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Determinants of Intention to Revisit in Hospitality Industry: A Cross-Cultural Study Based on Globe Project

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ABSTRACT

This study examines the impact of service quality on intention-to-revisit through variables such as emotion, satisfaction, eWOM and loyalty in the hotel industry from a cross-cultural perspective that goes beyond national boundaries. Four countries were chosen from two clusters, based on the GLOBE Project, the UK and the US from the Anglo cluster and Iran and India from the Southern Asia cluster. A total of 1418 questionnaires were received from guests of 122 independent hotels, and the data were analyzed using the partial square technique in SEM-PLS. The findings reveal that antecedents of intention to revisit follow both similar and different patterns of relationships because of the cultural dimensions of the countries. While positive emotions experienced by Iranians and Indians can make them satisfied customers, the satisfaction of US consumers and the British is derived from their evaluation of service quality. In addition, the intention of US consumers and the British to revisit the hotel is created through their loyalty, but satisfaction and eWOM can lead to Iranian and Indian customers' revisit intention. This study contributes to the literature on the hospitality industry and the antecedents of intention-to-revisit by defining the distinction between countries within different clusters in the GLOBE Project and adds new knowledge to our understanding of culture.



KEYWORDS

Intention to revisit; eWOM; GLOBE; loyalty; service quality; satisfaction

Introduction

Independent, non-chain hotels have always greatly contributed to both the hotel industry and the national economies of their countries (Nazarian et al. 2020). They are not only a source of income but also a substantial provider of employment for both low and semi-skilled workers. However, the competitiveness of the market in the hotel industry is continuously increasing due to the swift growth in tourism. A form of competition is imposed on independent and smaller hotels with chain hotels with significantly greater access to resources (Nazarian et al. 2019). Thus, the challenge that managers of smaller, independent hotels face is to encourage tourists' intention to revisit and to provide their businesses with the resources needed to achieve sustained financial success.

Research has shown causal relationships between service quality, customer satisfaction, customer loyalty and intention to revisit (Ćulić et al. 2021; Fida et al. 2020; Nazarian et al. 2021). Studies in marketing and tourism show that customer satisfaction and loyalty rooted in positive emotional experiences can help hotels to build and maintain customer loyalty (Del Bosque and San Martín 2008; Kandampully, Zhang, and Bilgihan 2015; Shabankareh et al. 2022). It is generally accepted that high levels of service quality from a hotel experienced by tourists would result in high levels of customer satisfaction (Khoo 2020). Tourists who are more satisfied spread good word-of-mouth about their experience and have a greater tendency to become loyal customers (Gogoi and Jyoti 2020), leading to a strong intention to revisit (Khoo 2020). However,

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at a global level, hotel customers have different cultural backgrounds, hence different values and interpretations. Customers' perceptions of service quality vary greatly based on their attributes of societal cultures. Therefore, in examining the impact of service quality on intention to revisit, academics and practitioners need to be aware of cultural trends and value systems of various nations to understand the effects of cultural similarities and differences on the antecedents of intention to revisit and their relationships. So, comparing the relationships among variables in the context of culturally different clusters in the hotel industry helps to understand to what extent cultural similarities and differences are significant and how the role they play in creating intention to revisit varies between regions.

"National cultural value systems are quite stable over time; the element of national culture can survive amazingly long, being carried away forward from generation to generation" (Hofstede and Usunier 2003). It shapes the behaviors, values, and beliefs of the majority of a society and could be a more effective way to assess operational decisions than considering regional differences based on geographical boundaries. Using reliable dimensions to compare cultures could be a major contribution to cross-cultural research, and one of the most widely used national cultural frameworks in psychology, sociology, marketing, or management studies was proposed by Hofstede as a pioneer in the study of culture and institutions (Soares, Farhangmehr, and Shoham 2007). To compare the cultures of countries under study, he created five dimensions, including individualism/collectivism; uncertainty avoidance; power distance; masculinity–femininity and long-term orientation (Hofstede, Hofstede, and Minkov 2005). The GLOBE (Global Leadership and Organizational Behavior Effectiveness) Project used the Hofstede dimensions as the baseline and extended them to nine cultural dimensions, the combination of which provides a cultural profile for a country and, based on similarities in their national cultures, places countries into cultural clusters (Javidan and Dastmalchian 2009). To investigate the impact of culture on the relationships between the factors, which are antecedents of intention to revisit, two countries from each

