

The Impact of Brand Image, Service Quality, and Reputation Performance Score on The Purchase Decision: The Role of Customer Engagement

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ABSTRACT

Brand image and Service Quality are usually applied as the main variables on the purchase decision. This research aims to include a Reputation Performance Score to influence Purchase Decisions by Customer Engagement as a mediator variable. The analysis of 260 valid respondents was done using PLS-SEM tools Smart-PLS 3.0. The findings indicated that brand image, service quality, and RPS positively and significantly impacted customer engagement. Therefore, customer involvement, brand image, service quality, and RPS have a favourable and considerable indirect effect on purchase decisions. The role of customer engagement as a mediator variable has made a meaningful contribution to the body of knowledge and marketing practitioners in the hotel industry.

1. INTRODUCTION

The hotel industry has depended on digital marketing to communicate with prospective customers. All reviews are being monitored to fix any negative feedback. Customer engagement is a primary tool for maintaining interactive communication with loyal and potential buyers. Brand image and quality of service of a company are the main factors considered before the purchase decision made by potential buyers. Increasing purchase decisions matters for marketers worldwide, as Kinnunen et al. (2022) found that sustainable performance matters. Digital marketing is one of the effective vehicles for openly providing all necessary information to the public. Nevertheless, Domenico et al. (2022) stated that three factors such as price perception, brand image and value perception, lead to purchase decisions, even to pay more, while Setiobudi & Audrey (2021) stated that customer satisfaction is the major variable. On the other hand, the manufacturing and service industries have increasingly used social media in the hope that there will be buyer reviews. This review became a reference for other buyers. In the hotel industry, it is known that RPS can attract buyers' intention to consider prior to a purchase decision. RPS is regarded as a tool of marketing and sales if the hotel has brand trust in the public mind and memory. The previous study conducted by J. M. Kim et al. (2023) recommends further research that customer reviews should be included. Moreover, the result showed that brand image did not significantly affect hotel booking intention in Taiwan. Researchers are interested in the gap and try to place RPS as an independent variable for purchase decisions.

However, things will be different for online travel and travel companies. Online users consider convenience, price acceptability, and efficient and effective ways. The ease of finding hotel information is the key for customers when making purchasing decisions. Guests, as customers, will go through certain stages before finally deciding on their choice from the many available hotel options. Currently, customers

are very critical in preferring a product or, in this case, a hotel. With the significant development of gadgets, customers can have all the information they trust (Phan et al., 2021; Yang et al., 2022)

Given the importance of customer reviews, businesses increasingly take a proactive approach to managing customer reviews (Alzate et al., 2022). Usually, today's customers can easily get information about hotels online (Tripathi et al., 2021). Further, Singh & Misra (2021) stated that a reputation performance score is not enough, nor is hotel brand and service quality, but the combination of human resources, company reputation, and management quality (Miah et al., 2022). Online reviews reflect customers' post-purchase evaluation of a product, and the services rendered satisfy them (Miah et al., 2022; Park et al., 2021). If consumers are always likely to publish reviews, then the quantity of reviews ought to be positively correlated with the underlying sales (Kang et al., 2022).

However, according to Banerjee & Chua (2023), there may be false reviews about information uploaded on social media that buyers and marketers should consider. As Teng (2021) stated, customer engagement is the key to pursuing potential customers. Therefore, customer engagement is deemed to play a mediating role (Zheng et al., 2022). Based on the above gap between the brand image and quality of service against customer reviews on purchase decisions, brand trust as a mediator variable is assigned to support all variables on the dependent variable. The research question is posited as follows:

RQ1: How strongly are brand image, service quality, and reputation performance scores influencing purchase decisions?

RQ2: Is customer engagement an influence of all independent variables on purchase decisions?

The study aims to increase purchase decisions in the hotel industry based on brand image. Service quality and RPS are mediated by customer engagement.

