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## Article

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# Hotel Selection Attributes and Booking Intention: Challenges of Hotel Industry in the Post COVID-19 Pandemic Era

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### ABSTRACT

**Purpose:** This study aims to investigate the influence of hotel selection attributes, CHSE (clean, health, safety, and environment) practice, and brand credibility on hotel booking intention. Additionally, this study investigates the role of CHSE practices, together with brand credibility, as moderating factors in the relationship between hotel selection attributes and hotel booking intention among travelers.

**Design/methodology/approach:** With an incidental sampling technique, in the aftermath of the COVID-19 pandemic, data were collected from 157 travellers over 20 years old who had stayed in a CHSE-certified hotel in Bali, Indonesia. Partial least squares structural equation modelling was utilized to assess the relationship model.

**Findings:** This study reveals that hotel selection attributes, CHSE practice, and brand credibility positively influence on hotel booking intention. CHSE practice weakens the positive influence of hotel selection attributes on booking intention. While brand credibility reinforces the said influence. In the framework of signaling theory, CHSE practice can be seen as an internal signal that can influence hotel booking intention. While brand credibility is an external signal.

**Research limitations/implications:** This finding cannot be generalized to other contexts and countries. Another limitation is that respondents filled out the questionnaire when they were not on the spot of the hotel due to potential disturbing leisure and location permit constraints. Future studies could pay attention to collecting data while the respondent is still at the hotel to obtain more updated questionnaire responses. The outcome of this study has practical implications for hotel management in designing strategic plans to improve hotel booking intentions.

**Originality/value:** This study contributes to the literature on the moderating variable in the positive influence of travellers' hotel selection attributes on booking intention, which has never been explored before. In actuality, the post-COVID-19 pandemic will never be identical to the pandemic period, especially in terms of how travellers make considerations when booking hotels.

*Keywords: Hotel selection attributes, CHSE practice, Brand credibility, Booking intention, Post COVID-19 pandemic era*

## I. Introduction

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The tourism industry, particularly the hotel sector, is susceptible to risks from a range of external sources,

such as natural disasters, terrorist acts, and economic downturns (Gursoy & Chi, 2020; Choi et al., 2022). One of these disasters that hurt the hotel industry was the spread of COVID-19 epidemics. After the WHO's declaration of COVID-19 as a worldwide pandemic, the hotel industry had experienced tremendous transformation, responding to changes in factors that shape hotel booking intentions (Hao et al., 2020). Therefore, the literature elucidated that the influence of attributes on consumer intent to make reservations was predominantly directed towards service adjustments (Han & An, 2022; Jan, 2021; Kim et al., 2022; Lim & Chang, 2024). This affords the current study a foundational basis for investigating novel phenomena, thereby contributing to the ongoing discourse aimed at revitalizing the global hospitality industry.

According to Collier's data (<https://www.colliers.com>), at the end of 2022, there were increasing occupancy rates in the hotel sector in Bali-Indonesia, by 30.2 percent year-on-year, which is supported by the new normal post-pandemic growth. Meanwhile, in 2023, the hotel industry experienced a higher increase, namely 55% year-on-year, which is additionally supported by meeting, incentives, conference, and exhibition (MICE) activities in Bali. Due to the unavoidable competition amongst hotels, it is crucial to understand how customers make their selections, particularly in light of the post-COVID-19 period and their preferences.

The most previous studies in the area of hotel marketing have led to new conceptual models of booking intention during and after the COVID-19 epidemic (Hamsal et al., 2022; Khalil et al., 2023); however, little study has been done on what can moderate the influence of traveller's hotel selection attributes in the post-COVID-19 pandemic on their booking intention, specifically on the moderating roles of CHSE practice and brand credibility. In actuality, the post-COVID-19 pandemic will never be identical to the amid pandemic period, especially on how travellers make consideration to book hotels.

In the aftermath of the Covid-19 pandemic, hotel selection attributes have undergone a significant transformation, with travellers placing paramount

importance on health and safety considerations (Ray et al., 2023; Mehta et al., 2023). Travellers are now more likely to prioritize accommodations that implement rigorous cleanliness and healthy measures (Saepuddin & Putra, 2023; Srivastava et al., 2022). Therefore, the Indonesian government, via the ministry of tourism and creative economy, launched the Indonesia care program through CHSE (clean, health, safety, and environment sustainability) certification in an effort to build trust in the tourism and hospitality sector (Saepuddin & Putra, 2023).

