



**Research Publishing  
Academy (RPA)**  
London, United Kingdom (UK)

**ITHJ**

International Tourism and Hospitality Journal (ITHJ)  
Journal Homepage: <https://rpajournals.com/ithj>

## **The Impact of Artificial Intelligence Driven Tourism Social Media, Corporate Image and Perceived Value on Tourist Loyalty in Hotel Industry**

Md. Ashraful Azam Khan  
Universiti Putra Malaysia, Malaysia

### **Abstract**

Retaining tourist loyalty is a top priority for the hotel industry in today's competitive tourism and hospitality business environment. Numerous scholars postulate that effective social media engagement and repositioning of hotels with a positive corporate image is crucial for the post-pandemic revival of the hotel industry. Despite the growing interest in integration of artificial intelligence (AI) with social media engagement and corporate image to enhance the perceived value of tourists and generate loyalty in the hospitality industry, empirical evidence linking these constructs is still limited. The objective of this current study is to investigate the effect of social media engagement, corporate image, and perceived value on tourists' loyalty to the hotel industry in Malaysia. Using the quantitative methodology, the result from the structural equation modeling (SEM) using Smart-PLS suggests that social media engagement does not have a direct positive impact on tourist loyalty. However, social media engagement influences tourist loyalty through the mediating effect of perceived value in the hotel industry. While perceived value and corporate image show a direct positive impact on tourist loyalty. Corporate image through the mediating effect of perceived value was found to have substantial effect on tourist loyalty intention towards the hotel.

**Keywords:** Social media engagement, Artificial intelligence, Tourist loyalty, Corporate image, Post- Covid -19 tourism

DOI: <https://doi.org/10.37227/ITHJ-2023-08-3782>

### **Introduction**

In today's global competitive environment, tourist loyalty in the hotel industry is getting harder to achieve due to increasing in customers' expectations, value perceptions and willingness to explore the alternatives (Gao & Li, 2026; Khan et al., 2021). Tourist loyalty serves as an important source of competitive advantage and as an indicator of business success in the hotel industry (Cossío-Silva et al., 2019). Tourist loyalty behavior in the hospitality industry faces a considerable weakening due to the rapid proliferation of artificial intelligence (AI) and social media branding that shape their behavior significantly and accelerate fierce competition in the industry (Alaflak et al., 2025; Al-Kumaim et al., 2023). AI integrated social media improves customer engagement. Therefore, it's essential for businesses to adopt social media platforms to engage with their customers more personally to strengthen customer relationship and satisfaction. (Gabelaia, 2024). Hotels that experience negative trends in customer loyalty are prone to have fewer customers, which impacts financial performance that

would interrupt the growth and sustainability of their business in the long term (Ju & Jang, 2023). In addition, the competitive situation in the Malaysian hotel industry has intensified with the outbreak of the Covid-19 pandemic in 2020, which hit the hotel industry hard (Paulose & Shakeel, 2022). Hoteliers had the most challenging time in history due to the pandemic (Shari et al., 2020). The Malaysian hotel industry has suffered huge losses from this pandemic. Due to the unpredictable and massive effects of the pandemic, the Malaysian hotel industry is restructuring the organization through cutbacks, bankruptcies, and temporary or permanent closures (Awan et al., 2020).

Scholars in the field of tourism and hospitality agree that it is high time for hotels to take complete advantage of loyalty initiatives (e.g., Paulose & Shakeel, 2022; Li et al., 2021). Several academic and industry experts have urged hoteliers to shift their mindset from "serving" to "adding value" to current and potential loyal customers (e.g., Kathy, 2021). Therefore, it has become imperative for the hotel managers to understand the factors that influence tourists' needs for promoting the hotel, attract new customers, and retain loyal customers (Awan et al., 2020; Hassan, Pourabedin, Sade, and Chai, 2018). It was highly recommended to incorporate various customer loyalty schemes into the overall corporate strategy to revive the trust and enhance the perceived value perception of their guests to fuel their growth in the post-pandemic period (e.g., Le & Phi, 2021; Singh, 2021). To do so, as people become increasingly digital today, customer data can be used to understand their preferences, offer free room upgrades, and spa or restaurant using hotels' social media sites (e.g., Facebook, TripAdvisor) (Awan et al., 2020). Therefore, hotels' social media engagement strategies should be designed that way. Chotisarn and Phuthong (2025) revealed valuable insights on how AI integrated technologies and tools in hotel industry can create a significant impact on customer satisfaction enabling to foster long-term loyalty. Although artificial integrated social media have received significant attention in the realm of customer relationship management in various industries to improve customer satisfaction and loyalty. (Gabelaia, 2024). However, as per knowledge of the researcher of this study, not much attention has been given on how AI driven tourism social media (e.g., trip advisor, Booking.com) engagement can enhance tourism perceive value and loyalty towards the hotels.

In addition, to reposition the image of the hotel in the minds of tourists, cleanliness and efficient hygiene practices should become part of the hotels' value proposition which will provide reassurance to the customers in their subconscious (Awan et al., 2020). For enhancing the corporate image, hotels' should engage with the tourists using social media platforms to demonstrate their commitment to hygiene and cleanliness to make them return, feel comfortable and maintain their loyalty (Karim, R. A., & Rabiul, M. K., 2022; Le & Phi, 2021). Considering the post Covid-19 pandemic situation, researchers have highlighted the urge for investigating the importance of these factors for hotel businesses' sustenance, but little attention to empirical research has been done on this matter to date. Therefore, this study is amongst the first noble approaches to examine the relationship between AI driven social media engagement, corporate image using a corporate characteristics scale, perceived value, and tourist loyalty in the Malaysian hotel industry. In doing so, this study, firstly, examine and establish an empirical relationship between social media engagement, corporate image, perceived value, and tourist loyalty from the hotel industry perspective. Secondly, examine the role of perceived value as a mediating construct in the relationship between social media engagement as well as between corporate image and tourist loyalty.

## Literature Review

### **The affect theory of social exchange**

The present study relies on The Affect Theory of Social Exchange (TATSE) establishes the theoretical foundation behind the conception of tourist loyalty as explored here. TATSE essentially refers to the process of human interaction between two parties to exchange valuable resources; the process of exchange continues when both parties are satisfied with said process of mutual interaction (Homans, 1961). For example, Itan et al. (2019) revealed that customers would like to make repeat purchases, helpful suggestions, and recommendations to the company if a company treats customers well and provides useful information and quality service. Therefore, when a business initiates developing an effective social media engagement strategy, it makes a significant contribution to customer loyalty behaviour and overall business performance (Yost et al., 2021). The underlying theory suggests that fostering loyalty in the context of service can be broadly understood as a process of social exchange by creating a sense of shared responsibility in the minds of consumers who believe that service is inseparable, which can affect customers' emotions and perceptions of value (Lawler, 2001). On the other hand, companies use this emotion in turn to form positive associations in service environments that can develop and improve attitudes towards customer loyalty towards the company (Sierra & Mcquitty, 2005). From this point of view, social media engagement facilitates the activities of the social exchange process by providing useful information, comments, recommendations and useful suggestions directly from the organisation to the customer, and customer to customer as a channel of added perceived value in the interests from both sides (Itani et al., 2019). According to Lawler et al. (2000), and Sierra and Mcquitty (2005), as the extent of this social exchange increases, the perception of shared responsibility and trust among shareholders increases proportionally, which in turn influences the perceived value and customer emotions in order to increase their loyalty affect behavior loyalty (So, King, Sparks and Wang, 2014). According to Sierra and Mcquitty (2005), this relationship of trust, which results from the mutual exchange of relationships, becomes a source of perceived value for customers. As a result, a customer plays the role of developer and accepts the service when it is consumed through repeat purchases and referrals to others (Yost et al., 2021). Therefore, in light of this theory, this study believes that social media engagement is a strategic tool that can predict its ability to increase the perceived value and loyalty of tourists in the Malaysian hotel industry.

### **Tourist loyalty**

The importance and greater relevance of customer loyalty in the service marketing literature cannot be denied, but there is still no general definition of customer loyalty (Oliver, 1997; Petrick & Sirakaya, 2004). According to Rundle-Thiele (2005), the study of loyalty has been one of the concerns of academics since the 1930s; scholars had conceptualised customer loyalty from different points of view and perspectives. During the 1950s to the late 1970s, researchers' views on measuring customer loyalty focused primarily on buying behavior or repeated buying behavior (Ju & Jang, 2023; Srinivasan, & Hanssens, 2009). For instance, (Chotisarn & Phuthong, 2025) Investigated how artificial intelligence (AI) integrated service features affect customer loyalty in chain hotels using humanness-value-loyalty model. Researchers (e.g., Day,

1969; Oliver 1999) argued, however, that determining customer loyalty only on the basis of repeated buying behavior without the presence and further evaluation of the three main psychological aspects or phases of a brand, the cognitive (belief), affective preference and greater Intention compared to the available alternatives. This became known as the conceptualisation of consumer-oriented loyalty (Jacoby & Chestnut, 1978). In congruent with these view tourist loyalty in tourism and hospitality marketing research has been conceptualised based on the three previous dimensions of customer loyalty: behavior, attitude, and composite or mixed mode of behavior and attitude (Al-Kumaim et al., 2023; Yap et al., 2018). At an operational level in hotel organisations, researchers have mainly used the compound loyalty approach to measure the behavior of customer loyalty (e.g., Chen et al., 2020). With this view, the current study will operationalise tourist loyalty based on the composite dimension of customer loyalty.