2. LITERATURE REVIEW

Orús et al. (Orús et al., 2021) discovered the impact of digital marketing, especially virtual and mobile experience, on the customer's mobile buying behaviour. This is to confirm the effectiveness of green advertisement as far as the attractive content is concerned. A recent study by Hanaysha (2022b) stated that social media interaction positively affects consumer purchase decisions. People who own smartphones are more likely to use mobile applications and be familiar with the online shopping procedure (Solomon et al., 2021). This is in line with the dimension of purchase decisions, starting with recognizing customers' needs and moving up to searching for information online. Customers will face the decision-making process when entering the alternative evaluation stage. The purchase decision is made after they are sure to meet their needs and wants. Much research has been conducted on buying behaviour from several different angles (Rahimizhian & Irani, 2021; Xiang et al., 2022). This research has a unique market segment because the need to stay at star hotels is tertiary. Thus, the brand image, service type, and service quality become important considerations.

The reason to include RPS as one of the variables in this study first is because in the era of digitalization where development is very rapid, with the latest information that can be accessed by hotel guests anytime and anywhere, giving rise to a culture or phenomenon where guests or customers which does not only look at the hotel and its services physically but also from an online performance perspective (Pereira-Moliner et al., 2021; Perramon et al., 2022).

1. Purchase Decision

According to Kotler et al. (2018), customers' actions when deciding whether or not to buy things are known as purchasing decisions. Customers almost always take quality into consideration when making a purchase, regardless of the other factors at play. Customers develop preferences for brands in the choice set during the evaluation stage. In some cases, customers may decide not to formally evaluate each brand (Zibarzani et al., 2022). Customers go through five phases in the buying decision process: problem awareness, information search, alternative appraisal, and purchase decisions. These steps start long before the actual purchase is made and have a lasting effect thereafter (Kotler & Keller, 2016). Furthermore, what may be seen, seen, and felt in the hotel that is being booked influences decisions about

what to buy. This includes the physical aspects, the setting, the design, and the interactions with hotel staff (Chatzoglou et al., 2022).

Drawing from the aforementioned definition, it can be inferred that the process of making decisions is an action that needs to be taken in order to accomplish the goal and, thus, resolve the issue (Wang et al., 2021). In other words, the process of solving a problem that is directed at the target by digital communication (Crisafulli et al., 2022).

2. The brand image on purchase decision

Brand image is a view and association in the minds of consumers (Royo-Vela & Sánchez, 2022), but brand trust can influence emotions (Bigné et al., 2023). The company's management is trying to take strategic steps so that the company's profitable brand image is always in the minds of its customers. It is the consumer who determines the brand image of an enterprise. Therefore, if consumers are aware of and review the benefits of a brand, it is very likely that consumers will decide to purchase products that have a good brand image.

The current study ascertains the brand image's mediating impacts between consumers' intentions to book a hotel and reliable internet reviews. As stated by Balmer & Podnar (2021), senior managers are obliged to take responsibility for maintaining, improving, and organizing what they lead in line with the company's high-meaning brand. Why is that? A brand will have a good image if all stakeholders in the company are oriented towards the company's mission, which is symbolized in its brand. For this reason, the humility of employees recognizes and realizes the importance of voicing brands, taking care of them, and nourishing the brand becomes a necessity. Purchasing starts with brand recognition and information about the company, its products, and its services. In this case, if it is not broadcast and promoted, as a result, no one recognizes the brand. Troiville (2024) found that the brand image will be stronger if a company styles hedonic in its brand and products to make reviews easy to see because they attract attention.

Since the pandemic ended in Indonesia and as a large country in the world, the business of services, mainly hotels, has slowly begun to rise again. Nevertheless, the number of foreign tourists is still small. This is because investment has not been fully realized, and the regulation of normality in the country of origin of a particular country has not been completely relaxed. This situation needs to be addressed through agile and effective marketing efforts so that a company's brand image and product image are more convincing to the tourists or visitors to make a choice (Shams et al., 2021).

Therefore, brand image is very influential in purchasing decisions. Thus, the author proposes the hypothesis below.

H1: The Brand Image has a significant effect on customer purchase decisions.

3. Service Quality on purchase decision

Service quality is a business strategy that produces products and services that meet customer needs and satisfaction internally, namely the speed and friendliness of service, while externally, namely the completeness of facilities explicitly and implicitly (Kotler & Keller, 2016). Quality of service in a service company is the presentation of services that are in accordance with the applicable standards where the service is provided, and the delivery is at least equivalent to what customers want and expect. The idea of quality is centered on meeting the wants and desires of the consumer and accurately delivering services to balance their expectations. Customers' wants for services encompass a wide spectrum of desires, including physiological ones. Consumers are willing to participate in raising the caliber of services and goods, particularly if they are recurring customers. His enthusiasm for a business or product whose offers are regularly used or accepted is what drives him to do this.

