ≥ 0.5 , AVE ≥ 0.5 , and Cronbach's Alpha ≥ 0.7 , indicating that all measurement parameters meet the criteria for validity and reliability (Hair et al., 2014).

Table 7: Outcomes of Validity and Reliability Testing

Variable	Indicator	Item	Factor Loading	AVE	Cronbach's Alpha
<i>CHSE</i>	CHSE1	I learned about the implementation of CHSE through social media promotions/advertisements.	0.717	0.517	0.863
	CHSE2	The implementation of CHSE is my primary consideration when choosing hotel accommodations.	0.754		
	CHSE3	Cleanliness assumes significance as a determining factor when consumers contemplate the acquisition of products or assistances.	0.678		
	CHSE4	The execution of health settler represents a critical factor for consumers when considering the acquisition of products or assistances.	0.695		
	CHSE5	Safety is an important factor when consumers are going to purchase products/assistances.	0.717		
	CHSE6	Environmental management assumes significance as a important factor for consumers when contemplating the purchase of products or assistances.	0.748		
<i>Electronic Word of Mouth</i>	EWM1	Online reviews influence my purchasing decisions.	0.703	0.504	0.836
	EWM2	I follow the advice given in online reviews.	0.66		
	EWM3	I agree by the opinions served in online reviews.	0.699		
	EWM4	Frequently, I collect information by online reviews before choosing a particular hotel accommodation.	0.702		
	EWM5	When selecting hotel accommodations, I experience concerns about my decision if I do not peruse online reviews.	0.677		
<i>Trust</i>	TR1	When I select a hotel accommodation, online reviews make me self-esteem in my hotel selection.	0.734	0.535	0.902

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	TR2	Online reviews bolster my confidence in the hotel selection process when I select hotel accommodations.	0.757		
	TR3	I trust hotel accommodations in Lampung.	0.764		
	TR4	Hotels in Lampung guarantee my satisfaction.	0.711		
	TR5	The hotel management in Lampung serves me sincerely and friendly.	0.73		
	TR6	I can rely on hotels in Lampung as the best hotel accommodations.	0.723		
	TR7	The service and facilities of hotels in Lampung will not disappoint me.	0.693		
	TR8	Hotels in Lampung will serve compensation to customers in case of complaints for their stay.	0.741		
<i>Purchase Intention</i>	PI1	I will select to stay in hotel accommodations when vacationing in Lampung.	0.74	0.511	0.904
	PI2	I anticipate traveling to Lampung in the future.	0.737		
	PI3	I anticipate staying in hotel accommodations in Lampung in the future.	0.716		
	PI4	I will make hotel reservations in Lampung online.	0.699		
	PI5	I plan to make hotel reservations in Lampung online in the future.	0.68		
	PI6	I prefer booking hotels online over other methods.	0.685		
	PI7	I will recommend others to select hotel accommodations in Lampung.	0.729		
	PI8	I will share my stay experience in online booking application reviews.	0.718		
	PI9	I will serve useful information in online booking application reviews.	0.725		

Source: Processed Data, 2023

Coefficient of Determination (R²)

Table 8: Coefficient of Determination (R²)

	<i>R-Square</i>
<i>Electronic Word of Mouth</i>	0.32
<i>Trust</i>	0.708
<i>Purchase Intention</i>	0.703

Source: Processed data, 2023

Hypothesis testing is conducted according to on the outcomes of the Inner Model (Structural Model) testing, that includes R-Square values, path coefficients, and T-Statistics. According to Table 8, the variable "purchase intention" has an R-Square value of 0.703. This shows that electronic word of mouth, CHSE, and trust can collectively explain 70.3% of the variance in "purchase intention," by the remaining 29.7% being explained by variables outside the scope of this study.

Path Coefficients

Hypotheses are examined by analyzing the estimated values of the connections among variables in the model. The estimated values are used to determine whether the direction of influence is as expected or not. To answer study hypotheses, they are considered significant if the T-Statistic value is above the T-Table value, that is 1.96, and the significance level (P-Value) is below 5% (0.05). Hypotheses in this study were examined utilizing AMOS 24 software. Some conditions for hypothesis testing include:

- If the T-Statistic value > 1.96, then H0 is not supported, and H1 is supported (at a 5% significance level, P-Value 0.05).
- If the T-Statistic value < 1.96, then H0 is supported, and H1 is not supported (at a 5% significance level, P-Value 0.05).