This study argues that the extent to which CHSE protocol is experienced by customers in hotel operations, which is termed a CHSE practice in this study, has an important role in the relationship between hotel selection attributes post-COVID-19 pandemic and consideration for travellers in choosing a hotel.

Alongside CHSE practice, which encompassing cleanliness, health conditions, safety procedures, and environmental sustainability implementation, the post-pandemic era has ushered in a new era of discerning travelers who are also affected by brand credibility as integral elements in their hotel selection process. Brand credibility has been demonstrated to be a significant predictor of purchase intentions in marketing and consumer behavior (Wang & Yang, 2011). In the hotel industry, brand credibility is defined as the perceptions and beliefs customers have about a brand's ability to deliver on its promises, maintain consistent quality, and act with transparency and integrity (Ju & Jang, 2023; Rosli et al., 2020).

This study thus proposes CHSE practices together with brand credibility as moderating factors that shape the impact of hotel selection attributes in the post-COVID-19 pandemic era on hotel booking intentions in Bali, Indonesia. An investigation of moderating roles in an established relationship between those two variables will contribute to the literature on book intention in the hotel industry, as well as practical suggestions for the industry globally and Bali-Indonesia in particular. Multi-attribute utility theory and signaling theory provides supportive perspective in booking intention development model.

## II. Literature Review and Hypothesis Development

### A. Multi-Attribute Utility Theory and Signaling Theory

In decision theory, a multi-attribute utility function is essential because it helps quantify the preferences of multi-attribute products that affect selection behavior (Takemura, 2021). The multi-attribute utility theory is drawn on the idea that people view offerings as a combination of attributes (Njite & Schaffer, 2017). According to this theoretical logic, hotel selection criteria have been studied for a very long time. Prior research has shown that a variety of elements influence the features that determine a hotel's choosing. This implies that while certain characteristics are always considered essential by travelers, they vary depending on the occasion and context (J. J. Kim & Han, 2022). Drawing on this theoretical framework, this study was set out to investigate the positive influence of hotel selection attributes on hotel book intention.

Signaling theory is fundamentally related to reducing effort of asymmetric information between two parties. This theory helps explain the behavior of two parties (i.e., company and customer) when they have different access to information (Connelly et al., 2010). The theory posits that consumers rely on signals or cues from a brand to make judgments about its credibility. These signals include the brand's reputation, past performance, and communication messages (Mandler et al., 2021). Credibility serves as a strong signal (Rosli et al., 2020). If a brand is perceived as credible, it sends a positive signal to consumers, leading to a higher likelihood of purchase intention. This theory underlies the role of brand credibility and CHSE-practice in the relationship between hotel selection attributes and hotel booking intention, especially in the context of post covid-19 pandemic era.

### B. Hotel Selection Attributes

The extant literature conceptualized hotel attributes as the level of significance attributed to every service and amenity provided by hotels, which have an immediate impact on book intention (Rosli et al., 2020). This study defines hotel attributes as the tangible and intangible features that hotels offer guests during their stay amidst the many definitions of attributes.

Based on choice behavior studies, which have evolved from classical decision theory to an information processing model (Khan et al., 2005), it was stated that "consumers are rationally bound who evaluate options based on trade-offs among product qualities, while remaining emotionally detached." (Oppenheimer, 2008).

Therefore, D. Kim & Perdue, (2013) divided the characteristics that consumers look for when choosing a hotel into three categories: cognitive, affective, and sensory. They found that while consumers evaluate affective and sensory attributes like overall atmosphere and comfort, they also look for cognitive attributes like price and quality.

More recently, Kim et al., (2022) discovered that, in the post-pandemic era, hotel selection attributes shape brand loyalty through customer experience, brand trust, brand attachment, age, and gender. All of these studies emphasized on how important it is for hotels to understand the qualities that drive hotel choosing. Thus, this study proposes the hypothesis below.