of two contrasting cultural clusters were selected: the UK and US from the Anglo cluster and Iran and India from the Southern Asia cluster (Javidan 2020). There are two reasons for choosing these countries for this study: first, GLOBE categorization. For instance, while Anglo societies are highly performance oriented with a low score of In-Group Collectivism which is indicative of their tendency for individualistic behavior, societies belonging to the Southern Asia cluster are highly family and group-oriented with a middle score in Performance Orientation. Also, in Southern Asia societies with a high power distance, the community accepts and endorses authority, but the Anglo cluster shows a relatively low Power Distance compared to the average of the country clusters.

Secondly, there is a contrast between the hotel industries in the two regional clusters, with both the UK and US having well-established and developed hotel industries while Iran and India have growing hotel industries. In the United Kingdom and United States, the number of independent hotels exceeds that of chain hotels (Chappell 2017), but their market shares have declined in the last decade to around 50 and 40 percent, respectively (Chappell 2019). But in India, independent hotels still account for around 70 percent of room capacity across the country (Chappell 2019), while in Iran, over 90 percent of hotels are independent, with very few local or international chains (Nazarian et al. 2020).

This study aims to compare the relationships between the antecedents of intention to revisit these two culturally different contexts using the GLOBE Project cultural framework. To meet this aim, the research question proposed is: To what extent do cultural differences between the UK and US, belonging to the Anglo cluster, and Iran and India, belonging to the Southern Asia cluster, impact the relationships between the antecedents of intention to revisit? Thus, the contribution of this study is that it expands our knowledge beyond the restraints of geographical borders incorporating a universal perspective into understanding human behavior. In addition, it sheds light on the role that differing cultures play in the relationships between the constructs which impact the intention to revisit in culturally

different contexts and adds to the existing literature on the factors influencing the intention to revisit in the hotel industry.

In the following section, the background theory for the foundational constructions employed in the present study, along with their relation to the problem discussed in this research, are provided. The method employed for evaluating the model proposed is provided in the next section. In addition, an analysis of the data, their results, and further discussion on the novelties offered here are presented in the next section. Finally, our paper is concluded by providing practical and theoretical indications of the study, along with study limitations and future directions for further research.

Theoretical background

Culture and the GLOBE Project

Culture forms people's perceptions, evaluations and interpretations of their environments and, their decision-making (Abbasi et al. 2020). Culture is defined as beliefs, values, motives, identities, and crucial events' shared interpretations, according to the GLOBE Project This project is the result of group members' shared experiences that generations pass on to their successors (Javidan and Dastmalchian 2009). As people with one cultural background think and behave differently from people with another cultural background, their perception and evaluation of a service may vary greatly (Jia 2020). Therefore, a cross-cultural approach can deepen our perception of the role of national culture and cultural differences.

Much research has been done on the impact of culture and its impact on consumer behavior (Kacen and Lee 2002; Kim, Jun, and Kim 2018; Meng and Mummalaneni 2010; Ranjbaran et al. 2022). Many comparative studies have been conducted on the impact of culture on customer behavior in various industries, including the tourism and hotel industry. In some research, researchers have shown that the culture of each tourist can significantly affect the perception of service quality, brand perception, loyalty, emotions and tourists' general attitude toward services

(Diallo and Seck 2018; Malai and Speece 2005). For example, in a study, researchers concluded that culture is one of the most important factors affecting the behavior of tourists when booking online, and its effect can change among different cultures (Besbes et al. 2016). In another study, the researchers concluded that cultural background has a significant impact on the privacy concerns of international travelers when staying in hotels, and this concern has a significant impact on their moral judgment and their perception of service quality, and finally affects the process of brand co-creation for hotels (Ranjbaran et al. 2022).