### **Perceived value**

Customer perceived value has evolved in tourism marketing since the 1990s after its impact on tourism behavior was recognised (Sanchez et al. 2006). Perceived value is the customer's psychological assessment of the benefit or value they receive compared to the time and other efforts required purchasing a particular service and product (Al-Kumaim et al., 2023; Li et al., 2021). According to Zeithaml and Bitner (2000), the perceived value is the overall assessment of the benefit of a service by the customer, based on the perception of what value received at a certain price. In other words, Slack et al. (2020) and Deng, Yeh, and Sung (2013) mentioned that perceived value is related to the trade-off between perceived quality and perceived cost as consumers compare, select, and purchase goods or services. In tourism and hospitality research perceived value is an important construct to predict customer loyalty behavior (Algharabat et al., 2020; Yang, Liu, Jing, & Li, 2014). In spite of the wide interest and research in the past literature, the crux of perceived value and its antecedent's relation related to tourist.

In the current era of internet revolution and artificial intelligence, social media platforms have changed the focus of communication between people in society, which has created a challenging new environment for businesses to acquire and retain customers ((Chotisarn & Phuthong, 2025; Dolan, Seo, & Kemper, 2019). Many of the companies have created their own web pages based on social networking sites to communicate and interact with customers in a more interactive and efficient way (Yost et al., 2021). Researchers have expanded their scope of study to include social media, and the number of models used to determine customer perceived value has increased over time. With these perspectives, based on previous research (Zhang, Guo, Hu & Liu, 2016; Scaglione & Mendola, 2017), the current study operationalises customer perceived value as a second-order multidimensional reflective construct, consisting of three constructs that are functional value, emotional value and social value to measure the perceived value by the tourist in the Malaysian hotel industry. As Covin and Wales (2012, p. 682) define “in the reflective measurement model the latent construct is modelled as producing its measures.” This means that the above three dimensions are likely due to perceived value. All these three dimensions reflect, covariate, and share a common theme of behavioural and psychological aspects of perceived value (Wai Lai, 2019; Kuppelwieser & Sarstedt, 2014).

### **Social media engagement**

The emergence of social media (SM) is one of the legendary developments of modern information and communication technology. Nowadays, Social media integrated AI features provide a neutral ground for customers in mutual interaction, tailored suggestions, customers reviews, automated reactions, and dialogues related to the product and service of a company (Cheng, 2025; Ju & Jang, 2023). SM over the past decades has attained considerable attention from both practitioners and academic scholars (Alaflak et al., 2025; Leung et al., 2019). Social media is the outcome of modern internet innovation where Web 2.0 applications facilitate computer-mediated social networking opportunities for individuals to interact online (Majeed et al., 2022). The relationship perspective of social media engagement believes that the sharing option of social media is one step ahead of a two-way communication platform between individuals that the Internet makes possible (Khan et al., 2020; Brodie, Ilic, Juric & Hollebeek, 2013). AI integrated digital communication platforms focused on social relationships are structured to build relationships between users driven by different types of interests ranging from personal to commercial connections (Chotisarn & Phuthong, 2025). Therefore, the relationship perspective is based on the idea that social media engagement is driven by people's insatiable need to be recognised, connected, and communicated. From this perspective of strategic relationship perspective, marketers see SM as the meaningful communication medium to get in touch with customers as they aim to learn more about the company's products or services from reviews by other customers (Leung et al., 2019).

In addition, marketers also make it possible to hear the true voice of customers or emotional association with their offerings in the market (Dolan, Seo & Kemper, 2019). Gabelaia (2024) demonstrated that a corporate organisation's commitment to social media to maintain customer relationships can facilitate the creation of a loyal customer base based on their emotional bond. Therefore, conceptualisation of the customer engagement (CE) as a multidimensional construct is widely used in the literature. The present study will adapt the conceptual model developed by Zhang et al., (2017) and Harrigan, Evers, Miles, and Daly, (2017) as its basic framework for social media engagement construct to examine the effect of social media engagement on perceived value and tourist loyalty in the context of Malaysian hotel industry. With this perspective, this study also operationalises social media engagement as a second-order multidimensional reflective construct, consisting of three first-order reflective construct, namely identification, social interaction, and absorption. This means that all three dimensions above are likely caused by CE. They reflect, covariate, and share a common theme of the behavioral and psychological aspects of CE (Kuppelwieser & Sarstedt, 2014).

### **Corporate image**

Image is defined as the mental image of a person's knowledge, feelings, and impressions of an organisation (Fosu et al., 2024 Baloglu, 1999). Keller (2003) postulates that the corporate image is the association that resides in the consumer's mind and reflects their perception of an organisation. It is like a filter that affects consumer perceptions of how a business operates to serve customers. According to Khan et al. (2021) the corporate image of a hotel symbolizes its internal instrument to create the desired impression about the hotel in the market, just as company managers want to perceive their organisation in public or by third parties. Meanwhile, Wai Lai



(2019) and Minkiewicz et al. (2011) postulated that the corporate image is the beliefs, feelings and experiences, impressions, knowledge and thoughts that the client has about an organisation to differentiate itself from other alternative decisions. The corporate image plays an important role in establishing the company's products and services as a reliable symbol of a greater perception of value in the customer's mind (Fosu et al., 2024; Pires & Trez, 2018). In a study conducted by Karim and Rabiul (2022) postulated that corporate image partially mediates the relationship between sustainability and customer loyalty in hospitality industry. In another study, Pereira, Salgueiro, and Rita (2016) highlighted that as customers intend not only to purchase products or services from a company, but they also expect to receive a set of values that help the company to strongly positioned itself in the market. Besides, customers are willing to pay more for products and services with a positive corporate image as it represents a higher perceived value consisting of functional value, emotional and social value derived from their self-experience (Pereira, Salgueiro, & Rita, 2016). Therefore, it is imperative for organisations to build a superior corporate image by employing various strategies to attract more customers and gain higher business performance.

### **The relationship among social media engagement, perceived value, corporate image and tourist loyalty**

Customer loyalty is the outcome of customers' positive behavioral intentions towards the service provider (Al-Kumaim et al., 2023; Liat et al., 2017). It is perceived that customer's intentions to continue with the same organization without being attracted to competitors' lucrative market offerings and they would recommend the organization to others (Ramanathan, Subramanian, & Parrott, 2017). There are many advantages associated with managing customers' loyalty relationships, Similarly, by managing a long-term loyalty relationship with customers, hotel operators can strengthen their market positioning since repeat visitation and recommendation are crucial for the sustainability and profitability of the hotel business (Ju & Jang, 2023). Studies have shown several factors that could give the hotel an advantage over its competitors in the industry is to create tourist loyalty, such as social media engagement, corporate image, and perceived value (Kumar, Konar & Balasubramanian, 2020; Moorthy et al, 2018). Hospitality organisations use social media engagement strategies to build intimate relationships with tourists through interactive communication (Cheng, 2025; Leung et al., 2019). Hotels benefit from AI integrated social media engagement in numerous ways. Social media platforms allow hotel managers to interact with tourists online to gather reviews, collect useful information, analyse, and effectively manage the information to achieve greater benefit for the consumers compared to their competitors (Majeed et al., 2022; Sotiriadis, 2017). Hotels are enabled to post messages including AI tailored suggestions on the available product and services, advertising and promotional pricing to market their products (Gabelaia, 2024). While not negating the importance of social media platforms allow companies to conduct market research in a unique way (Gao & Li, 2026; Leung et al., 2019).