**H1:** Hotel Selection attributes positively influence booking intention.

### C. CHSE Practices

CHSE (clean, health, safety, and environment) practice is coming from the study of safety and security of tourist (Rittichainuwat & Chakraborty, 2012). While CHSE certification is the process of granting certificates that should be attained and

implemented by tourism and MICE industries, issued by Indonesian Ministry of Tourism and Creative Economy. It is to ensure that businesses in the tourism and related sectors adhere to strict health, safety, and environmental protocols (Maulana et al., 2023).

It serves as a testament to an entity's dedication to prioritizing the well-being of its stakeholders and the broader community, fostering a culture of responsibility and accountability in the pursuit of a secure and sustainable operational environment (Leonandri & Pramanik, 2021). By obtaining CHSE-certification, hotels not only demonstrate their commitment to prioritizing the health and safety of their guests and staff but also instill confidence among travelers in the midst of ongoing public health concerns.

The CHSE practice encompasses a set of attributes designed to ensure that a business or organization adheres to stringent standards in maintaining a clean, healthy, safe, and environmentally responsible workplace (Saepuddin & Putra, 2023). These attributes include rigorous protocols for hygiene and sanitation, the implementation of health and safety measures to safeguard employees and visitors, and a commitment to minimizing environmental impact through sustainable practices (Maulana et al., 2023).

The implementation of CHSE protocols in the hotel industry is a crucial and comprehensive approach aimed at ensuring the well-being of guests and staff while maintaining environmental sustainability (Saepuddin & Putra, 2023).

CHSE guidelines encompass rigorous cleanliness and hygiene standards, regular sanitation practices, and the use of eco-friendly products to minimize environmental impact. In response to global health concerns, hotels have adopted stringent health and safety measures, including contactless check-ins, temperature screenings, and enhanced ventilation system (Yang et al., 2024).

By prioritizing CHSE protocols, the hotel industry not only safeguards public health but also builds trust among guests, fostering a secure and sustainable hospitality environment (Biswas, 2023). The moderating role of certification in the implementation of health

protocols or environmental sustainability is also believed to appear in the influence of hotel choice attributes on consumer choice behavior (Xue et al., 2023). When the CHSE protocol has been implemented well, it can be argued that the hotel selection attribute no longer plays a big role in determining their booking intention. Thus, this study proposes these hypotheses:

**H2:** CHSE practice positively influence booking intention.

**H3:** CHSE practice weakens the positive influence of hotel selection attributes on booking intention

#### D. Brand Credibility

The concept of brand credibility was first developed by Hovland et al., (1953) in relation to the communicator's credibility. Later researchers, such as Erdem & Swait, (2004); Reitsamer & Brunner-Sperdin, (2021), modified this concept for use in the context of brands. The literature on source credibility is where brand credibility first emerged (Rosli et al., 2020).

Credibility is a notion that is associated with the sender and is defined as the extent to which an item is regarded as a trustworthy source of data, goods, services, and other things (Keller & Aaker, 1998). Thus, brand credibility is defined as the perception of a brand's ability and desire to consistently deliver on promises, which offers businesses and consumers unbeatable benefits (Erdem & Swait, 2004). In other word, brand credibility refers to the degree of trust and reliability that consumers associate with a particular brand. It encompasses the perceptions and beliefs customers have about a brand's ability to deliver on its promises, maintain consistent quality, and act with transparency and integrity.

According to Rosli et al., (2020), brand credibility is made up of three elements, namely (1) trustworthiness, (2) expertise, and (3) attractiveness. Trustworthiness refers to the willingness of the business to fulfil its commitments. It has to do with how much people believe an item to be a reliable source of knowledge,

