THE MOTIVATION ASPECTS OF CUSTOMER PARTICIPATION IN ENHANCINGCUSTOMER LOYALTY: UMRAH TRAVELERS'PERSPECTIVE

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Abstract- This framework investigates themotivation consists of expected organizational rewards and enjoyment in helping others drive customer participation. Furthermore, itverifies the relationship between customer participation, customer value, customer satisfaction, and customer loyalty. Data analysis employs confirmatory factor analysis and structural equation modeling with totally 547 respondents of umrahtravelers. The result shows that expected organizational rewards as well as enjoyment in helping others successfully perform as antecedents of customer participation. The direct effect of customer participation oncustomer loyalty indicates significant. Moreover, customer participation affects customer valueand the subsequent of customer valueimpacts on customer satisfaction and customer loyalty. Finally, customer participation affects customer satisfaction and in turn, customer satisfaction impacts customer loyalty.

Keywords- Expected organizational rewards, enjoyment in helping others, customer participation, customer value, customer satisfaction, customer loyalty.

I. INTRODUCTION

Recently, the motivation of travelers to visit religious destination has increased significantly which impact on the prospect of religious tourism (Jauhari and Sajeev, 2010). Umrah is one of the religious tourism defined as the non-compulsory minor pilgrimage performed by Muslims to visit Mecca, Saudi Arabia, that can be conducted at any time of the year (Oxford Dictionary, 2018). A recent study conducted by Almuhrzi and Alsawi (2017) has elucidated the religious motive of umrah traveler, while this study attempts to find other motivation beyond religious aspect to determine customer participation of umrah tour agency service.

Customer participation has been acknowledged as a significant factor in determining customer loyalty; however, the result of previous studies regarding the interaction between customer participation and customer loyalty resulted in inconsistency(Chan, Yim, and Lam, 2010; Yim, Chan, and Lam, 2012).Some researchers found the direct effect of customer participation and customer loyalty particularly only on attitudinal loyalty, while the direct effect of customer participation on behavioral loyalty performed insignificantly (Auh, Bell, McLeod, and Shih. 2007; Cossio-Silva, Revilla-Camacho, Vega-Vazquez, and Palacios-Florencio, 2016).Moreover, Hwang, Han, and Hyun (2016) explore the interaction between customer participation (member interaction and activity involvement) and brand loyalty reported that member interaction does not support brand loyalty but activity involvement supports brand loyalty.

Some scholars have attempted to explore mediating variable regarding this relationship. Grissemann and Stokburger-Sauer (2012) confirmed that the level of customer in value co-creation affects customer satisfaction with company, loyalty as well as expenses, moreover, customer satisfaction with the company influences significantly on customer loyalty. Hence, Chen and Wang (2016) investigated customer participation and customer loyalty through customer value (enjoyment, economic, and relationship) and customer satisfactionfound that customer participation affects positively and significantly on customer value. In addition, customer value influences customer satisfaction and in turn,customer satisfaction affects customer loyalty. This study neglected the direct interaction of customer value on customer loyalty. Based on the various result of the previous studies above, this framework attempts to elucidate the relationship between customer participation, customer value, customer satisfaction, and customer loyalty in umrah tour setting.

II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Expected organizational rewards, enjoyment in helping others,and customer participation

Customer participation refers to the involvement of customer to spend their time in seeking information, giving a recommendation, providing a decision in the service delivery process (Auh et al, 2007).It significantly thought that customer participation support the company to achieve a better service quality (Xie, Bagozzi, and Troye 2008). Customer

participation in value co-creation embraces some activities such as communication, task, and procedure that include customer, company as well as interaction in the service process (Payne, Storbacka, and Flow. 2008). The participation per se depends on how far the customer intends to spend their exertion, knowledge, and competency in the service delivery (Chan et al., 2010).

Some scholars have explored the relationship between motivation and customer behavior, for instance, Deci and Ryan (2000) and Kowal and Fortier (1999) reported that extrinsic motivation such as organizational rewards is one of the important factors to drive a certain behavior. Another study conducted by Bartol and Locke (2000) also informed that company rewards can trigger people to execute such a preferred behavior. Regarding the intrinsic motivation factor of enjoyment in helping others, Baumeister (1982) argued that people feel enjoy when they help others. Furthermore, Lin (2007) suggested that enjoyment in helping others as one aspect of intrinsic motivation significantly motivate individual in performing knowledge sharing behavior, therefore this framework proposed the following hypotheses.