The GLOBE Project presents a comprehensive picture of national cultures (Nadeem and de Luque 2020) and provides knowledge about cultural differences and similarities (Javidan and Dastmalchian 2009). Therefore, as this study is based on comparisons between four countries, the GLOBE Project was adopted to explore the impact of service quality on revisit intention through the variables emotion, satisfaction, eWOM and loyalty in independent hotels. The GLOBE Project employed nine cultural attributes in a sample of 62 countries and formed ten cultural clusters based on cultural similarities (Clark et al. 2016). The ten clusters identified by GLOBE Project are Eastern Europe, Southern Asia, Latin Europe, Nordic Europe, Middle-East, Sub-Saharan, Confucian Asia, Africa, Germanic Europe, Anglo, and Latin America (Kabasakal et al. 2012). Each cluster can also be described in terms of their common cultural dimensions (Dorfman et al. 2012). To achieve the aim of the present study, four countries from two clusters were chosen, namely UK and US from the Anglo cluster and Iran and India from the Southern Asia cluster.

These two cultural clusters are in sharp contrast with each other. While the Southern Asia cluster is highly family and group-oriented and value harmony with the environment, Anglo societies prefer individualistic behavior and value competitiveness. In addition, whereas in Anglo societies, upward social mobility is common and resources are available to almost all, the Southern Asia cluster is hierarchal, and resources are available to only a few. Due to the cultural differences between these clusters and their specific cultural

attributes, visitors from these countries may have a different attitude toward and perception of service quality that may affect their intention to revisit. Therefore, this study can enhance our understanding of the impact of cultural differences on the relationship between service quality and intention to revisit.

Service quality and intention to revisit in the hotel industry

Retaining existing customers or increasing revisit rates is more cost-efficient than attracting new customers (Rasoolimanesh et al. 2021). We know that service quality is crucially important in the service industry (Fang, Lu, and Dong 2020) and that providing high service quality is an essential strategy for the success of independent hotels and it is a key factor in a hotel's ability to gain competitive advantage (Keshavarz and Jamshidi 2018). Service quality results from the difference between the expectations of customers before using the organization's services and the image they have of the received services (Liu et al. 2020). Service quality is defined as the mental comparison that customers make between the quality of service they want to receive and the service they have received (Parasuraman, Zeithaml, and Berry 1988). Managers can focus on raising and maintaining high standards of customer service, but if they aim to improve intention to revisit, they need to know what other factors are involved and how these relationships vary with the national culture of the customer.

Service quality has always been one of the most important issues in the hospitality industry as one of the most important components of the tourism industry (Slack and Singh 2020). To satisfy tourists, hotels should always fulfill their services according to the expectations of customers. Research has shown that satisfied customers will turn into loyal ones to a hotel or tourist destination if the quality of the services exceeds their expectations (Dabestani et al. 2016; Zibarzani et al. 2022). Loyal customers will revisit a hotel that has met their expectations beyond their imaginations, and they also encourage others to use the services of that hotel (Shabankareh et al. 2022). One of the most important factors that

hotel practitioners should consider in providing unique services at an international level is the cultural background and nationality of the travelers.

To pursue the aim of this research, we have explored the impact of service quality on intention to revisit through the intermediating variables of customer satisfaction, emotion and loyalty. Electronic word-of-mouth was also added to find its effects on the other variables since this is increasingly significant for the hotel industry.

Hypotheses development

Effects of service quality on emotion and satisfaction

Service quality is a cognitive assessment and refers to customers' evaluation of the overall quality (Wang et al. 2020) and perceived judgment of the service (Fang, Lu, and Dong 2020). It has been extensively studied in diverse service industries, such as travel agencies (Fang, Lu, and Dong 2020; Gholipour Soleimani and Einolahzadeh 2018), banking (Fida et al. 2020), karaoke houses (Khoo 2020), hotels (Keshavarz and Jamshidi 2018; Nunkoo et al. 2020), heritage marketing (Scarpi, Mason, and Raggiotto 2019) and health-care (Al-Neyadi, Abdallah, and Malik 2018).