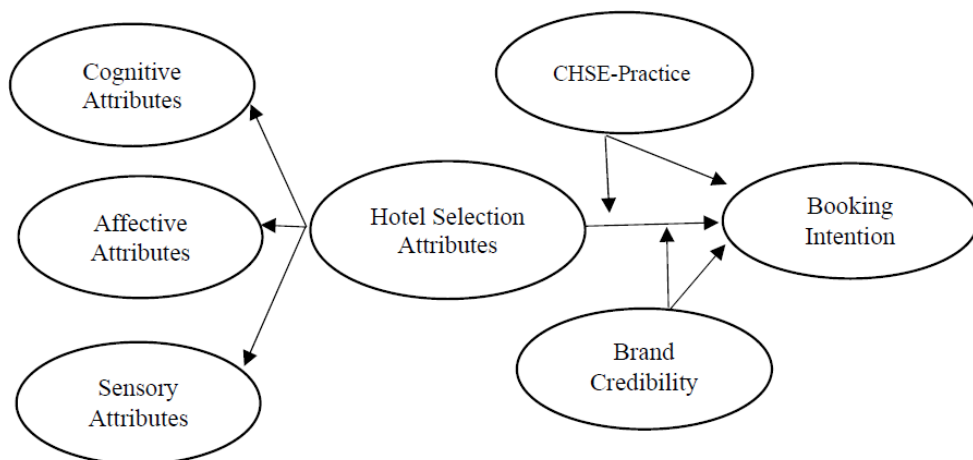
goods, services, and other things. Expertise refers to ability of business to deliver what they have promised, based on its knowledge and abilities. A brand's overall credibility and level of expertise are determined by the results of all of its prior marketing campaigns and initiatives (Erdem & Swait, 1998). Attractiveness is defined the degree to which an object is prized for its empathetic behavior, ambition, perseverance, intelligence, and other personality-like traits.

This study argues that, besides having a direct effect on booking intention, brand credibility acts as a moderating factor by influencing how consumers perceive and weigh the importance of various hotel selection attributes. A strong and credible brand can enhance the relationship between these attributes and booking intention, ultimately influencing consumer choices in the highly competitive hotel industry. Thus, this study proposes these hypotheses:

**H4:** Brand credibility positively influences booking intention.

**H5:** Brand credibility strengthens the positive influence of hotel selection attributes on booking intention.

Figure 1 displays the research model, where the hotel selection attribute is measured in a second-order reflective model.



**Figure 1.** Research model

### III. Method

#### A. Data Collection

A survey with self-administered questionnaire was carried out from September 2023 to December 2023 in south Bali area, Indonesia. A non-probability sampling with incidental technical sampling was applied. The unit of analysis was travellers-over 20 years old who had stayed in a CHSE-certified hotel in Bali, Indonesia, in the aftermath of the COVID. In a face-to-face survey, the respondents completed the questionnaires along with a cover letter. This study has given attention that the collected data activities strictly adhered to ethical and validated actions of conventionally research procedure. The enumerators assured the target respondents that their respective information was confidential with no potential misused. The questionnaire items were prepared in English for international travelers and Bahasa for domestic travelers. Two language experts, each in English and Indonesian, were involved in assessing the appropriateness of the questions given to the target respondents. The analyses employed 157 valid and completed questionnaires that met the study's requirements.

## B. Measurement

The measurement items for each study construct were designed for this study based on previous research with minor phrasing modifications made to make them appropriate for the hotel setting. Likert scales with seven points were used to evaluate each of these many measurements. The hotel selection attributes (HAS) were measured in three indicators and eleven attributes adapted from Kim et al., (2022). CHSE practice (CHSE-P) were measured by four items adopted from Saepuddin & Putra, (2023). Brand Credibility (BC) was assessed by three items adapted from Rosli et al., (2020). Last, hotel booking intention (BI) were assessed by three items adopted from Ju & Jang, (2023). All said constructs and indicators/item measurements with references are presented in Table 1.

**Table 1.** Constructs and item measurements

Constructs and attribute items	References
Hotel Selection Attributes (HSA)	
Cognitive attributes	
- Accessibility	
- Convenient check-in/out	
- Value for money	
- Quality of food and beverage	
Affective attributes	
- Comfort	Kim et al., (2022)
- Friendly employees	
- Customized services	
Sensory attributes	
- Bed & bedding	
- Amenities	
- Soundproof	
- Interior design	
- View	
CHSE Practice (CHSE-P)	
- Hotel cleanliness	Saepuddin & Putra, (2023)
- Health condition in hotel	
- Safety procedure	
- Environmental sustainability practice	
Brand Credibility (BC)	
- Trustworthiness	Rosli et al., (2020)
- Expertise	
- Attractiveness	
Booking Intention (BI)	
- Willingness to book the hotel in the future	Ray et al., (2023)
- Spread good word-of-mouth	
- Recommend the others	

## C. Data Analysis

This study uses variance-based of partial least squares structural equation modelling or PLS-SEM to maximize the explained variance of the dependent latent construct. Due to its universal applicability in causal explanatory nature, minimal data assumptions, and ability to evaluate correlations with minimal theoretical underpinnings, PLS-SEM is a potential statistical technique (Hair et al., 2019). Also, since the construct of HSA, CHSE-P, BC, and BI are relatively underdeveloped, the use of PLS-SEM was recommended for model with new or relatively underdeveloped construct in attempt to foster theory development (Sarstedt et al., 2019). We used the most updated version of Smart PLS 4.0.9.9 (Ringle et al., 2022) to investigate the structural relationship between the dependent and independent variables, as well as the moderating role of variables proposed in this study.