A positive corporate image is another factor that could increase customer loyalty by improving customers' perception of value (Wai Lai, 2019; Moorthy et al., 2018). Corporate image emerged as a critical component for a business organisation to the external patrons, especially customers to attract their focus and attention (Kim, Lee, & Prideaux, 2014). Improved corporate image not only has a higher competitive advantage to maintain a long-term customer relationship but is also considered a key

success factor for the preservation and success of the hotel industry (Yang, Chen, and Huang, 2017). Academics advocated superior corporate image as an effective marketing tool for the sustainability of hotel companies (e.g., Triatmanto et al., 2021; Moorthy et al., 2018). A distinctive corporate image can influence tourists' perceived value and consequently keep them loyal to the hotel (Triatmanto et al., 2021). Given the fact that perceived value is intricately related to customer loyalty, Paulose and Shakeel (2022) commented that perceived value act as one of the central points for organisations to achieve customer loyalty. By using various innovative and competitive tools can enhance superior consumer perceived value perception in the form of functional, psychological, emotional views. According to Van Riel et al. (2013), continuous innovation and developing value-enhanced services or products pave a greater challenge and it seems not an easy task for the service firms. Therefore, firms need to collaborate and engage with the customers via other extended networking partners such as social media tools. This networking can offer more synergic benefits and perceived value to the customers that can mutually facilitate the firms to create a strong and sustainable relationship with the customers. He and Hu (2022), and Jahn and Kunz (2012) noted that though customers' social media engagement is a competitive tool to strengthen relationships with customers, its ability to achieve customer loyalty will depend on the perceived value it is able to deliver to the customers.

***H1. There is a positive relationship between social media engagement and tourist loyalty in the Malaysian hotel industry.***

***H2. There is a positive relationship between social media engagement and perceived value in the Malaysian hotel industry.***

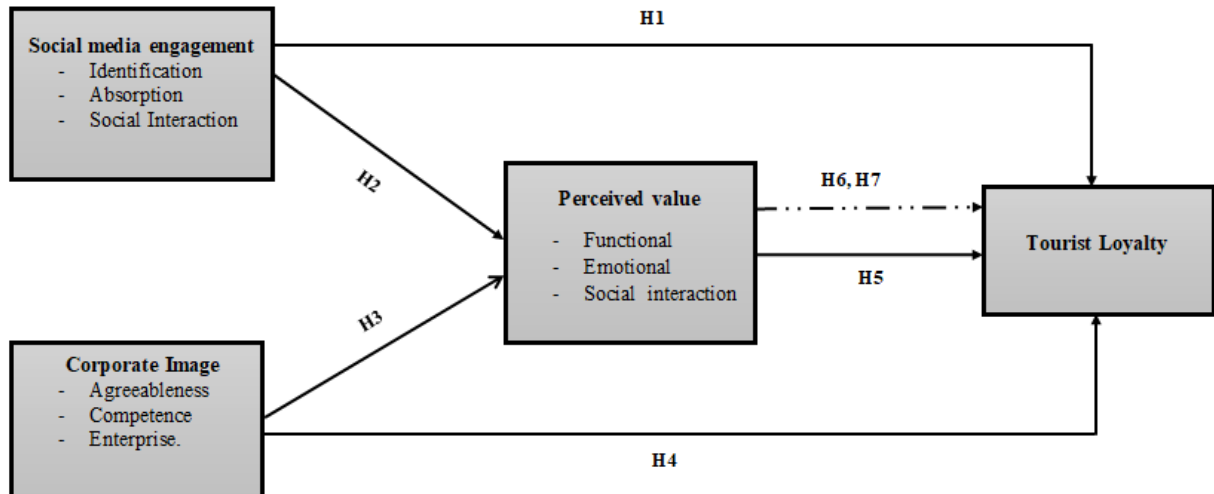
***H3. There is a positive relationship between corporate image and perceived value on tourist loyalty in the Malaysian hotel industry.***

***H4. There is a positive relationship between corporate image and tourist loyalty in the Malaysian hotel industry.***

***H5. There is a positive relationship between perceived value and tourist loyalty in the Malaysian hotel industry***

***H6. Perceived value mediates the relationship between social media engagement and tourist loyalty in Malaysian hotel industry.***

***H7. Perceived value mediates the relationship between corporate image and tourist loyalty in Malaysian hotel industry.***



**Figure 1: Conceptual Framework with hypotheses**

### Research Methodology

Validation of the research instrument (questionnaire) for this study was done using content validity and construct validity. Firstly, pre-test the questionnaire in order to get experts to review improving questionnaire problems before proceeding to actual data collected from the respondent. The pre-test was carried out in two phases; the first pre-testing was included a panel of academic experts consist of three (3) academics who are the faculty member at the School of Business and Economics, Universiti Putra Malaysia. A second pretesting was done using four industry experts who have been working in the Malaysian hotel industry for five to eight years. Secondly, a pilot test using a sample of 40 respondents purposively had drawn from the major locations in Kuala Lumpur in the month of October 2020. Having considered all the recommendations from the pretest phase, the pilot test was considered satisfactory. In this regard, following recommendations by Malhotra and Birks (2007), the data from the pilot test was coded and analysed using the statistical package for Social Sciences (SPSS, version 23). The data analysis showed that the constructs coefficient of reliability is above the 0.708 (see Table 2) thresholds recommended by Hair et al. (2017).

The unit of analysis in this study was the individual hotel guest. That is the individuals who booked hotels online using social media platforms (e.g., Booking .com, Agoda) in Malaysia and experienced the hotel stay. Given that this study is aimed at investigating the effect of social media engagement and corporate image on hotel customers' perceived value and loyalty, thus this unit of analysis is considered more appropriate to examine the perceived relationship between these key constructs of the study. Therefore, the targeted population for the current study is the international and Malaysian hotel customers who exposed to online hotel booking platforms, social media, and review sites (e.g., Trip Advisor, Expedia, and Facebook) and have experience of at least one night stay at a hotel in Malaysia within the last one year by the date of participation with the survey.



Data was collected from sample population via online through email, social networking sites (Facebook, whatsapp) distribution and paper methods using printed questionnaire (Wolfe et al., 2014). The approach of using integrated multi method, especially online (email, whatsapp, facebook) and paper data collection to distribute the questionnaire is highly supported and recommended by a number of scholars in hospitality and tourism research (e.g., Rife et al., 2016; Wolfe et al., 2014). Furthermore, the use of both traditional and Facebook as survey distribution channels for collecting meaningful empirical data (Schneider & Harknett, 2019) increase the research validity as well as it also extends the geographical scope of the sample (Baltar & Brunet, 2012). A total of 360 questionnaire responses were considered for final analysis. In order to ensure the sample size adequacy for this study, a detailed procedure documented by Memon et al. (2020) to perform G-power of a statistical test of power analysis was used. By running a priori power analysis using G-power, V3.1.9.4 at the significant level of 0.05 and a probability of rejecting the null hypothesis at 0.95 with three main predictor variables (social media engagement, corporate image, and perceived value) the total minimum sample size required for this study is 123. To collect data from the local and international tourists' two questions were outstretched by the researchers as the screening questions: first, do you have any experience browsing and booking hotels in Malaysia online on social media platforms (e.g. Facebook, TripAdvisor, Expedia, and Booking.com)? Second, "when did you stay in a hotel in Malaysia?"

### **Data analysis**

This study employed descriptive analysis and multivariate data analysis such as factor analysis and Structural Equation Modelling (SEM) in order to test the proposed hypotheses. The instrument for analysis includes the Statistical Package for Social Science (SPSS), version 23.00, and Smart PLS 3. PLS-SEM is increasingly being employed in modern social sciences perhaps due to its advantages over other Covariance-Based SEM (CB-SEM) techniques (Henseler, Hubona, & Ray, 2016). According to Hair et al. (2011), although PLS-SEM is now becoming popular with marketing and management research, its path modeling is considered a "Silver bullet" that can be employed in estimating causal relationship models. They thus emphasize the inclusion of PLS-SEM given its uniqueness as one of the useful approaches to SEM. Furthermore, PLS-SEM allows reflective measures which are largely different from formative measures to be used in PLS-SEM-based analytical tools (Hair et al., 2017).

### **Results**

There were 360 responses to survey from the tourists. For missing value treatment Google Survey form was created in a way that the respondent was not able to submit the questionnaire successfully if there were any question was not responded. According to Table 1 the demographic characteristic of the respondents' shows that three were about 43% of the respondent was male whereas the rest 57% were female. 49% of the respondents were 29-38 years old and 29% were 18 -28 years old and the rest of the respondents were between the age of 39 - 48 years (17.5%), 49 - 58 years old (3%), and 59 years and above (1.5%) respectively. However, it is noticeable that a total of 78% of the respondent is the younger generation from the age of 18 to 38 years of old (Han et al., 2009). 77.5% of the respondents (279) were Malaysian and the rest 22.5% were international tourists (81) of origin from various countries. Among the Malaysian about 59% of them were Malay, Indian (5.5 %), Chinese (10%), and the rest 3% were from the

other race. about 67 % respondents were family traveler, about 21% of the respondents are single traveler, and the rest business traveler (7%), others (5%). In respect to the purpose of travel 77% of the respondent booked the hotel for leisure, 16% of them were travelled for work, and the rest 6% travelled to visit friends & relatives followed by 0.5% visited for religious purpose. This result shows that the respondents of this study were included from a diverse category of hotel consumers who had enough exposure to social media engagement with hotels in Malaysia for online booking and hotel service consumption.