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- A positive path coefficient value shows a positive connection among variables.
- A negative path coefficient value shows a negative connection among variables.

The values by hypothesis testing in this study are served in Table 9 below:

Table 9: Hypothesis Test Outcomes

Hipotesis	Hypotheses	Estimate	T Statistic	P Value	T-Table	Description
CHSE --> E-WOM	H1	0.566	7.365	0.000	1.96	Supported
E-WOM --> Trust	H2	0.406	5.995	0.000	1.96	Supported
CHSE --> Trust	H3	0.543	7.748	0.000	1.96	Supported
E-WOM --> Purchase Intention	H4	0.265	3.601	0.000	1.96	Supported
Trust --> Purchase Intention	H5	0.459	4.764	0.000	1.96	Supported
CHSE --> Purchase Intention	H6	0.205	2.738	0.006	1.96	Supported

Source: Processed data, 2023

Table 9 shows that out of the six hypotheses proposed, all of them have T-Statistics values greater than the T-Table value, indicating that all hypotheses are supported at a 5% significance level (1.96).

Structural Model Test (Inner Model)

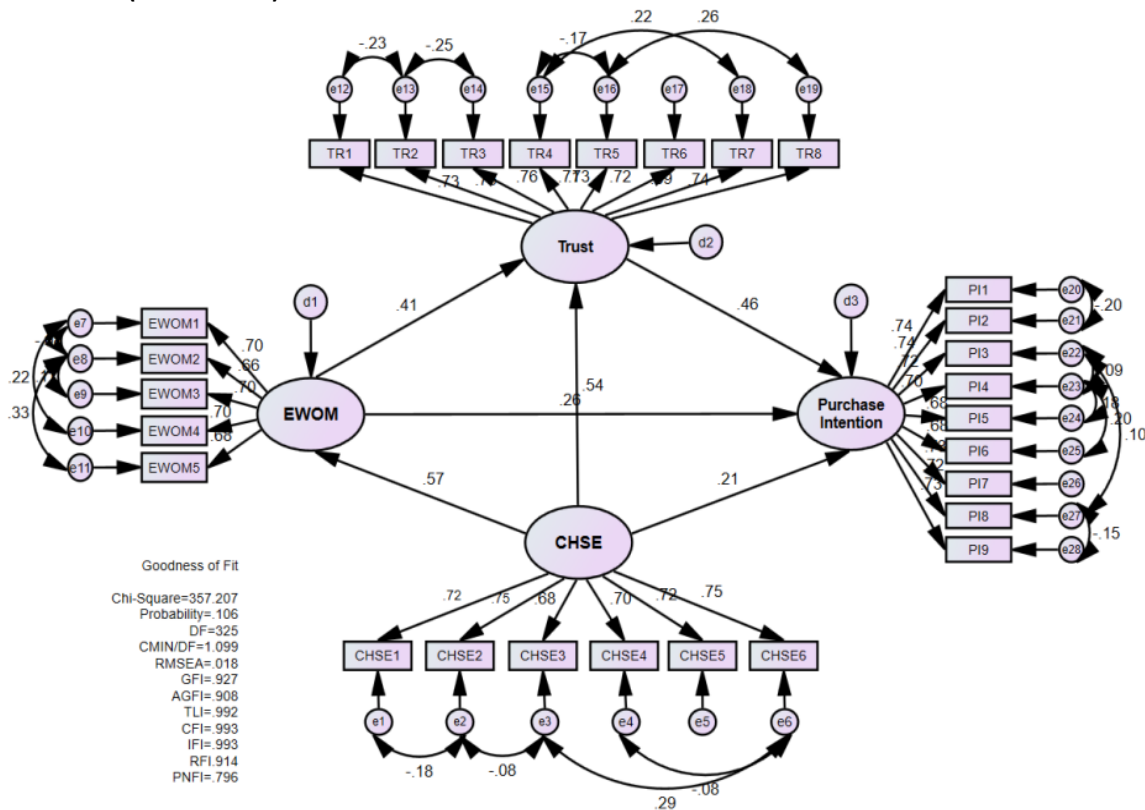


Figure 4: Theory of Planned Behavior

Source: Processed data, 2023

In Figure 4, it presents the outcomes of the structural model test (inner model), that involves testing one variable against another. The estimation of the structural measurement model was conducted utilizing maximum likelihood by AMOS 24.0 software, yielding outcomes as shown in Table 10 below:

Table 10: Evaluation of Goodness of Fit in the Structural Model

GOF	Acceptable Match Level	Model Index	Description
Chi-square	chi-square \leq 2 df (good fit) 2df \leq chi-square \leq 3df (marginal fit)	357,2	good fit (df=325)

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	chi-square > 3df (bad fit)		
p-value	p ≥ 0,05 (good fit) p < 0,05 (bad fit)	0,106	good fit
GFI	GFI ≥ 0,9 (good fit) 0,8 ≤ GFI ≤ 0,9 (marginal fit)	0,927	good fit
RMR	RMR ≤ 0,5 (good fit)	0,017	good fit
RMSEA	0,05 < RMSEA ≤ 0,08 (good fit) 0,08 < RMSEA ≤ 1 (marginal fit)	0,018	good fit
TLI	TLI ≥ 0,9 (good fit) 0,8 ≤ TLI ≤ 0,9 (marginal fit)	0,992	good fit
NFI	NFI ≥ 0,9 (good fit) 0,8 ≤ NFI ≤ 0,9 (marginal fit)	0,926	good fit
AGFI	AGFI ≥ 0,9 (good fit) 0,8 ≤ AGFI ≤ 0,9 (marginal fit)	0,908	good fit
RFI	RFI ≥ 0,9 (good fit) 0,8 ≤ RFI ≤ 0,9 (marginal fit)	0,914	good fit
CFI	CFI ≥ 0,9 (good fit) 0,8 ≤ CFI ≤ 0,9 (marginal fit)	0,993	good fit

Source: Processed data, 2023

The outcomes of the chi-square calculation, p-value, GFI, RMR, RMSEA, TLI, NFI, AGFI, RFI, and CFI show a good fit. In other words, the measurement model meets all 10 Goodness of Fit criteria and does not require the elimination of indicators in each model.

B. Discussion

This study has the goal to assess the influence of the independent variables CHSE, E-WOM, and Trust on the dependent variable Purchase Intention in the context of star-rated hotels in Lampung Province. The outcomes of this study show that all six hypotheses are supported.

According to on the outcomes of the first hypothesis test, it was found that the implementation of CHSE settler influences (E-WOM). The CHSE information contained in positive E-WOM can enable tourism accommodations to establish a good reputation, making the marketed accommodations more recognizable to consumers. This advantage makes tourism accommodations more ingrained in consumers' minds as they perceive CHSE implementation as a competitive edge. It can meet consumer expectations and foster confidence that the accommodation has a strong and reliable CHSE implementation.

According to on the outcome of the second hypothesis test, it was found that (E-WOM) influences trust. Prospective customers, when visiting websites to make purchases, may abandon transactions if the website is poorly designed (Tsao and Hsieh, 2012). It is important for accommodation servers to create an appealing, convincing, and user-friendly website interface. Consumer confidence in online reservations can have a positive impact on their inclination to compose or disseminate positive (E-WOM) (Ladhari & Michaud, 2015).

According to on the outcome of the third hypothesis test, it was found that the implementation of CHSE settler affects trust. Dwiatmojo & Jonet (2021) state that the implementation of CHSE health settler is able to be utilized as an proper selection of strategy to regain the trust of tourists. CHSE can also serve assurance and trust to tourists regarding the high standards of cleanliness, health, safety, and environmental sustainability in the products and assistances offered.

According to on the outcome of the fourth hypothesis test, it was found that (E-WOM) influences purchase intention. Ladhari et al. (2015) stated that positive comments on Facebook social media positively affect purchase intention in hotels, trust in hotels, attitudes towards hotels, and perceptions of websites, ultimately leading to increased sales of tourism accommodation products.

According to on the outcome of the fifth hypothesis test, it was found that trust influences purchase intention. The popularity and trust in a brand can serve a sense of prestige and pride to its consumers, making it the foremost consideration for consumers when forming an intention to purchase a product (Morling & Strannegard, 2004). Accommodation servers in the tourism enterprise must consistently offer the best service and build trust to attract consumers, stimulate purchase intention, and ultimately lead to purchases.