This study followed a two-stage analytical procedure as posited by Hair et al., (2019). In the first stage, we assessed the measurement model. We ensured the reliability and validity of data to establish the credibility of research designs; thus, convergent validity and discriminant validity were investigated (Hair et al., 2019). We assessed the loadings for each item used for the outer model with the suggestions that an item can be preserved if the composite reliability (CR) is greater than 0.7 and the average variance extracted (AVE) is above 0.5 (Hair et al., 2019).

In the second stage, the structural model was assessed to get robustness checks as well as to test hypothetical relationship proposed in this study. We used indices such as collinearity VIF, standardized root means square residual (SRMR), R2 Value, and Q2predict (Figure 1). The validation of the moderating role of variables used a product indicator approach (Becker et al., 2018), which was visualized by plotting an interaction effect.

## IV. Result

### A. Demographic Description of Respondents

Among the 157 respondents, 59.8% were female and 40.1% were male. Respondents' age range are distributed as follows: 20s (11.5%), 30s (36.3%), 40s (27.4%), 50s (15.9%), and 60s (8.9%). There were 16.6% of respondents having a high school degree, 68% of respondents having a diploma/bachelor, and the rest of them (14.6%) having a postgraduate degree of education. The three most common's occupation among respondents were housewife (21.7%), self-employed (17.2%), and service personnel, while the rest of them are freelancer (8.3%), office worker (10.8%), technical engineering (8.3%), student 12.7%, and others (12.7%). A total of 125 (20.4%) respondents

were international tourists who came from various countries such as China, Australia, Russia, India, Vietnam, and Japan. Meanwhile, the rest (79.6%) were domestic tourists from Indonesia. The detail information of demographic respondents is presented in Table 2.

Additionally, the longest duration of each respondents' stay in a hotel in Bali is as follows: < 3 days (22%), 4-5 days (42%), 6-7 days (28%), and > 7 days (8%). Respondents' partner when staying at a hotel in Bali are as follows: couples (41%), families (37.5%), and friends (21.5%).

### B. Reliability and Validity Measurement Model

For the internal consistency reliability, all Cronbach's alpha ( $\alpha$ ) and composite reliability (CR) values met the threshold value of 0.70 (Table 3). For convergent validity, all AVE values were higher than the cutoff value of 0.50 (Table 3). For discriminant validity, the heterotrait-monotrait (HTMT) approach were employed. The HTMT values were lower than the threshold value of 0.85 (Table 4). In summary, these evaluations showed that the data fulfilled the requirements for both convergent and discriminant validity as well as reliability.

### C. Structural Model Assessment and Hypotheses Testing

The standardized root mean residuals (SRMR) value for a properly model fit was zero or nearby (Hu & Bentler, 1999). The SRMR value in this study was 0.078 (N=157), indicating that the model fit was moderately acceptable (Hwang et al., 2023).  $R^2$  values of 0.75 are considered substantial, 0.50 moderate and 0.25 weak (Hair et al., 2019). The model accounted for 65 %, 73%, 85%, and 88% of the variances in HSA-C, HSA-A, HSA-S, and BI, respectively (Figure 2). Although variance value of HSA-C and HSA-A were lower than the threshold,

**Table 2.** The description of respondents

Demographic	Frequency	%
Gender		
- Male	94	59.8
- Female	63	40.1
Age		
- 20s	18	11.5
- 30s	57	36.3
- 40s	43	27.4
- 50s	25	15.9
- 60s	14	8.9
Education level		
- High school	26	16.6
- Diploma/ bachelor	108	68.8
- Postgraduate	23	14.6
Occupation		
- Freelancer	13	8.3
- Office worker	17	10.8
- Service personnel	20	12.7
- Housewife	34	21.7
- Self-employed	27	17.2
- Technical Engineer	13	8.3
- Student	13	8.3
- Others	20	12.7
Country		
- Indonesia	32	20.4
- China	29	18.5
- Australia	27	17.2
- Russia	25	15.9
- India	23	14.6
- Vietnam	14	8.9
- Japan	7	4.5