H1.Expected organizational rewards positively and significantly impact customer participation.

H2.Enjoyment in helping others significantly and positively affects customer participation.

Customer participation, customer value, customer satisfaction, and customer loyalty

Customer loyalty defines as the customer commitment to repurchase a certain product or service and intend to promote, recommend and perform positive perception (Kandampully and Suhartono, 2000). Beatty, Homer, and Kahle (1988) described that customers spend their time to search for information when they engaged in service delivery process. The customers tend to decrease their seeking information about the alternative service when they felt satisfaction (Yang, Aloe, and Feeley, 2014). A previous study conducted by Cossio-Silva et al (2016) reported the significant effect of co-creation on attitudinal loyalty, therefore the following hypothesis is offered.

H3 Customer participation positively and significantly affects customer loyalty

Customer value refers to the comparison between the costs of ownership and benefits received by customers (Christopher, 1996). In value co-creation, the positions of customers and firms do not differ with the notion of value which comprises value in exchange and value in use (Vargo & Lusch, 2008). In the tourism setting, O'Cass and Sok (2015) showed that involvement of the manager, employees, and customers significantly contribute to superior value. Hollebeek (2013)found that customer involvement enhances the customer value of a hedonic and utilitarian brand.

The change driver of value perception consists of values, including desired value, and value judgment. This concept guides companies to predict the future of customer want, value, and satisfaction (Flint, Woodruff, & Gardial, 1997). Furthermore, the experiences of co-creation of tourism during a vacation include several situations, which commonly occur during a trip. Dissatisfaction must be eliminated to stimulate customer participation(Prebensen & Foss, 2011). Some studies have displayed a significant relationship between customer value and customer satisfaction (Wang, Lo, & Yang, 2004; Wang, Lo, Chi, & Yang, 2004; Yang & Peterson, 2004). Moreover, customer value is a dynamic process that influences the value of a product or service, a value of relationships and customer satisfaction. As a result, the anticipation of customer value strongly triggers customer satisfaction and loyalty strongly (Flint, Blocker, & Boutin-Jr, 2011). The above discussion leads to the subsequent hypotheses.

H4 Customer participation positively and significantly affects customer value

H5 Customer value positively and significantly affects customer satisfaction

H6Customer value positively and significantly affects customer loyalty.

Some previous authors have explained that customer participation significantly affects customer satisfaction in a different setting. In the service organization, Grissemann and Stoburger-Sauer (2012) reported the direct effect of customer participation on customer satisfaction. Likewise, Lu, Chi, and Liu (2015) concluded that customer participation impactstourist satisfaction. Moreover, previous studies have achieved in the strong conclusion that customer satisfaction as a good predictor of customer loyalty (Chen and Wang, 2016; Dabholkar and Bagozzi, 2002; Lin and Shieh, 2007; Yang and Peterson, 2004). Hence, the following hypotheses are proposed.

H7 Customer participation positively and significantly affects customer satisfaction

H8 Customer Satisfaction positively and significantly affect customer loyalty

III. METHODOLOGY

Research framework

This framework testifies motivation factors comprises expected organizational rewards and enjoyment in helping others to affect customer participation. Moreover, it verifies the relationship between customer participation, customer value, customer participation, and customer loyalty as described in Figure 1.

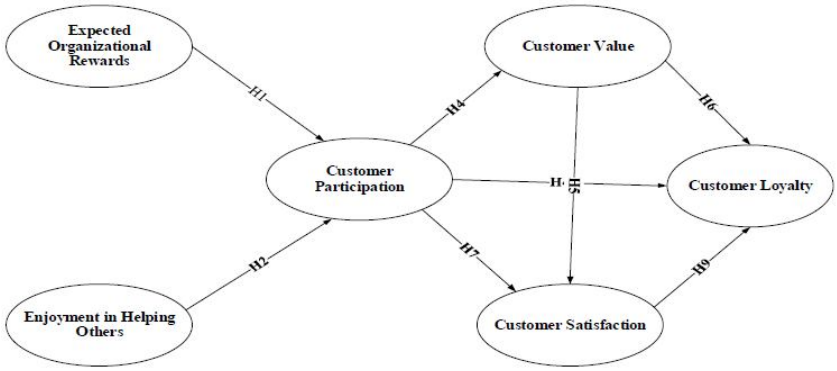

Figure 1. Theoretical framework

Sample and data collection

This empirical study occupies a survey by collecting data from the customer of umrahtour agencies in Central Java Province, Indonesia. The survey used purposive sampling to select respondents who stayedin the area of Central Java Province and pursuedumrah tour in the period of 2013 to 2017. Another criterion wasthe umrah tour agency still active until now.Approximately750 questionnaires distributed, however, only 547 questionnaires returned and the data analysis used 500 of the valid questionnaires.