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According to on the outcomes of the sixth hypothesis test, it was found that CHSE influences purchase intention. CHSE procedures aim to serve a sense of safety and trust to both consumers and employees and have adhered to health protocol standards (Dwiatmojo & Jonet, 2021). Therefore, the implementation of CHSE will significantly affect the purchase intention of the society towards goods and assistances, not only for the pandemic but also in the post-Covid-19 period.

According to on a descriptive analysis of respondent characteristics, the majority of them are male. This aligns by data released by the Central Statistics Agency (Badan Pusat Statistik) of Lampung Province, that shows that the population in Lampung Province consists of 51% males and 49% females (BPS, 2020). Most participants use online travel agents (OTAs) for hotel bookings. This is attributed to the numerous discount promotions offered by OTA operators, ease of payment, and a diverse range of accommodation options. Furthermore, A significant proportion of individuals today engage in full-time work for weekdays and part-time employment on weekends, that constrains the time they have available for shopping (Bakar, 2017). The following explanation is in line by OTA users, the majority of whom are millennials aged 26-35, in their productive years and having their own income. The phenomenon of staycations and vacations serves as a driver for the younger age group to stay in hotels. This is supported by the outcomes by participants, the majority of whom have a bachelor's degree (S1) and monthly incomes ranging by Rp 5,000,000 to Rp 10,000,000, that falls byin the upper-middle-class category in Indonesia. These outcomes also align by study conducted by Dewae (2018) and Sumarwan (2003), that show that longer levels of formal education have a greater influence on consumers in choosing products and brands by sustainable benefits, thus allowing consumers to have a longer purchase intention as well.

V. CONCLUSION, RECOMMENDATIONS, AND LIMITATIONS

This study contributes to the fields of management and tourism study by employing measurement methods for CHSE, E-WOM, and trust concerning the purchase intention of star-rated hotel consumers in Lampung. According to on the hypothesis test outcomes in the table, it is able to be summarized that:

1. CHSE influences E-WOM. This shows that positive testimonials on social media and online reviews of tourism accommodations should directly position, promote, and advertise assistances that align by CHSE technical guidelines to enhance positive E-WOM.
2. E-WOM influences Trust. This study can elucidate that positive E-WOM can enhance an individual's trust in the tourism accommodations they intend to visit. The longer the traveler's E-WOM rating, the longer their trust level.
3. CHSE affects Trust. CHSE health settler can serve as a fitting strategic option to restore the trust of tourists. The implementation of CHSE can meet the desires and needs of customers, thereby instilling confidence in customers to return and stay at the hotel.
4. E-WOM influences Purchase Intention. Marketers can prioritize E-WOM to influence purchase intention and maximize product sales. E-WOM is a critical factor in marketing success that impacts consumer purchasing behavior, influencing product and service evaluations, final purchase decisions, and post-purchase reviews.
5. Trust influences Purchase Intention. As competition in the service enterprise intensifies, companies are required to continually focus on the needs, desires, and expectations of customers in order to create customer satisfaction and trust, ultimately leading to purchase intention.

CHSE has an impact on Purchase Intention. The overall aspects of CHSE can be utilized as a strategy to enhance purchase intention by several points, namely consumer transaction and exploration interest influenced by cleanliness, preference interest (the decision to select a product) influenced by product safety handling, and referential interest (recommending the product to others) influenced by environmental aspects such as the use of recyclable product packaging. The longer the quality of cleanliness, safety, and the environment, the longer the level of consumer purchase intention.

There are several suggestions and limitations in this study. Recommendations for companies include: (1) The implementation of CHSE should be enhanced in various aspects, especially cleanliness, as cleanliness is the most important aspect of CHSE that influences customer satisfaction; (2) Star-rated hotel marketers in Lampung should pay attention to social media and online travel agent (OTA) reviews of their tourist accommodation, particularly reviews by previous guests, known as E-WOM. Positive E-WOM can enhance an individual's trust in the tourist attraction they intend to visit.

The direction for further study is that this study has limitations in terms of the scope of star-rated hotel locations, that are only located in the Lampung Province. Hence, it is advisable for future study to investigate the extension of the connection among CHSE, E-WOM, and Trust on Purchase Intention to a more extensive geographical scope byin the study domain.

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