The definition of quality that focuses on customers forms the basis of how products or services are designed and produced and how the service process provided to customers can meet the interests of customers because quality refers to all aspects that determine customer satisfaction with related products and services. Morf & Bakker (2022) found that conflict management style impacts customer satisfaction and diminishes repurchase intention. The unity of command in management style and mission shall be

in place (Yela Aránega et al., 2023). Management style refers to customer support activities and vendors. Therefore, at the initial stage, the service design should be well-defined.

Service quality will be backed up at the initial stage with design. Service design is an intensely pragmatic activity, making it inherently holistic. The design will cover all activities with all stakeholders (Perramon et al., 2022). Kinnunen et al. (2022) stated the results of their research that innovation is needed in service. The sustainable performance can be achieved. In addition to purchasing decisions that can be influenced, the brand image and brand value will likely be higher. Thus, the researchers put forward the hypothesis as follows.

H2: The service quality has a significant effect on customer purchase decisions.

4. Reputation Performance Score (RPS) toward a purchase decision

RPS is a simple average of guest review scores consolidated from all channels. Large chain hotels, like those owned by Accor Hotels, have substantially used RPS. Through RPS, hotels can show guests their service performance ratings. Credible and non-credible reviews are often present, so management must verify the reviews that have been received. The results of the research of J. M. Kim et al. (Kim et al., 2023) proved that reviews that are not credible do not affect the information search process and purchase decisions. Verified RPS results are values or scores that can be used as a basis for using predictions about the role of RPS in purchasing decisions.

In the development of the hospitality business world, along with advances in online information technology, the term Reputation Performance Score is currently developing, which has begun to attract the attention of star hotels in determining marketing strategies. These reviews give a hotel a better reputation in cyberspace than customers are most likely to choose. At the alternative evaluation stage, customers obtain some information, which will then be used to evaluate several alternative brands or brands in a group of choices (Chaudhary et al., 2021).

Brand image, service quality, and RPS all three are important aspects in the marketing strategy for hospitality services, where customers at the alternative evaluation stage before deciding to purchase will obtain information about brand image, service quality, and RPS that have previously been provided by other costumers (Leoni & Boto-García, 2023). Those who have purchased hotel products or have experienced buying or using hotel service products. In this case, what do customers who have experience using a hotel's service products involve themselves by making reviews, giving ratings or ratings, and maybe communicating with the hotel online? This process is called customer engagement (Lim & Rasul, 2022). Despite the high RPS, prudential aspects must be exercised to filter the effectiveness of customer review scores. It means that the scores are not guaranteed to correlate closely with booking intention. After various analyses and considerations, RPS scores are combined with their image, and the services and products will positively impact purchase intentions and decisions. Therefore, the researcher put forward the hypothesis as follows.

H3: RPS has a significant effect on customer purchase decisions.

5. Customer Engagement toward a purchase decision

Since engagement is transforming a prospective customer into a brand notion reinforced by the environment, it entails specific cognitive and affective qualities of a brand. When customers are cognitively and emotionally involved with the context of a brand, they will be more attentive and more likely to like the brand.

Customer engagement develops a portfolio of valued customers and maintains relationships with these customers. While Ng et al.,(2020) propose to redefine and

put forward the definition of customer engagement as a process with a model of the mechanism that underlies the formation of loyalty for new customers to brand services and a mechanism in which loyalty can be maintained so that repeat purchases of the brand occur.

Customer engagement is a behavior that allows customers to voluntarily contribute to a brand, where the contribution is not only limited to the transaction. Contributions made by customers can be in the form of feedback, opinions, or ideas. The form contribution itself can be in the form of electronic word of mouth, referrals, and others that can increase the company's earnings (Talwar et al., 2020). With customer engagement, a brand or brand becomes focused on satisfying customer needs by providing more value to customers or being superior to competitors to build Trust and commitment in long-term relationships. Additionally, Shukla, Singh, and Wang (2022) stated that marketer has a tactic to attract potential customers through a specific design and package. Brand image is an important in the minds of hotel guests, as Leoni & Boto-García (2023) found that customers should be actively involved in finding their needs and wants. According to the results of previous studies, brand image, and service quality still dominate the purchase decision. In this study, the researcher added the Reputation Performance Score (RPS) variable, which is a hotel reputation performance score whose data was obtained.