**Table 3.** Reliability and validity measurement

Variable/indicator	Item	Mean	SD	Cronbach's $\alpha$	Composite reliability	AVE
Hotel Selection Attributes						
- Cognitive	HSA-C1	5.84	0.95	0.70	0.70	0.520
	HSA-C2	5.58	0.81			
	HSA-C3	6.19	0.87			
	HSA-C4	5.62	0.89			
- Affective	HSA-A1	5.62	1.08	0.70	0.71	0.63
	HSA-A2	5.81	0.97			
	HSA-A3	5.78	0.98			
- Sensory	HSA-S1	5.96	1.00	0.77	0.77	0.60
	HSA-S2	5.82	1.12			
	HSA-S3	5.82	0.96			
	HSA-S4	5.96	1.01			
CHSE Practice	CP1	6.17	0.92	0.70	0.72	0.620
	CP2	6.13	0.86			
	CP3	5.96	0.85			
Brand Credibility	BC1	5.67	0.89	0.70	0.73	0.63
	BC2	5.90	0.76			
	BC3	5.15	0.94			
Book Intention	BI1	5.79	0.99	0.72	0.73	0.640
	BI2	5.98	1.01			
	BI3	5.99	0.94			

**Table 4.** Heterotrait-monotrait ratio (HTMT) - Matrix

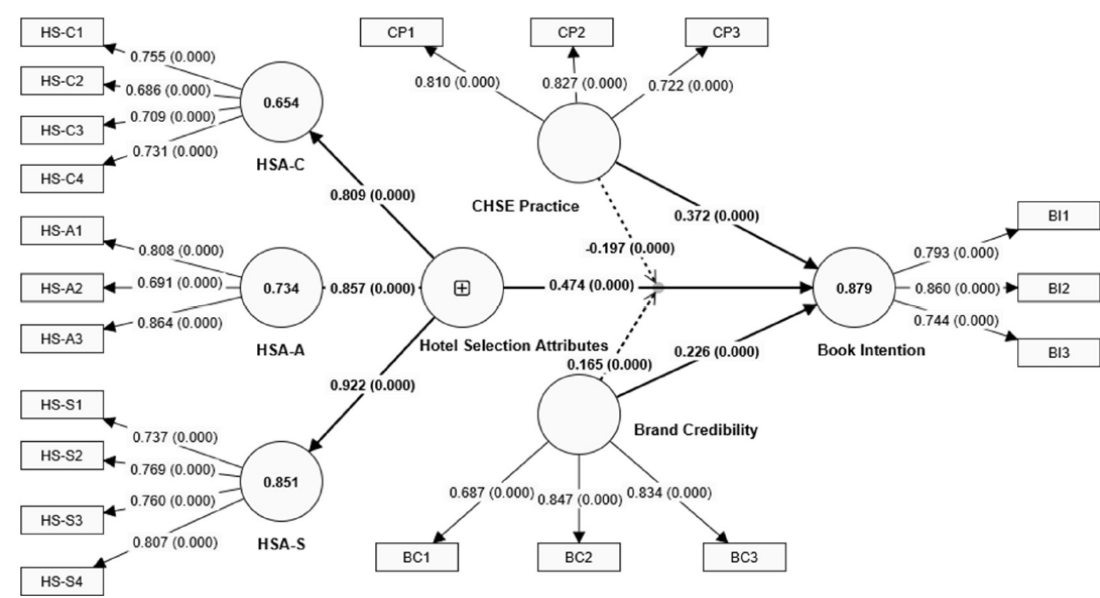
Variables	BI	BC	CHSE-P	HSA	Moderating Value of BC	Moderating Value of CHSE-P
Book Intention (BI)						
Brand Credibility (BC)	0.836					
CHSE Practice (CHSE-P)	0.832	0.841				
Hotel Selection Attributes (HSA)	0.811	0.813	0.839			
Moderating Value of BC	0.539	0.662	0.419	0.584		
Moderating Value of CHSE-P	0.583	0.516	0.306	0.573	0.785	

these indicates relatively good explanatory power. Considering the model's predictive accuracy and relevance, we compared the PLS-SEM root mean square error (RMSE) value with linear regression model (LM) values of each indicator, as presented in Table 5, indicating medium predictive power (Shmueli et al., 2019).