#### **Assessment of measurement model**

In Table 2 the assessment of PLS-SEM measurement model is reported. For the sake of achieving a satisfactory measurement model four offending items were deleted as shown in Table 2 the retained 52 items out of total based on factor loadings. For the purpose of assessing construct internal consistency reliability Hair et al. (2017) and Ali et al. (2016) recommend that the value of cronbach's alpha, composite reliability should be higher than 0.7. In addition, to ensure convergent validity average variance extracted (AVE) per construct should be greater than 0.50. In the present study, all the ten latent variables had Cronbach's alpha ranging from 0.74 to 0.928, and composite reliability ranging from 0.838 to 0.944, and AVE ranging from 0.569 to 0.786, all meeting the minimum value recommended by Hair et al. (2017) and Henseler et al. (2009). Therefore, convergent validity has been adequately met. In assessing the discriminant validity the current study, therefore, adopted the HTMT 0.90 criterion in assessing the discriminant validity of the constructs (Hair et al., 2019). The HTMT results presented in Table 3 shows that all the correlations value is below the threshold value of 0.90. In addition to the HTMT ratios, Hair et al. (2017) suggested checking whether the HTMT obtained values are significantly different from 1.

**Table 2 : Reliability and Convergent Validity of Reflective Constructs**

Latent Variables	Item number	Indicators	Loadings	Convergent Validity	Internal Reliability	Consistency
				Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Identification	1	BID1	0.587	0.569	0.74	0.838
	2	BID3	0.735			
	3	BID4	0.832			
	4	BID5	0.836			
Absorption	5	BAB1	0.836	0.661	0.896	0.921
	6	BAB2	0.869			
	7	BAB3	0.870			
	8	BAB4	0.779			
	9	BAB5	0.765			
	10	BAB6	0.749			
Social Interaction	11	BSI1	0.800	0.639	0.856	0.898
	12	BSI2	0.833			
	13	BSI3	0.859			
	14	BSI4	0.829			
Competence	15	BSI5	0.660	0.673	0.878	0.911
	16	BCC1	0.787			
	17	BCC2	0.821			
	18	BCC3	0.756			
	19	BCC4	0.867			
Agreeableness	20	BCC5	0.866	0.786	0.928	0.944
	21	BCA2	0.900			
	22	BCA3	0.910			
	23	BCA4	0.881			
Enterprise	24	BCA5	0.853	0.723	0.904	0.929
	25	BCE1	0.791			
	26	BCE2	0.822			
	27	BCE3	0.882			
	28	BCE4	0.864			
Functional Value	29	BCE5	0.889	0.595	0.886	0.911
	30	BFV1	0.749			
	31	BFV2	0.767			
	32	BFV3	0.681			
	33	BFV4	0.826			
	34	BFV5	0.831			
	35	BFV6	0.717			
Emotional Value	36	BFV7	0.817	0.612	0.873	0.904
	37	BEV1	0.737			
	38	BEV2	0.769			
	39	BEV3	0.795			
	40	BEV4	0.806			
	41	BEV5	0.815			
Social Value	42	BEV6	0.769	0.706	0.915	0.935
	43	BSV1	0.692			
	44	BSV2	0.867			
	45	BSV3	0.885			
	46	BSV4	0.862			
	47	BSV5	0.860			
Tourist Loyalty	48	BSV6	0.860	0.754	0.891	0.924
	49	BTL1	0.806			
	50	BTL2	0.882			
	51	BTL3	0.897			
	52	BTL4	0.885			

**Table 3 : Discriminant Validity of Reflective Construct-Heterotrait-Monotrait Ratio (HTMT0.90) Criteria**

Factor	Heterotrait-Monotrait (HTMT 0.90) Ratios									
	1	2	3	4	5	6	7	8	9	10
1 Absorption	-									
2 Agreeableness	0.183	-								
3 Competence	0.221	0.882	-							
4 Emotional Value	0.356	0.510	0.481	-						
5 Enterprise	0.289	0.812	0.763	0.619	-					
6 Functional Value	0.229	0.667	0.588	0.772	0.689	-				
7 Identification	0.665	0.191	0.205	0.384	0.331	0.189	-			
8 Social Value	0.486	0.270	0.354	0.710	0.415	0.447	0.521	-		
9 Social Interaction	0.537	0.238	0.285	0.461	0.280	0.265	0.533	0.553	-	
10 Tourist Loyalty	0.323	0.508	0.487	0.710	0.533	0.700	0.283	0.515	0.393	-

Note: HTMT 0.90 all correlations values are < 0.90 (Henseler et al., 2015)

### Assessment of the structural model

PLS-SEM was used to examine the proposed hypotheses among social media engagement, corporate image, perceived value and tourist loyalty as revealed in Figure 2. The results of the structural route in Table 4 shows that the relationship between social media engagement and tourist loyalty was not statistically significant ( $t = 1.107$ ,  $p > 0.05$ ). This implies that an intensification of social media engagement by the hotels will not necessarily have a direct effect to improve their tourist loyalty behavior. Therefore, hypothesis H1 is not supported in the context of the present study. However, the relationship between Social media engagement and perceived value was statistically significant ( $t = 7.261$ ,  $P < 0.01$ ). This means that an intensification of social media engagement by the hotels will improve their customer's perceived value. Therefore, H2 is supported in the context of the present study. H3 is supported in the context of the present study showing that a positive and significant relationship exists between corporate image and perceived value ( $t = 9.447$ ,  $P < 0.01$ ). This means an improvement in the corporate image will lead to an increase in perceived value subsequently. In supporting H4, the results shows that there is a positive and significant association exists between corporate image and tourist loyalty ( $t = 2.217$ ,  $p < 0.05$ ). This means that an effective corporate image turns to improve tourist loyalty. Finally, the structural path results from Table 4 show that the relationship between perceived value and tourist loyalty is positively associated with each other ( $t = 7.813$ ,  $p < 0.01$ ). This means that an improvement in perceived value will subsequently lead to increase tourist loyalty. Therefore, H5 is supported in the context of the present study.

Lastly, a mediating test was conducted to test H6 and H7. In table 5 the findings revealed that firstly, the relationship between social media engagement and tourist loyalty was fully mediated by perceived value ( $t = 5.212$ ,  $P < 0.01$ ) as the direct relationship between social media engagement and tourist loyalty ( $p > 0.05$ ) is not significant. Secondly, perceived value partially mediates the relationship between corporate image and tourist loyalty ( $t = 5.307$ ,  $P < 0.01$ ) as the direct relationship between corporate image and tourist loyalty is significant ( $p < 0.05$ ). In addition, it also shows in Table 5 that the value of direct effect (0.16) and indirect effect (0.281) in the relationship between corporate image, perceived value, and tourist loyalty point in the same direction (positive), thus it is concluded as complementary partial mediation (Memon et al., 2018).