The process of a customer being physically, mentally, and emotionally present during a long-term relationship with a company is known as customer engagement. It would not be formed if the brand did not invite customers to be involved in brand activities (Shin et al., 2021). In the example of brand activity on social media, if the brand does not present content that is interesting and relevant to customer behavior, customers will not see or interact with it. The following are the proposed hypotheses:

H4: Customer engagement has significant effect on customer purchase decisions.

H5: The Brand Image has a significant effect on Customer Engagement.

H6: Service Quality has a significant effect on customer engagement.

H7: The RPS has a significant effect on customer engagement.

H8: The Brand Image has a significant effect on customer purchase decisions through customer engagement.

H9: The service quality positively affects customer purchase decisions through customer engagement.

H10: The RPS has a significant effect on customer purchase decisions through customer engagement.

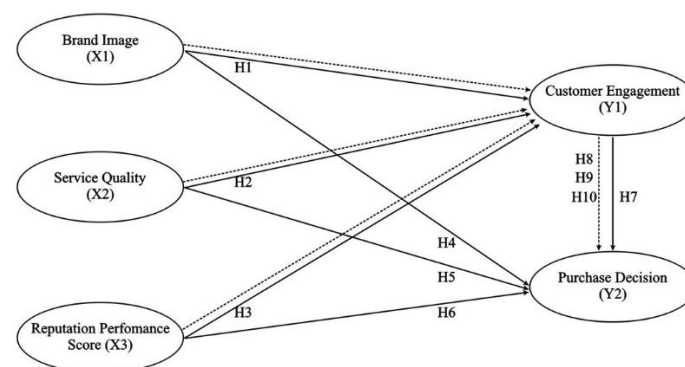


Figure 1 Research model

3. METHOD

Using secondary data from library research and primary data from research questionnaires, this study uses a quantitative method. Using Google Forms, samples were gathered from four-star Grand Mercure Kemayoran guests . There were 310 respondents according to the purposive sample technique; however, only 260 of them had qualifying and eligible data (Garson, 2016).

This study used the PLS-SEM Model using Smart-PLS 3.0 software to evaluate hypotheses and conduct outer and inner model tests (Garson, 2016; J. Hair et al., 2017), Declare the population and state the criteria(s) of purposive sampling

Sample taken from Guests of Hotel Grand Mercure Jakarta Kemayoran using Google Form Questionnaires focusing to minimum stay 2 (two) times and more.

4. RESULTS AND DISCUSSION

Result

The modelling in this study consists of three variables: causes of purchase decisions, one mediating variable, and one consequence variable. Modelling is using five variables with 39 indicators.

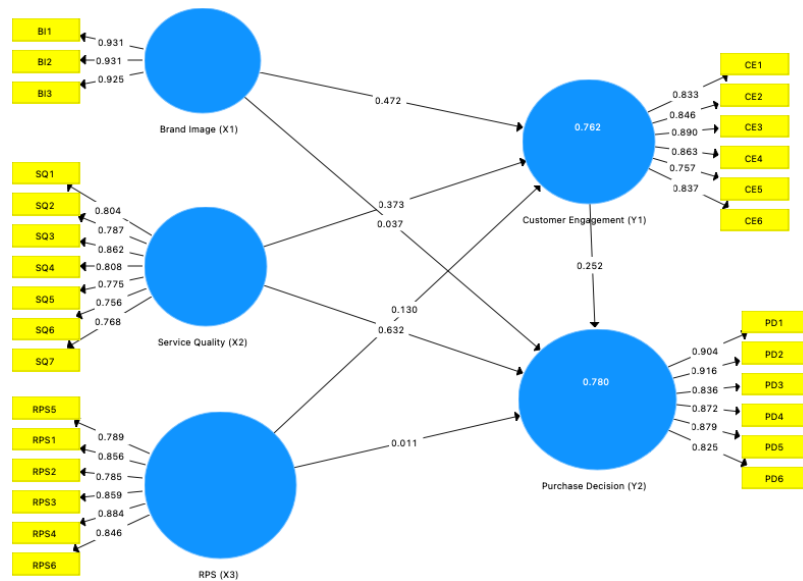


Figure 2. Structural Modelling
Source: Data Processing and Research Findings, 2024

An assessment of the outer model, or measurement model

The construct's outer model shows how the construct and the indicator variables are related. The evaluation of the outer model occurs in multiple stages, specifically:

Convergent Validity

Measurements by looking at the value of the loading factor are considered to meet the criteria if the value is > 0.708 or close to 0.7 (J. F. Hair et al., 2022).