In the tourism literature, emotions refer to negative and positive reactions to particular external events (Godovykh and Tasci 2020). Emotions make the basis of individuals' experiences and help them understand the world by facilitating cognitive processes; in addition, they influence motives and behaviors (Chuah and Yu 2021).

Studies in marketing and tourism confirm the relationship between emotions and service quality (Godovykh and Tasci 2020). As demonstrated in a study aimed to evaluate the effect of the quality of service offered in a spa on the positive emotions of its consumers, a significant factor for the prediction of positive emotions of consumers is the quality of service (as a form of cognitive assessment) (Lo, Wu, and Tsai 2015). According to cognitive appraisal theory (Bagozzi, Gopinath, and Nyer 1999), individuals experience different emotions based on their cognitive evaluation of

specific situations; experience itself does not evoke emotions, but customers' evaluation of the experience generates certain emotional states. Therefore, a perception of high value brings about positive emotions, and a perception of low value generates negative emotions (Song and Qu 2017). Another study explored the impact of guests' beliefs and attitudes regarding different servicescape elements on their satisfaction and emotional responses. The results showed that some of these elements are important for creating positive emotions (Sukhu et al. 2019). Therefore, the following hypothesis is proposed:

Hypothesis 1. Service quality has a positive impact on emotion.

Customer satisfaction has always been an important concept in the hospitality industry. It is described as a psychological measurement of the feeling of delight (Pizam, Shapoval, and Ellis 2016) and the emotional response of customers to the difference between their perceptions and their expectations of the performance of the service provided (Wang et al. 2020). Satisfaction can only be met when the performance of the service provider exceeds customer expectations (Fida et al. 2020). Perceptual judgment and emotional response are incorporated in the definition of satisfaction as a cognitive-affective state resulting from both cognitive evaluations and the emotions evoked by these evaluations (Ruiz-Alba et al. 2019).

Many studies in the service marketing literature have established the relationship between service quality and customer satisfaction (Fida et al. 2020; Khoo 2020). Service quality has been an antecedent of consumer satisfaction, and customers' perception of service quality triggers their satisfaction (Fang, Lu, and Dong 2020). Organizations attempt to achieve high customer satisfaction to have long-term relationships with customers. As service quality is difficult to assess, a reliable scale is needed to measure it. One of the commonly used measures is SERVQUAL originally developed by Parasuraman, Zeithaml, and Berry (1985) and was employed in many studies to measure the quality of service (Parasuraman, Zeithaml, and Berry 1985). In their study of the effect of service quality perceptions on customer

satisfaction in corporate travel agencies, Fang et al. applied SERVQUAL measurement of the dimensions of tangible, assurance, responsiveness, reliability, and empathy (Fang, Lu, and Dong 2020). The findings indicate that dimensions of assurance and empathy can significantly affect customer satisfaction. Similarly, Fida et al. applied the SERVQUAL model to examine the effect of service quality on customer satisfaction and customer loyalty in Islamic banks (Fida et al. 2020). Their findings demonstrate that empathy and responsiveness have a significant relationship with customer satisfaction. Therefore, we propose the following hypothesis:

Hypothesis 2. Service quality has a positive impact on satisfaction.

Effects of emotion on loyalty and satisfaction

Loyalty is one outcome of customer experience extensively discussed because it can lead to the success of a brand through loyal consumers' intention to revisit, their inclination to use the brand and their readiness to generate positive word-of-mouth about it (Godovykh and Tasci 2020). Loyalty is usually defined as a customer's desire to continue his/her relationship with the business or brand (Cakici, Akgunduz, and Yildirim 2019); however, in tourism, it refers to tourists' eagerness to revisit a destination, spread positive word-of-mouth about it in addition to recommending it to others (Godovykh and Tasci 2020). Although in many studies, loyalty includes an intention to revisit as well as advocacy for the product or service, in this study, we have separated intention to revisit as a distinct measure. Thus, here what we mean by loyalty is advocacy alone. This allows us to see if advocacy and intention to revisit are always combined.