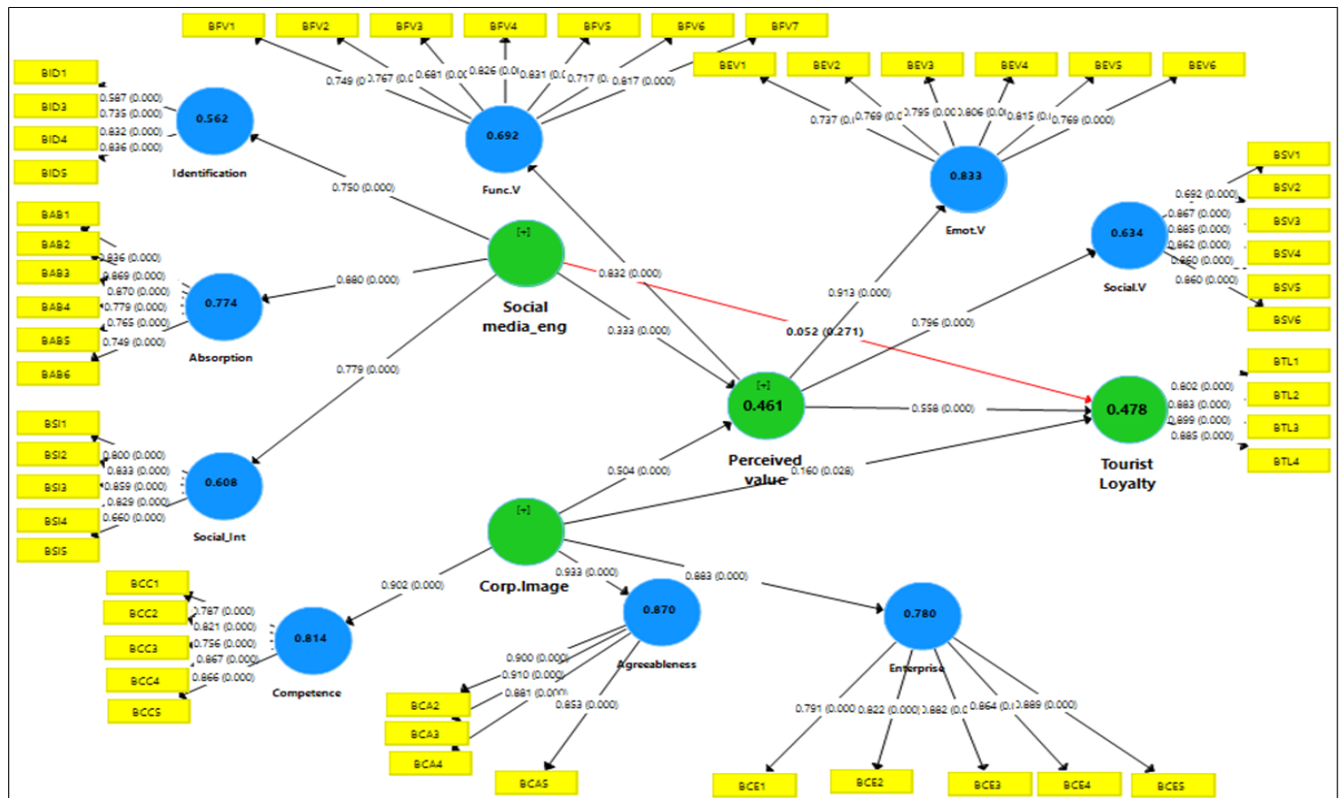


Figure 1 : Structural model result showing regression weights of inner model and factor loadings of outer model

Table 4: Structural path results

Hypotheses	Structural Path	Path coefficient	T-value (Bootstrap)	P Values	Hypothesis Result
H1	Social media engagement -> Tourist Loyalty	0.052	1.107	0.269	Not supported
H2	Social media engagement -> Perceived Value	0.333**	7.261	0.000	Supported
H3	Corporate Image -> Perceived value	0.504**	9.447**	0.000	Supported
H4	Corporate Image -> Tourist Loyalty	0.160*	2.217	0.027	Supported
H5	Perceived value -> Tourist Loyalty	0.558**	7.813	0.000	Supported

Note: \*\* t –value is significant at p<0.01 level of significance; \*t value is significance at p<0.05 level of significance



**Table 5 : Results of Mediation of Perceived Value between Social Media Engagement, corporate image and Tourist Loyalty**

Exogenous Variables (x) > Mediator > Endogenous Variable (Y)	Direct Effect	Indirect Effect	Total effect	VAF	t Value	Significance P<0.05?	Mediation type
	"a"	"b"* "C"	"a"+ (b*C)				
Social media engagement -> Perceived value -> Tourist Loyalty	0.052	0.186*	0.238	NA	5.212	0.00	Full mediation
Corporate Image -> Perceived value -> Tourist Loyalty	0.16**	0.281*	0.441	63.7%	5.307	0.00	Complementary partial mediation

"a" = path between Exogenous variable and Endogenous variable

"b" = path between Exogenous and the mediator

"c" = Path between mediator and the endogenous variable

VAF = indirect effect / total effect \* 100

## Discussion and Conclusion

This study is mainly inspired by the existence of research gaps in AI integrated social media engagement and tourist loyalty literature in tourism and hospitality industry. It was prevalent that a little attention has been given not only to the direct and indirect relationship between social media engagement, perceived value and customer loyalty behaviour, but also the mediating role of perceived value in the relationship between social media engagement and loyalty behaviour in the hospitality sector, particularly from the south-east Asian perspective. The results demonstrated that the direct relationship between social media engagement and tourist loyalty in the Malaysian hotel industry is not statistically significant ( $p > 0.05$ ). The finding is consistent with the work of Barcelos et al. (2019) who has found an insignificant direct relationship between social media engagement and tourism organisation using either a human (informal) or corporate tone of voice and consumers' attitude (e.g. loyalty intention) towards the organisation. It was also confirmed that intensification of social media engagement by the hotel will improve their customer's perceived value perception. These findings establish empirical evidence in response to the future call for research by Chotisarn & Phuthong, 2025 and Cheng, 2025 on the effect of AI integrated social media engagement and its effect on customer perceived value to strengthen their relationship with the hotels. The finding is consistent with the study of Thakur (2016) who found that an improvement in the corporate image will lead to an increase in perceived value subsequently.

The study argued based on the literature that an effective corporate image positively impacts tourist loyalty behavior, and the hypothesis is supported in the current study ( $t=2.217$ ,  $p<0.05$ ). This hypothesis is found to be important and significant in the study, and it is supported by several previous pieces of literature. The finding is consistent with the findings from Jiang, Zhang, Zhang, & Yan (2017) who revealed that a positive image of a tourism service provider induces tourist loyalty behavior if there is a match between their expectations and the image of the service providers. To examine the relationship between perceived value and tourist loyalty, it was hypothesised that perceived value (considering functional, emotional, and social value) positively and significantly influences tourist loyalty behavior in the Malaysian hotel industry. The finding reveals that perceived value is positively and significantly related to tourist loyalty in the Malaysian

hotel industry. By this result, it is inferred that tourist loyalty intention is strongly influenced through the perception of superior functional, emotional and social value in Malaysia hotel sector. This empirical finding establishes that a tourist will exert more loyalty behavior when their evaluation of perceived value is positive. The result of the study is consistent with the findings of previous studies such Karim and Rabiul (2022) and Yap et al. (2018) who all have found a positive and significant relationship between perceived value dimensions as used in this study and customer loyalty in the various service sectors in the tourism industry.

To summarize the result above, positive and direct relationship among social media engagement corporate image, perceived value has been established in this study except the direct relationship between social media engagement and tourist loyalty which was statistically insignificant. Therefore, this study confirmed the role of perceived value as a full mediator since the relationship between social media engagement and tourist loyalty only can explain by the means of perceived value. On the other it confirmed the role of perceived value as partial mediator of the influence of corporate image on tourist loyalty. The finding also agrees with the view of Tarus and Rabach (2013) who posited that perceived value is derived from a firm's corporate image. The empirical findings of this research were able to establish various useful relationships involving social media engagement, corporate image, perceived value, and tourist loyalty using data gathered from hotels' tourists in Malaysia. The result of the study gives an answer to the long-held views of the effect of social media engagement on tourist loyalty. The results from this study revealed that social media engagement has no direct positive impact on tourist loyalty. However, it is can only positively influence tourist loyalty in the hotel industry through the mediating effect of perceived value. Thus, hotels must continue to accelerate their efforts in customer social media engagement with tourists on social media platforms. Hotels should establish and improve relationships with their guest through effective interactions and engagement using social media platforms. For example, to enhance engagement, hotels can collaborate with online influencers or celebrities to provoke excitement about their updated service placement and experiences. Additionally, hotels also can keep on regularly updating their promotions and seasonal offers to the tourists using social media. By doing so, will strengthen their emotional attachment with the hotels to enhance perceived value and guarantee loyalty to the hotel (Al-Kumaim et al., 2023; Liu et al., 2021).

## **Implications, Contributions and Future Research**

### **Theoretical Contribution**

The current study contributes to the body of tourism and hospitality knowledge mainly in five ways. Firstly, the conceptual model developed and tested in the study would help the hospitality researchers to understand the complex relationships (antecedents and consequences) among social media engagement, corporate image, perceived value and tourist loyalty constructs in the hotel sector. Considering the post Covid-19 pandemic situation, researchers have highlighted the urge for investigating the importance of these factors for hotel businesses' sustenance, but very limited has been given on this matter to date. The integration of artificial intelligence into social media platforms introduces a transformative lens for understanding how tourist perceived value and loyalty in the hotel industry. We believe empirical evidence of this research advance the contemporary literature on AI integrated social media platforms and its effect on tourist perceived value on specific tourism market segment, notably hotel industry. The finding extended the

theoretical understanding of the effectiveness of various social media platforms how these could be used as an effective customer engagement tool to enhance tourist perceived value and loyalty relationship towards the hotel service providers. In addition, theoretically, the finding of this study extended the contemporary literature in response to the urgent need for further researchers such as Cheng (2025) and Gabelaia (2024) who highlighted that the role of artificial intelligence integration with social media platforms in consumer behavior and relationship marketing has not been given wider attention.