Table 1. Convergent Results

Variable	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE	Result
Brand Image (X1)	B11	0.931	0,921	0,950	0,863	Good
	B12	0.931				
	B13	0.925				
Service Quality (X2)	SQ1	0.804	0,905	0,923	0,632	Good
	SQ2	0.787				
	SQ3	0.962				
	SQ4	0.808				
	SQ5	0.775				
	SQ6	0.756				
	SQ7	0.768				
Reputation Score (RPS) (X3)	RPS1	0.856	0,914	0,934	0,701	Good
	RPS2	0.785				
	RPS3	0.859				
	RPS4	0.884				
	RPS5	0.789				
	RPS6	0.846				

Customer Engagement (Y1)	CE1	0.833	0,915	0,934	0,703	Good
	CE2	0.846				
	CE3	0.890				
	CE4	0.863				
	CE5	0.757				
	CE6	0.837				
Purchase Decision (Y2)	PD1	0.904	0,937	0,950	0,761	Good
	PD2	0.916				
	PD3	0.836				
	PD4	0.872				
	PD5	0.879				
	PD6	0.825				

Source: Data Processing, 2024

It is possible to conclude that the variables and indicators utilized in Table 1 are sufficient and fulfil convergent values because each indicator's outer loading value is >0.708 , and each variable's AVE value is >0.5 .

Discriminant Validity

Examining the Fornell-Larcker Criterion value, obtained by contrasting the correlation of latent variables with the square root of AVE, is one method of measuring it (J. F. Hair et al., 2022).

Table 2. Fornell-Larcker Criteria

	<i>Brand Image (X1)</i>	<i>Customer Engagement (Y1)</i>	<i>Purchase Decision (Y2)</i>	<i>Reputation Performance Score (RPS) (X3)</i>	<i>Service Quality (X2)</i>
Brand Image (X1)	0,929				
Customer Engagement (Y1)	0,826	0,838			
Purchase Decision (Y2)	0,727	0,792	0,873		
Reputation Performance Score (RPS) (X3)	0,568	0,590	0,506	0,837	
Service Quality (X2)	0,751	0,794	0,866	0,515	0,795

Source: Data Processing, 2024

Based on Table 1, all constructs in the model have Cronbach's Alpha values and Composite Reliability > 0.70 . So, it can be concluded that all statements on indicators are reliable and adequate.

Assessment of the Inner Model (Structural Model)

The structural model looks at the relationships between the constructs and the model's capacity for prediction. The assessment of the inner model goes through multiple phases, specifically:

Multicollinearity Construct

A multicollinearity test is an approach that seeks to see whether there is a relationship between two or more constructs in the model. The multicollinearity test, according to Ghazali (2015), is designed to determine whether the regression model discovered a correlation between the independent variables or the independent variables themselves. For a tolerance value of 0.5 or a VIF value less than 5, the cut-off value is applied.

Table 3. Inner VIF

	<i>Brand Image (X1)</i>	<i>Customer Engagement (Y1)</i>	<i>Purchase Decision (Y2)</i>	<i>RPS (X3)</i>	<i>Service Quality (X2)</i>
Brand Image (X1)		2.561	3.948		
Customer Engagement (Y1)			4.207		
Purchase Decision (Y2)					
RPS (X3)		1.517	1.588		
Service Quality (X2)		2.358	2.942		

Source: Data Processing, 2024

It is known that several variables have outer VIF values <5, meaning that there is no multicollinearity disorder.