Measurement

This scale contains several items measured on a 7-point scale from very strongly agree to very strongly disagree.The motivation aspect namely expected organizational rewards and enjoyment in helping others adopted from Lin (2007)**.**Customer participation as the main construct adopted from Yim and Lam (2012). Moreover, the consequence of customer participation consists of customer value was adapted from Sánchez,Callarisa, Rodriguez, and Moliner(2006), customer satisfaction used the study from Cronin, Brady, and Hult (2000) and customer loyalty from Zeithaml, Berry, and Parasuraman (1996). The measurement scalewas modified to match with the respondents and translate into theIndonesian language. All of the constructs achieved Cronbach alpha exceeds, .70 as recommended by Nunnally (1978). The Cronbach alpha of expected organization rewards reached .903 and enjoyment in helping others achieved .788. Moreover, the Cronbach alpha of customer participation reached .859, customer value .843, customer satisfaction .831, and customer loyalty attained .844 respectively.

IV. RESULTS AND DISCUSSIONS

Descriptive statistics

This study involved participants of umrah tour agency with a total sample of 500 respondents. The description of socio-demographic profile consisted of age, education, marital status, monthly income as well as sex.The total number of male and female umrah travelers was not so far different; however, male participants reached higher (53.2%) than female (46.8%). Regarding the age, the first was dominated by 31-40 years old (28.4%), following by 41-50 years old (27.2%). Mostly, the participants of Umrah tour have married (91.8%) and possessedundergraduate education (42.8%). The highest number participant in this sample pursued their umrahtour in 2017 (37%), while the participants in 2015 and 2016 were almost achieved the similar number. It showed that participants of umrah tour in 2015 reached 27.2% and 2016 achieved 27.6%. Mostly, the travelers received monthly income between USD 250 and USD 500 (43.8%).

Confirmatory factor analysis

Data analysis based on two steps approach comprises confirmatory factor analysis (CFA) and then continue to structural equation modeling as suggested by Andeson and Gerbing (1988).The result of the measurement model fulfilled the criteria of a good fit model as recommended by Anderson and Gerbing (1988), it showed χ^{2}/ (df = 115) = 2.178, (p<.001), good fit index (GFI) = .948; comparative fit index (CFI) = .975, incremental fit index (IFI) = .975, Tucker Lewis index (TLI) = .967; normed fit index (NFI) = .955; and a root mean square error of approximately (RMSEA) = .049. Hu and Bentler (1998) suggested several adequate values such as GFI, CFI, IFI, TLI, achieved the value from zero to one, a good fit data was close to one and the value reached higher than .90 was acceptable. Moreover, RMSEA and Standard RMR (SRMR) = .032, lower than .8 was tolerable.

The analysis result of convergent validity, as well as discriminant validity, showed that every item fulfilled a good model fit (Koufteros, Babbar, and Kaighobadi, 2009). Detail information of the construct and item reliability, standard factor loading, error variance, SMR, CR and AVE indiceswere displayed in Table 1. It showed that construct reliability (CR) higher than .70 reaching between .733 and .907. The value of Average variance extracted (AVE) extends .50 achieving from .578 to .765. Moreover, the evidence

of discriminant validity showed that the square root of average variance extracted (AVE) in diagonal of every construct was higher than the coefficient correlation of this particular construct with other constructs(Fornell & Larcker, 1981).