Secondly, the present study contributes in hospitality research by extending the literature on customer social media engagement in the hospitality context. Integrating the effect theory of social exchange into the conceptual model, this study establishes social media engagement as the main contributor to perceived value and tourist loyalty in the tourism and hospitality sector extending the previous research by Harrigan et al. (2017), and So et al. (2016). Findings from this study further contribute to the affect theory of social exchange (Lawler, 2001) by empirically establishing that fostering loyalty in the context of service can be broadly understood as a process of social exchange by creating a sense of shared responsibility in the minds of consumers and service is inseparable to customers' emotions and perceptions of value (Lawler, 2001). Thirdly, the findings of this study not only advance the understanding of corporate image, perceived value, and loyalty relationship in the hotel industry context but also expand existing theories by incorporating the Resource based view (RBV) theory and its relationship with corporate image and tourist loyalty in the context of the hotel industry.

Fourthly, this study integrated and advances the literature on the Equity theory (Adams, 1965) in hotel industry context by empirically establishing that the relationship between tourist social media engagement and loyalty can only be explained through the perceived value since the direct relationship between these two constructs is not statistically significant. By doing so, the results from this study fulfill the long-enduring research gap raised by the previous researcher (e.g., Slack et al., 2020) who mentioned that mediating role of perceived value has not been given wider attention. Finally, the current study also provides a methodological contribution by adopting a multi-method approach for data collection using both online and traditional face-to-face data collection method to distribute the questionnaire, especially, the use of social media considering Facebook, WhatsApp as survey distribution channels for online data collection was adopted in this study. Although, several researchers (e.g., Rife et al., 2016; Wolfe et al., 2014) have recommended Facebook as an effective platform for online survey questionnaire distribution and data collection for tourism research, a little or no attention has been given to adopt Facebook as a data collection channel in hospitality research.

### **Managerial Contribution**

Due to stiff global and domestic competition and adoption of AI based social media marketing among hotel marketers, tourists have access to ample choices to consider while booking a hotel in a destination (Chen and Wei, 2024). In addition, the emergence of unprecedented popularity of social media in the tourism and hospitality sector has further paved the hotel customers to be more sophisticated in their needs and perceive expected value (Itani et al., 2019). It was highlighted in numerous research that many hospitality firms are using social media the same as other marketing tools, neglecting its full potential to engage, creating value and positive attitude towards the firms (e.g., Ju & Jang, 2023; Leung, 2019). Findings from this research would benefit the hotel operators in Malaysia to have more insights in this area recognising AI integrated social media engagement and

corporate image as a powerful marketing tool and how this ultimately affects their customers' perceived value and loyalty towards the hotels. The study also has some other managerial contributions which are as follows:

Firstly, current study provides some useful empirical insights for the hotel managers on the significance of social media engagement in their marketing and customer relationship management strategy. It is expected to assist them in better understanding the nature of engagement with their customers, and the nuances of its dimension considered in this study (identification, absorption, and social interaction). This is because the current study has adapted the conceptualisation of social media engagement from both behavioral and psychological dimensions of engagement proposed by So et al (2014) consists of three dimensions, which are identification, absorption, and social interaction. Identification refers to the degree of tourists' perceived belongingness to which they relate themselves to the hotel. Absorption is the pleasant state of progressive attention and deep engrossment of a tourist on social media with the hotel as a customer, and social interaction refers to the tourist's social media participation with the hotel or other tourists outside the booking situation. The three underlying dimensions mutually reflect the behavioral and psychological dimensions of social media engagement.

Secondly, for cultivating tourist loyalty, customer's perception towards the hotel's corporate image depicting its ability of competence, agreeableness, and enterprise characteristics were the critical practical dimensions of assessment. Hotel managers may pay attention to all the dimensions of the corporate image, especially on the agreeableness. In addition, hotel managers need to understand and be well-equipped with the resources (human resources and equipment) to create a good service experience by attending to customers' responses for assistance more efficiently. Meanwhile, it offers a vital message to the managers that all these factors of the corporate image will enhance customer's perceived value perception about the hotel, hence affecting their loyalty towards the hotel by inducing revisit intentions and positive word of mouth in both online (e.g. social media) and offline community they belong to. Thirdly, given the potential importance of social media, managers should encourage customers' recommendations, reviews, and sharing on social media platforms. This is because engaged customers enjoy the opportunity to have more social interactions in sharing their experiences, emotions which associates them in the process of value co-creation and enhanced perceived value to the brand (e.g., So et al., 2016; Zhang et al., 2016). Hence, it is hoped that the conceptual model of hotel customer loyalty that was developed and empirically tested from this study would assist the firms in their future decision making, especially those who are willing to focus on improving corporate image for nurturing customer loyalty to ensure sustainable growth in this sector. Finally, the findings of this study are expected to benefit the government bodies and the policymakers (e.g Ministry of Tourism and Culture) by providing empirical insights on the significance of social media engagement, corporate image, perceived value, and tourist loyalty in the Malaysian hotel industry. For instance, for the Ministry of Tourism and Culture, it will assist them in their adoption of comprehensive AI tools and digitalisation journey to comprehend that the sincere acceptance of social media engagement practices is essential for the hotel industry. By introducing the necessary strategies and schemes to adapt the whole spectrum of social media engagement by the hotel industry, the policymakers will be able to assist them to well connect with their local and international customers. Consequently, it is expected to enhance customers' value perception and loyalty intention towards the hotels in Malaysia.

## Limitations and Future Research

As regards to any research, this study also has some limitations that pave the opportunity for some future research avenues. Firstly, the sample respondents of survey questionnaire in this research included only tourists who had booked a hotel using social media platforms and stayed at the hotel. Therefore, cautions should be taken when generalising the results to potential hotel guests who have never engaged with the hotel on social media regarding bookings and accommodation. Secondly, this study involves only a quantitative research method for data collection and analysis procedure. This method involves a structured questionnaire using close-ended questions in survey questionnaires and thus limits the outcome of the research as outlined in the research proposal. Therefore, the outcome of this study may not represent the actual occurring of the Malaysian hotel industry in a generalised form concerning the selected constructs under observation. Thus, future studies may consider a non-probability sampling method (e.g. purposive) for data collection considering mixed method using both qualitative and quantitative research method. Through qualitative analysis, deeper and richer information could be gained in regard to the selected antecedents of tourist loyalty as considered in the current study (social media engagement, corporate image). Additionally, the qualitative study may assist to discover some other potential antecedents of tourist loyalty construct that was previously unattended such as how AI driven information and recommendations impact on tourist loyalty behavior in the hotel industry. Thirdly, this study used both face-to-face and online data collection methods (e.g., Facebook method, email) for disseminating questionnaires to collect empirical data from the targeted respondents. As a result, it was not possible to calculate the actual response rate of the survey questionnaire. Furthermore, the size of the sample was only 360, which is small compared to the size of the population under investigation. The results, therefore, must be vigilantly generalised to the wider population of the hotel customers. Future studies may consider a larger sample to conduct a comparative study, collecting data using social media as a survey channel (e.g., Facebook) from several countries, for instance, Malaysia versus Thailand. Fifth, future research needs to consider a large number of sample size including Malaysian and International tourist proportionately to get much richer inferences regarding the population under investigation. Finally, future studies may endeavor to consider a certain category of hotels (e.g., four and five-star hotels) using the convenience sampling method to further improve the empirical findings of the current conceptual model of the study.

## References

- Adams, J.S. (1965). Inequity in social exchange”, in Berkowitz, L. (Ed.), *Advances in Experimental Social Psychology*, Academic Press, *New York, NY, Vol. 2*, 267-299.
- Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53(October 2018). <https://doi.org/10.1016/j.jretconser.2019.01.016>
- Al-Kumaim, N. H. S., Samer, M., Hassan, S. H., Shabbir, M. S., Mohammed, F., & Al-Shami, S. (2023). New demands by hotel customers post COVID-19 era. *Foresight*, 27(1), 1–28. <https://doi.org/10.1108/FS-05-2023-0082>
- Alaflak, A., Sharma, N., & Gawshinde, S. (2025). The impact of social media branding and AI on promoting green tourism in emerging economies like Egypt. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-08-2024-0886>