Coefficient of Determination

Table 4. R-Square

<i>Variable</i>	<i>R-Square</i>	<i>Result</i>
Customer Engagement	0.762	Strong
Purchase Decision	0.780	Strong

Source: Data Processing, 2024

The aforementioned table indicates that three causal factors, brand image, service quality, and Reputation Performance Score (RPS), have an impact on 76.2% of customer engagement. Similarly, RPS, customer engagement, Brand Image, and Service Quality all have an impact on 78.0% of Purchase Decisions. When the variable R-square value is more than 0.75 overall, it can be concluded that the model is robust.

f-Square

Table 5. f-Square

<i>Variable</i>	<i>Customer Engagement</i>	<i>Result</i>	<i>Purchase Decision</i>	<i>Result</i>
Brand Image	0.366	Excessive	0.002	Moderate
Customer Engagement			0.069	Moderate
Purchase Decision				
RPS	0,047	Moderate	0.000	Moderate
Service Quality	0.248	Moderate	0.618	Excessive

Source: Data Processing, 2024

The variable brand image, RPS, and Customer Engagement have an effect size of less than 0.15 in the moderate category on Purchase Decisions, according to the above table. When the impact of the service quality variable size on the decision to buy is greater than 0.35, it is considered excessive. The impact of service quality on customer engagement falls into the moderate category, but the impact of brand image on customer engagement is classified as high.

Q-Square

Predictive accuracy or Q-Square is an observation of how well the path model can predict the variables studied (Hair. Jr et al., 2017).

Table 6. Q-Square

<i>Variable</i>	<i>Q-Square</i>	<i>Result</i>
Customer Engagement	0.732	Excessive
Purchase Decision	0.770	Excessive

Source: Data Processing, 2024

The aforementioned table indicates that the model's prediction accuracy is large, with the accuracy of the customer engagement prediction being 0.732 and the purchase decision being 0.770, where the value is greater than 0.35.

Model Fit

SRMR is defined as the mean square root difference between the observed correlations and the model-implicated correlations (Hair. Jr et al., 2017).

Table 7. SRMR

	<i>Original Sample (O)</i>	<i>Result</i>
Saturated Model	0.08	Sufficient
Estimated Model	0.08	Sufficient

Source: Data Processing, 2024

The SRMR value is said to be adequate if <0.08, where the SRMR value obtained based on the table above is 0.082 <0.08, which means the model is feasible.

Hypothesis Test

Table 8. Path Coefficients

<i>Influence Between Variables</i>	<i>Original Sample (O)</i>	<i>T Statistics</i>	<i>P Values</i>	<i>Result</i>
Direct effect				
Brand Image → Customer Engagement	0.472	8.898	0.000	Accepted
Service Quality → Customer Engagement	0.373	8.367	0.000	Accepted
Reputation Performance Score (RPS) → Customer Engagement	0.130	2.906	0.004	Accepted
Brand Image → Purchase Decision	0.037	0.620	0.536	Rejected
Service Quality → Purchase Decision	0.632	14.604	0.000	Accepted
Reputation Performance Score (RPS) → Purchase Decision	0.011	0.277	0.782	Rejected
Customer Engagement → Purchase Decision	0.252	4.327	0.000	Accepted
Indirect effect				
Brand Image → Customer Engagement → Purchase Decision	0.119	3.583	0.000	Accepted
Service Quality → Customer Engagement → Purchase Decision	0.094	4.085	0.000	Accepted
Reputation Performance Score (RPS) → Customer Engagement → Purchase Decision	0.033	2.420	0.016	Accepted

Source: Data Processing, 2024

The size of the path coefficient between the variables in the model is known based on the above table. The hypothesis was rejected because it was discovered that all pathways had positive path coefficients despite some P values not meeting the requirements.

Discussion

Please discuss more about rejected results in Table 8

Brand image does not always influence a guest's decision to stay at a hotel for several reasons. Many guests are more focused on competitive prices and the value provided. If a hotel offers facilities comparable to the price, guests may prefer the hotel even though its brand image is less well known. Strategic location is often the main factor. Hotels that are close to tourist destinations, business centers or public transportation are often preferred over brand image. Reviews from previous guests and recommendations from friends or family can influence a guest's decision more than brand image. Guests may rely more on previous personal experiences with a particular hotel than on its general brand image. Each guest has different needs and preferences. For example, some guests prefer certain facilities or a comfortable atmosphere over brand image. While brand image is important, other factors such as price, location, reviews and personal experiences often have more influence on stay decisions.