Table 1 Measurement model of the framework

Variable	Indicators	Standard Factor Loading	Error Variance	SMR	CR	AVE
Expected Organizational Rewards	Rw1	.764	.416	.584	.907	.765
	Rw2	.944	.109	.891		
	Rw3	.906	.179	.821		
Enjoyment in Helping Others	Ho1	.883	.220	.780	.864	.683
	Ho2	.661	.563	.437		
	Ho3	.913	.166	.834		
Customer Participation	Cp 1	.743	.448	.552	.829	.618
	Cp 2	.770	.407	.593		
	Cp 3	.842	.291	.709		
Customer Value	Cv 1	.784	.385	.615	.733	.578
	Cv2	.767	.412	.588	.820	.603
	Cv3	.729	.469	.531		
Customer Satisfaction	Cs 1	.832	.308	.692	.850	.655
	Cs 2	.762	.419	.581		
	Cs3	.832	.308	.692		
Customer Loyalty	Cl 1	.844	.288	.712	.884	.717
	Cl 2	.845	.286	.714		
	Cl 3	.852	.274	.726		

Note: χ^2=250.499.; χ^2/ (df= 115) = 2.178 (p<.001); RMSEA= .049; NFI= .955; RFI = .941; IFI= .975; TLI = .967; CFI= .975; RMR= .048; GFI= .948; AGFI= .923; PGFI= .638; SRMR= .032 and PNFI = .718.

Structural model analysis

The next step was testing hypothesis of the structural model to find the result of the significant or insignificant hypothesis (Anderson &Gerbing,1988). From the analysis showed the model fit with Chi-Square = 308.316, Chi-square/(df =121) = 2.548, (p <.001), RMSEA (Root Mean Square Error of Approximation) = .056; GFI = .938; NFI (Normed fit index) = .945; IFI (Incremental fit index) = .966; TLI = .957; CFI (Comparative Fit Index) = .966. The values of CFI, IFI, TLI, and NFI were close to 1.00 and greater than .90, fulfilling the criteria of model fit. Moreover, RMSEA reached a close fit value with the value between .04 and .08. Furthermore, SRMR (Standardized RMR) = .0681, leading to an acceptable model fit (Hu & Bentler, 1998).

Based on Koufteros et al. (2009)the convergent and discriminant validity calculated on the structural model, indicating that every item of every construct attained the factor loading that fulfilled the criteria. The result of construct and item reliability, standard factor loading, error variance, SMR, CR and AVE indices fulfilled the minimum criteria. Some value indications, such as construct reliability (CR), exceed .70 and thus achieve high reliability, with results between .818 and .906. Furthermore, the value of average variance extracted (AVE) was greater than .50, which is as the minimum criteria (ranging from .600 to .765), showing acceptable convergent validity.

Finally, the hypotheses testing showed that the result analysis support all hypothesis. The antecedents proposed in this framework consist of expected organizational rewards(hypothesis 1), and enjoyment in helping others (hypothesis 2), showeda positive and a significant result in influencing customer participation. Moreover, the direct effect of customer participation on customer loyaltyshowed positive and significant (Hypothesis 3). In addition, customer participation also affected customer value (Hypothesis 4) and the subsequent of customer value affectedcustomer satisfaction (Hypothesis 5) as well as customer loyalty (hypothesis 6). Finally, customer participation affectedcustomer satisfaction (Hypothesis 7) and in turn, customer satisfaction impacted customer loyalty (Hypothesis 8). Any details of the hypotheses testing were displayed in Table 2.

Table 2 Hypotheses testing

Hypotheses	Estimate	S.E.	C.R.	P	Hypotheses testing
Expected Organizational Rewards → Customer participation (H1)	.250	.034	7.243	***	Supported
Expected in Helping Others → Customer participation (H2)	.495	.075	6.574	***	Supported
Customer participation → Customer Loyalty (II3)	.135	.042	3.178	.001	Supported
Customer Participation → Customer Value (H4)	.340	.039	8.660	***	Supported
Customer Value → Customer satisfaction (H5)	.617	.060	10.243	***	Supported
Customer value → Customer Loyalty (H6)	.395	.094	4.217	***	Supported
Customer Participation → Customer Satisfaction (H7)	.140	.033	4.229	***	Supported
Customer Satisfaction → Customer Loyalty (H8)	.760	.100	7.585	***	Supported

CONCLUSION

The result of this study extends the antecedents of customer participation based on the personal traits and motivation theory. Expected organizational rewards and enjoyment in helping others include in extrinsic and intrinsic motivation significantly affect customer participation. This empirical survey contributes to the theory of service dominant logic especially in customer value co-creation by performing several factors in influencing customer participation in umrah tour context. Subsequently, this study clarifies the interaction among several construct namely customer participation, customer value, customer satisfaction and customer loyalty. All hypotheses perform significant effect among the constructs. Customer participation has a significant direct effect on customer loyalty, furthermore, the role of customer value and customer satisfaction emerging in the relationship between customer participation and customer loyalty also revealing.

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