- Awan, M. I., Shamim, A., & Ahn, J. (2020). Implementing ‘cleanliness is half of faith’ in re-designing tourists, experiences and salvaging the hotel industry in Malaysia during COVID-19 pandemic. *Journal of Islamic Marketing*, 12(3), 543–557. <https://doi.org/10.1108/JIMA-08-2020-0229>
- Baloglu, S. (1999). A Path Analytic Model of Visitation Intention Involving Information Sources, Socio-Psychological Motivations, and Destination Image. *Journal of Travel and Tourism Marketing* 8(3):81–91.
- Barcelos, R. H., Dantas, D. C., & Sénécal, S. (2019). The tone of voice of tourism brands on social media: Does it matter? *Tourism Management*, 74(February 2018), 173–189. <https://doi.org/10.1016/j.tourman.2019.03.008>.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community : An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Cheng, M. (2025). Social media and tourism geographies: mapping future research agenda. *Tourism Geographies*, 27(3–4), 579–588. <https://doi.org/10.1080/14616688.2024.2304782>
- Chotisarn, N., & Phuthong, T. (2025). Impact of artificial intelligence-enabled service attributes on customer satisfaction and loyalty in chain hotels: Evidence from coastal tourism destinations in western Thailand. *Social Sciences and Humanities Open*, 11(November 2024), 101306. <https://doi.org/10.1016/j.ssaho.2025.101306>
- Chen, Q., Huang, R., & Hou, B. (2020). Perceived authenticity of traditional branded restaurants (China): impacts on perceived quality, perceived value, and behavioural intentions. *Current Issues in Tourism*, 0(0), 2950–2971. <https://doi.org/10.1080/13683500.2020.1776687>
- Chen, C., & Wei, Z. (2024). Role of Artificial Intelligence in travel decision making and tourism product selling. *Asia Pacific Journal of Tourism Research*, 29(3), 239–253. <https://doi.org/10.1080/10941665.2024.2317390>
- Cossío-Silva, F.-J., Revilla-Camacho, M.-Á., & Vega-Vázquez, M. (2019). The tourist loyalty index: A new indicator for measuring tourist destination loyalty? *Journal of Innovation & Knowledge*, 4(2), 71–77. <https://doi.org/10.1016/j.jik.2017.10.003>
- Covin, J. G., & Wales, W. J. (2012). The measurement of entrepreneurial orientation. *Entrepreneurship Theory and Practice*, 36(4), 677–702.
- Day, George S. 1969. A Two-Dimensional Concept of Brand Loyalty. *Journal of Advertising Research* 9 (September): 29–35.
- Deloitte (2020). *Airlines and hospitality: The values of loyalty in a crisis*. <https://www2.deloitte.com/ca/en/pages/finance/articles/covid-19-maintaining-customer-loyalty-trust-during-uncertainty.html>
- Deng, W. J., Yeh, M. L., & Sung, M. L. (2013). A customer satisfaction index model for international tourist hotels : Integrating consumption emotions into the American Customer Satisfaction Index. *International Journal of Hospitality Management*, 35, 133–140. <https://doi.org/10.1016/j.ijhm.2013.05.010>
- Dolan, R., Seo, Y., & Kemper, J. (2019). Complaining practices on social media in tourism: A value co-creation and co-destruction perspective. *Tourism Management*, 73(January), 35–45. <https://doi.org/10.1016/j.tourman.2019.01.017>
- Fosu, E., Fosu, F., Akyina, N., & Asiedu, D. (2024). Do environmental CSR practices

- promote corporate social performance? The mediating role of green innovation and corporate image. *Cleaner and Responsible Consumption*, 12(November 2023), 100155. <https://doi.org/10.1016/j.clrc.2023.100155>
- Gao, L. fei, & Li, H. (2026). Value coexistence theory: How does traveler personality impact shared accommodation survival? *Tourism Management*, 112(December 2024), 105248. <https://doi.org/10.1016/j.tourman.2025.105248>
- Gabelaia, I. (2024). The Impact of Artificial Intelligence in Shaping Advertising Strategies for SMEs: Systematic Literature Review and Qualitative Research. *Journal of Marketing Research and Case Studies*, September, 1–14. <https://doi.org/10.5171/2024.209492>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Thousand Oaks, CA: Sage.
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597–609. <https://doi.org/10.1016/j.tourman.2016.09.015>
- Hassan, H., Pourabedin, Z., Sade, A. B., & Chai, J. (2018). Loyalty membership for luxury hotels in Malaysia. *International Journal of Tourism Cities*, 4(2), 179–193. doi:10.1108/ijtc-01-2017-0004
- He, X., & Hu, Y. (2022). Understanding the role of emotions in consumer adoption of electric vehicles: the mediating effect of perceived value. *Journal of Environmental Planning and Management*, 65(1), 84–104. <https://doi.org/10.1080/09640568.2021.1878018>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116 (1), 2–20. doi:10.1108/imds-09-2015-0382
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *New challenges to international marketing*. Emerald Group Publishing Limited
- Homans, G. C. (1961). Social behavior: Its elementary forms. *American Anthropologist*, 63(6), 1339–1341.
- Itani, O. S., Kassar, A. N., & Loureiro, S. M. C. (2019). Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. *International Journal of Hospitality Management*, 80(January), 78–90. <https://doi.org/10.1016/j.ijhm.2019.01.014>
- Jacoby, Jacob and Robert W. Chestnut (1978), *Brand Loyalty*. New York: John Wiley & Sons.
- Jahn, B., & Kunz, W. (2012). How to transform consumers into fans of your brand. *Journal of Service Management*, 23(3), 344–361.
- Jiang, J., Zhang, J., Zhang, H., & Yan, B. (2017). Natural soundscapes and tourist loyalty to nature-based tourism destinations: the mediating effect of tourist satisfaction. *Journal of Travel and Tourism Marketing*, 35(2), 218–230. <https://doi.org/10.1080/10548408.2017.1351415>.
- Ju, Y., & Jang, S. C. (Shawn). (2023). The Effect of COVID-19 on hotel booking intentions: Investigating the roles of message appeal type and brand loyalty. *International Journal of Hospitality Management*, 108(October 2022), 103357. <https://doi.org/10.1016/j.ijhm.2022.103357>

- Ju, Y., & Jang, S. C. (Shawn). (2023). The Effect of COVID-19 on hotel booking intentions: Investigating the roles of message appeal type and brand loyalty. *International Journal of Hospitality Management*, 108(October 2022), 103357. <https://doi.org/10.1016/j.ijhm.2022.103357>
- Kathy, B (2021, February 04). *More hotels to close this year with the prolonged Covid-19 pandemic?* New Straits Times Malaysia. <https://www.nst.com.my/property/2021/02/663179/more-hotels-close-year-prolonged-covid-19-pandemic>.
- Karim, R. A., & Rabiul, M. K. (2022). The Relationships of Corporate Sustainability, Customer Loyalty, and Word of Mouth: The Mediating Role of Corporate Image and Customer Satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 25(3), 421–441. <https://doi.org/10.1080/1528008X.2022.2135054>
- Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of consumer research*, 29(4), 595-600.
- Keshavarz Yousefi; Dariyoush Jamshidi. (2018). Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty. *International Journal of Tourism Cities*, 4(3), 220–244. <https://doi.org/10.1108/IJTC-09-2017-0044>
- Khan, M. A. A., Hashim, H., & Ab. Aziz, Y. (2020). The Rise of Consumer Community on Social Media, its Influence on Consumers' Decision Making Process, Perceived Value and Loyalty Intentions in Tourism Industry: A Conceptual Thought. *International Journal of Academic Research in Business and Social Sciences*, 10(10). <https://doi.org/10.6007/ijarbss/v10-i10/7874>
- Khan, M. A. A., Hashim, H., Aziz, Y.A & Samdin, Z. (2021). Re-Thinking Hotels' Corporate Image Post Covid -19 Pandemic : Mediating Role of Perceived Value between Corporate Image and Customer Loyalty . Md . AshrafulAzam Khan ( a ) \* ( a ) School of Business and Economics Universiti Putra Malaysia , 43400 Serdang. *International Journal of Business and Social Science*, 12(12), 20–40. <https://doi.org/10.30845/ijbss.v12n12p3>
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131–145. <https://doi.org/10.1016/j.ijhm.2013.11.003>
- Kumar, J., Konar, R., & Balasubramanian, K. (2020). The impact of Social Media on Consumers' purchasing behaviour in Malaysian Restaurants. *Journal of Spatial and Organizational Dynamics*, 8(3), 197-216.
- Kuppelwieser, V. G., & Sarstedt, M. (2014). Applying the future time perspective scale to advertising research. *International Journal of Advertising*, 33(1), 113–136. doi:10.2501/ija-33-1-113-136.
- Lawler, E. J. (2001). An Affect Theory of Social Exchange. *American Journal of Sociology*, 107(2), 321–352. <https://doi.org/10.1086/324071>
- Lawler, E.J., Thye, S.R. and Yoon, J. (2000). Emotion and group cohesion in productive exchange, *American Journal of Sociology*, 106(3), 616-57.
- Le, D., & Phi, G. (2021). Strategic responses of the hotel sector to COVID-19: Toward a refined pandemic crisis management framework. *International Journal of Hospitality Management*, 94(December 2020), 102808. <https://doi.org/10.1016/j.ijhm.2020.102808>