Reputation Performance Score (RPS) does not always influence purchasing decisions in hotels. Hotel guests often prioritize other factors such as price, location and amenities over RPS. They may be more interested in price offers that fit their budget or strategic location. RPS: Not all guests understand or utilize RPS in decision making. They may rely more on reviews or recommendations from people close to them. RPS can be seen as a statistical number that does not necessarily reflect the real experience of guests. Guests may be more likely to trust individual reviews that are perceived as more authentic.

This study aims to increase purchase decisions in the hotel industry based on brand image, service quality, and RPS mediated by customer engagement, which is rooted in agency theory in a four-star hotel in Jakarta. As shown in Table 8, the brand image attracts customer engagement. Communication and interaction between the brands have a chemistry that may lead to the interest of the potential buyer in making decisions. What is the reason for the involvement of potential buyers after knowing a brand that has a good image? Of course, the brand has existed before in the minds of potential buyers; this is what brand equity is all about (Benraïss-Noailles & Viot, 2021).

This study has demonstrated the relationship between service quality and customer involvement, as proposed by previous research, by accepting the hypothesis with a high enough value. However, there is not too much influence in determining purchases, namely the seller's reputation factor, meaning that accurate information is preferred (Leoni & Boto-García, 2023).

It was also discovered that purchasing decisions were not significantly or favorably impacted by brand image. This means that even if a company's brand image is high, it cannot be relied upon with one variable to attract buyers. In essence, it is important to build service innovations and manage service providers according to buyers' wishes. Furthermore, service platforms are necessary because they increase resource density and liquefy resources, enhancing service exchange's effectiveness and efficiency. Efficiency and effectiveness can be generated through the involvement of potential buyers by participating in using the platform that has been built (Lim & Rasul, 2022).

Potential buyers will be more interested if they find content that provides real services and real benefits for them. Furthermore, sellers can still influence product sales by increasing the informativeness of their content and media richness (Cai et al., 2023).

These results demonstrate that businesses are losing control over crucial information about their brands and products on the e-commerce platform because user reviews are easily accessible on product pages. Product sales are being influenced more directly by elements found in user-generated content (Chaudhary et al., 2021). However, by improving the informational value and media richness of their material, vendors can still have an impact on product sales (Hanaysha, 2022a). However, the RPS on purchase decisions has not been significant directly. It takes further study to dig into the power of RPS on purchase decisions that may be better in international chain five-star hotels (Chaudhary et al., 2021).

According to study findings, RPS, service quality, and brand image all positively and significantly affect consumer engagement. Next, there is a positive and noteworthy influence of service quality on the choice to buy and a positive but insignificant effect of both RPS and service quality on the decision to buy. Through customer interaction, it is possible to draw the conclusion that brand image, service quality, and RPS have a negative and significant impact on purchase decisions for hypotheses with indirect effects.

The results below demonstrate how Customer Engagement is positively and significantly impacted by Reputation Performance Score (RPS). RPS does not, however, significantly influence consumers' decisions to buy. However, RPS, which is mediated by customer interaction, influences the decision to buy in a favorable and noteworthy way. This indicates that the mediator has been strategically involved in the hotel business, especially at the Grand Mercure Hotel. According to the summary of customer evaluations, the RPS does not appear to be a reliable source of purchase intention, which is consistent with an earlier study by J. M. Kim et al.. (2023). The same thing happened with the other two independent variables, which are brand image and service quality, which have a positive and significant effect on purchase decisions mediated by customer engagement.

1. CONCLUSION

In line with the research objective, this research has proved that customer engagement has played an important role as a mediating variable to increase purchase decisions (Solomon et al., 2021). Brand image and RPS were not significantly affected by purchase decisions.

RPS, on the other hand, offers a holistic depiction of a brand's online reputation. It also provides insights that can then be followed up to help companies improve their service performance, which may be linked to their star rating. Responses to positive or negative reviews about hotels can have different effects on subsequent reviews, and managers must be able to response any negative reviews and brief responses to positive reviews. However, since the direct effect was rejected, the other two independent variables are also inevitable to be maintained. It takes further study to dig into the power of RPS on purchase decisions that may be better in international chain five-star hotels.

Despite the limitation of this research, reputation performance score as antecedent and customer engagement as mediator variable has paid a meaningful contribution to the body of knowledge and marketing practitioners in the hotel business. Moreover, to our knowledge, this study is the first to include RPS with brand trust as a mediator variable.

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