A summary of structural model assessment and hypothesis testing is presented in Figure 2, complementing the information within Table 6. It can be seen that the positive influence of HSA on BI was statistically significant ( $\beta = 0.474$ ,  $t=8.53$ ,  $p < 0.01$ ). The positive influence of CHSE-P on BI was

statistically significant ( $\beta = 0.372$ ,  $t = 7.39$ ,  $p < 0.01$ ). The positive influence of BC on BI was statistically significant ( $\beta = 0.226$ ,  $t = 4.47$ ,  $p < 0.01$ ). Thus, the three hypotheses of H1, H2, and H4 were supported.

For the moderating role hypotheses, it can be seen that there were significant moderating roles of two variables, CHSE-P and BC, in the relationship between HSA and BI. The statistics indices were respectively as follows: CHSE-P  $\times$  HSA ( $\beta = -0.0197$ ,  $t = 3.89$ ,  $< 0.01$ ), BC  $\times$  HSA ( $\beta = 0.165$ ,  $t = 4.11$ ,  $p < 0.01$ ). Thus, the two hypotheses of H3 and H5 were supported.



**Figure 2.** Measurement model with R-square, outer loading (outer) and path coefficient (inner), together with each p-value

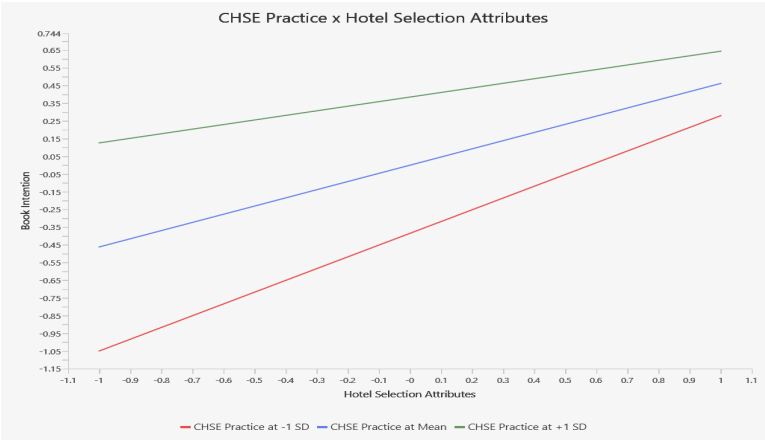
**Table 5.** The result of model's predictive power

	$Q^2_{\text{predict}}$	PLS RMSE	LM RMSE	RMSE ( $\Delta$ )
BI1	0.506	0.696	0.716	-0.10
BI2	0.645	0.599	0.599	0
BI3	0.494	0.666	0.717	-0.51

**Table 6.** Hypothesis testing

Variable	T-statistics	P-values	Conclusion
BC→ BI	4.47	0.000***	Accepted
CHSE-P→BI	7.39	0.000***	Accepted
HSA→ BI	8.53	0.000***	Accepted
BC x HSA→ BI	4.11	0.000***	Accepted
CHSE-P x HSA→ BI	3.89	0.000***	Accepted

Note: N = 157; SRMR = 0.122;  $R^2$  = HSA-C (0.65); HSA-A (0.73); HSA-S (0.85); BI (0.88); \*\*\*sig p-value < 0.01



**Figure 3.** Interaction effect of CHSE practice on the relationship between hotel selection attribute and booking intention



**Figure 4.** Interaction effect of brand credibility on the relationship between hotel selection attribute and booking intention

Figure 3 and 4 show simple plots for the relationship from hotel selection attributes to hotel book intention, which were moderated, respectively, by CHSE practice and brand credibility. Figure 3 illustrates that CHSE practice dampens the positive influence of the hotel selection attribute on hotel booking intention. While Figure 4 illustrates that brand credibility reinforces the positive influence of the hotel selection attribute on hotel booking intention.