- Leung, X. Y., Sun, J., & Bai, B. (2019). Thematic framework of social media research: state of the art. *Tourism Review*. <https://doi.org/10.1108/TR-05-2018-0058>
- Li, Y., Mou, J., Ye, L., Long, J., & Huang, W. (Wayne). (2021). An empirical investigation of the utilitarian, social benefits in LBS information disclosure—The moderating effect of the gender based social role theory. *International Journal of Information Management*, 56(September 2020), 102243.
- Liat, C. B., Mansori, S., Chuan, G. C., & Imrie, B. C. (2017). Hotel Service Recovery and Service Quality: Influences of Corporate Image and Generational Differences in the Relationship between Customer Satisfaction and Loyalty. *Journal of Global Marketing*, 30(1), 42–51. <https://doi.org/10.1080/08911762.2016.1262932>
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2028331>
- Malhotra, N., D. Birks (2007). *Marketing Research: An Applied Approach* (3rd ed.). New Jersey: Prentice Hall.
- Marques, M. I., Alcântara, A. A., Carreira, G. G. E., & Heitor, J. C. (2023). Customer Loyalty in Hospitality: Can the Quality Perception Be a Key Factor? In *Quality Innovation and Sustainability: 3rd ICQIS, Aveiro University, Portugal, May 3-4, 2022* (pp. 103-117). Cham: Springer International Publishing.
- Mat Som, A. P., Marzuki, A., Yousefi, M., & AbuKhalifeh, A. N. (2012). Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia. *International Journal of Marketing Studies*, 4(4). <https://doi.org/10.5539/ijms.v4n4p39>.
- Memon, M. A., Jun, H. C., Ting, H., & Francis, C. W. (2018). Mediation analysis issues and recommendations. *Journal of applied structural equation modeling*, 2(1), i-ix.
- Memon, M. A., Ting, H., Cheah, J.-H., Thursamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Minkiewicz, J., Evans, J., Bridson, K. & Mavondo, F. (2011). Corporate Image in the Leisure Services Sector. *Journal Of Services Marketing*, 25(3), 190–201
- Moorthy, K., Chun T'ing, L., Ai Na, S., Tze Ching, C., Yui Loong, L., Sze Xian, L., & Wei Ling, T. (2018). Corporate image no longer leads to customer satisfaction and loyalty: a Malaysian perspective. *International Journal of Law and Management*, 60(4), 934-952. doi:10.1108/ijlma-04-2017-0082.
- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Customer*. New York, NY.
- Paulose, D., & Shakeel, A. (2022). Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality and Tourism*, 23(2), 447–481. <https://doi.org/10.1080/1528008X.2021.1884930>
- Pereira, H. G., Salgueiro, M. de F., & Rita, P. (2016). Online purchase determinants of loyalty: The mediating effect of satisfaction in tourism. *Journal of Retailing and Consumer Services*, 30, 279–291. <https://doi.org/10.1016/j.jretconser.2016.01.003>
- Petrick JF (2005) Reoperationalising the loyalty framework. *Tourism and Hospitality Research*, 5 (3): 199–212.



- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*, 37(1), 105–123. <https://doi.org/10.1108/IJOPM-03-2015-0153>
- Rife, S. C., Cate, K. L., Kosinski, M., & Stillwell, D. (2016). Participant recruitment and data collection through Facebook: The role of personality factors. *International Journal of Social Research Methodology*, 19(1), 69-83.
- Rundle-Thiele, S. (2005). Exploring loyal qualities: Assessing survey-based loyalty measures. *Journal of Services Marketing*, 19(7), 492- 500. <https://doi.org/10.1108/08876040510625990>.
- Sanchez, J., Callarisa, L., Rodriguez, R.M., Moliner, M.A (2006). Perceived value of the purchase of a tourism product. *Tourism Management*. 27(3), 394–409.
- Scaglione, A., & Mendola, D. (2017). Measuring the perceived value of rural tourism: a field survey in the western Sicilian agritourism sector. *Quality and Quantity*, 51(2), 745–763. <https://doi.org/10.1007/s11135-016-0437-8>.
- Schneider, D., & Harknett, K. (2019). What’s to Like? Facebook as a Tool for Survey Data Collection. *Sociological Methods and Research*, November, 1–33. <https://doi.org/10.1177/0049124119882477>
- Shari, N. S., Yazid, M. F. M., & Shamsudin, M. F. (2020). The strengthen strategies during post Covid 19 after the virus crisis hit hotel industry in Malaysia. *Journal of postgraduate current business research*, 1(1).
- Sierra, J. J., & McQuitty, S. (2005). Service providers and customers: social exchange theory and service loyalty. *Journal of Services Marketing*, 19(6), 392–400. doi:10.1108/08876040510620166
- Singh.A.J (2021). *Impact of COVID-19 on the Hospitality Industry and Implication for Operations and Asset Management*. <https://www.bu.edu/bhr/2021/05/31/impact-of-covid-19-on-the-hospitality-industry-and-implication-for-operations-and-asset-management/>
- Slack, N., Singh, G., & Sharma, S. (2020). *Impact of perceived value on the satisfaction of supermarket customers : developing country perspective*. <https://doi.org/10.1108/IJRDM-03-2019-0099>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>
- Sotiriadis, M. D. (2017). Sharing tourism experiences in social media: A literature review and a set of suggested business strategies. *International Journal of Contemporary Hospitality Management*, 29(1), 179–225. doi:10.1108/ijchm-05-2016-0300
- Srinivasan, S., & Hanssens, D.M. (2009). Marketing and firm value: metrics, methods, findings and future directions. *Journal of Marketing Research*, 46 (3), 293-312.
- STR (2020). *Global Hotel Study 2019*. Costar Reality Information. Inc. <https://str.com/sites/default/files/global-hotel-study-report-2019-2020.pdf>
- Tarus, D. K., & Rabach, N. (2013). Determinants of customer loyalty in Kenya : does corporate image play a moderating role? *The TQM Journal*, 25(5), 473–491. <https://doi.org/10.1108/TQM-11-2012-0102>
- Thakur, R. (2016). Journal of Retailing and Consumer Services Understanding Customer Engagement and Loyalty : A Case of Mobile Devices for Shopping. *Journal of Retailing and Consumer Services*, 32(2016), 151–163. <https://doi.org/10.1016/j.jretconser.2016.06.004>



- Tourism Malaysia (2020). Malaysia average occupancy rates (AOR) of January-December 2018/2019. <http://mytourismdata.tourism.gov.my/wp-content/uploads/2020/06/MY-AOR-JAN-DEC-2019-BY-STATE.pdf>.
- Triatmanto, B., Respati, H., & Wahyuni, N. (2021). Towards an understanding of corporate image in the hospitality industry East Java , Indonesia. *Heliyon*, 7(3), e06404. <https://doi.org/10.1016/j.heliyon.2021.e06404>.
- Van Riel, A.C., Calabretta, G., Driessen, P.H., Hillebrand, B., Humphreys, A., Krafft, M. and Beckers, S.F. (2013). Consumer perceptions of service constellations: implications for service innovation. *Journal of Service Management*, 24(3), 5-5.
- Wai Lai, I. K. (2019). Hotel image and reputation on building customer loyalty: An empirical study in Macau. *Journal of Hospitality and Tourism Management*, 38(September 2018), 111–121. <https://doi.org/10.1016/j.jhtm.2019.01.003>
- Wolfe, K. L., Phillips, W. J., & Asperin, A. (2014). Examining Social Networking Sites as a Survey Distribution Channel for Hospitality and Tourism Research. *Journal of Quality Assurance in Hospitality & Tourism*, 15(2), 134–148. doi:10.1080/1528008x.2014.889519
- WTTC. (2018). Travel & Tourism Economic Impact 2018. Retrieved from <https://www.snowsports.org/research-shows-travel-tourism-responsible-for-7-million-new-jobs-worldwide/>
- Yang, Y., Liu, X., Jing, F., & Li, J. (2014). How Does Perceived Value Affect Travelers' Satisfaction and Loyalty? *Social Behavior and Personality: An International Journal*, 42(10), 1733–1744. <https://doi.org/10.2224/sbp.2014.42.10.1733>.
- Yap, C. S., Ahmad, R., & Zhu, P. (2018). International tourist satisfaction in Malaysia: antecedents and consequences. *Anatolia*, 2917(January), 1–17. <https://doi.org/10.1080/13032917.2017.1422769>.
- Zeithaml, V.A. and Bitner, M.J. (2000). *Services Marketing: Integrating Customer Focus Across the Firm* (2nd ed.). McGraw-Hill, New York, NY
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223. <https://doi.org/10.1016/j.tourman.2013.06.006>
- Zhang, M., Guo, L., Hu, M., & Liu, W. (2016). Influence of customer engagement with company social networks on stickiness: Mediating effect of customer value creation. *International Journal of Information Management*, 37(3), 229–240. <https://doi.org/10.1016/j.ijinfomgt.2016.04.010>.