## V. Discussion

As earlier stated in this study, previous studies in the area of hotel marketing have led to new conceptual models of booking intention, especially after the COVID-19 epidemic era. This study aims to investigate the influence of hotel selection attributes on hotel booking intention. Thus, additionally, this study investigates the role of CHSE practices together with brand credibility as moderating factors in the positive influence of hotel selection attributes on consumers' book intention in Bali, Indonesia.

This study reveals that hotel selection attributes, which consist of cognitive, affective, and sensory aspects had a positive influence on customer's booking

intention. Drawing on a multi-attribute utility function, hotel typically includes multiple moments of truth when booking an intention, which is different from other service settings (Kim & Han, 2022). The results corroborate research by Kim & Perdue, (2013), who asserted that cognitive, affective, and sensory aspects are included in customers' evaluations of hotels, and by Kim et al., (2022) who examined the important impact of cognitive, emotional, and sensory characteristics on customer experience.

The hypothesis that CHSE practices positively influence hotel book intention is supported. In the framework of signaling theory, apart from the role of CHSE certification as an external signal, CHSE practice can be seen as an internal signal that can influence hotel booking intention. It confirms the existing literature, such as P. Srivastava et al., (2023), that there were new conceptual models of booking intention during and after the COVID-19 epidemic. Travellers are now more likely to prioritize hotels that implement rigorous cleanliness and healthy measures (Saepuddin & Putra, 2023; Srivastava et al., 2022).

The interesting finding of this study lies in the interaction effect of CHSE practice, which weakens the positive influence of hotel selection attributes on booking intention (Figure 3). This means that the higher the implementation of CHSE, the lower

the influence of hotel selection attributes on hotel booking intention. It can be interpreted to mean that travellers' comfort relies on the implementation of hotel CHSE practices, so that the positive influence of hotel selection attributes on booking intention is degraded. In other words, when travellers assess that the CHSE protocol has been implemented well, the hotel selection attribute no longer plays a big role in determining their booking intention.

The hypothesis that brand credibility positively influences hotel booking intention is supported. The impression of brand trustworthiness among consumers varies among brands according to individual variances and product attributes (Akdeniz et al., 2013). Brand credibility is a powerful market signal that influences consumers' purchasing decisions (Guo & Luo, 2023). Thus, based on the signalling theoretical framework, it plays a significant role in a traveller's decision to choose a hotel as its function as an external signal in the hotel sector.

In the interaction effect of brand credibility, it was found that brand credibility reinforces the positive influence of the hotel selection attribute on hotel booking intention. This means that the higher the brand credibility, the stronger the influence of hotel selection attributes on hotel booking intention. The role of brand credibility, as an antecedent factor explaining hotel booking intention, strengthens previous research such as study of Ray et al., (2023). Thus, together with CHSE practice, their role as moderation is a new finding that makes it a novelty that needs to be contextualized in other research settings.

## VI. Conclusion

The main contribution of this study lies in the integration of two theories, namely multi-attribute utility theory and signaling theory, specifically in the development of the hotel booking intention model. The relationship between hotel selection attributes

and booking intention has become more intricate and nuanced, as individuals now place heightened emphasis on clean, health, safety, and environmental protocols.

Beyond the traditional considerations of established selection attributes, namely cognitive, affective, and sensory aspects. In conclusion, the contemporary hotel selection process is intricately entwined with a comprehensive set of attributes that address the concerns and priorities of consumers booking intentions, with a moderating role for CHSE practice and brand credibility. This study contributes to the literature by assessing the effects of hotel selection attributes, CHSE practices, and brand credibility on hotel booking intentions in the aftermath of the COVID-19 pandemic era.

The travellers mark CHSE as an indicator of a sense of security and comfort when they stay in a hotel that applies the CHSE protocols. While brand credibility plays a significant role in a traveller's decision to choose a hotel within the context of signalling theory because of its function as an external signal in the hotel sector.

The outcome of this study has practical implications for hotel management in designing strategic plans to improve hotel booking intentions. Specifically, the context of this study was travellers in the aftermath of the COVID-19 pandemic, and likewise, it was conditioned that they stay at CHSE-certified hotels in Bali, Indonesia. This finding cannot be generalized to other contexts and countries. Another limitation is that respondents filled out the questionnaire when they were not on the spot of the hotel due to potential disturbing leisure and location permit constraints. Future studies could pay attention to collecting data while the respondent is still at the hotel to obtain more updated questionnaire responses.

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