Many studies have been developed to determine the antecedents of customer loyalty, including emotion (Godovykh and Tasci 2020; Prayag et al. 2017; Torres 2017). Emotions play a significant role in creating memorable experiences; they influence satisfaction, destination attachment and loyalty (Prayag et al. 2017). Yet, some antecedents of loyalty, such as motivation, destination image, familiarity, service quality and

satisfaction that are cognitive-based, have attracted more attention than emotional factors, and there is a need for further investigation (Godovykh and Tasci 2020). Therefore the following hypothesis is proposed:

Hypothesis 3. Emotion has a positive effect on loyalty.

Emotions have a crucial role as antecedents of satisfaction (Nunkoo et al. 2020). Many researchers have found an important relationship between emotions and customer satisfaction (Leri and Theodoridis 2019; Pappas et al. 2020; Prayag et al. 2017). According to (González-Rodríguez, Díaz-Fernández, and Gómez 2020), positive emotions have a significant impact on tourists' satisfaction, whereas negative emotions have a negative relationship with satisfaction. More interestingly, the results of their study revealed that positive emotions contribute to satisfaction to a extent greater than negative emotions. Based on these studies, we propose the following hypothesis:

Hypothesis 4. Emotion is associated with satisfaction.

Effects of satisfaction on loyalty, eWOM and intention to revisit

Due to the belief that customer satisfaction brings about customer loyalty and higher profitability, many organizations adopt marketing strategies that focus on delivering customer satisfaction. Since loyal customers play a great role in strengthening the existing market, reducing marketing costs developing sustainable competitive advantage and improving business performance, hospitality firms emphasize offering customer satisfaction as a strategic marketing tool to build customer loyalty (Ofosu-Boatengand and Acquaye 2020). Studies have shown customer satisfaction is related to customer loyalty in different contexts, such as banking (Famiyeh, Asante-Darko, and Kwarteng 2018); retailing (Slack, Singh, and Sharma 2020) and tourism (Al-Msallam 2020; Ofosu-Boatengand and Acquaye 2020; Saleem and Raja 2014). In addition, the results of some other comparative studies revealed that in the hospitality industry, satisfaction is significantly

associated with loyalty in culturally different countries within different clusters (Latin European and Anglo clusters) (Nazarian et al. 2021) and in countries within the same cluster (Southern Asia cluster) (Nazarian et al. 2021). Results indicate that customer loyalty is maintained by their satisfaction with products and services (Famiyeh, Asante-Darko, and Kwarteng 2018), and emotional satisfaction predicts behavioral intentions such as loyalty (Ladhari 2009). Therefore, we proposed that:

Hypothesis 5. Satisfaction has a positive association with loyalty.

Many aspects of tourism marketing have been affected by the internet and digital technologies (Cantallops and Salvi 2014). Social media and mobile technology have become important means of information exchange through which customers share their opinions and assessments of service experiences (Zhang, Prybutok, and Huang 2006). Consumers' opinions and reviews on websites and digital platforms, called electronic word-of-mouth (eWOM), have been shown to influence consumers' decision-making processes in tourism (Ladhari and Michaud 2015). Therefore, within the tourism industry in general, and the hospitality industry eWOM is of fundamental importance and has become an important factor in hotel marketing (Serra-Cantallops, Ramon-Cardona, and Salvi 2018). eWOM refers to any online, interpersonal communication of information about a product or brand that is not commercial (Pourfakhimi, Duncan, and Coetzee 2020) made by potential, actual, or former customers (Sijoria, Mukherjee, and Datta 2019). Due to its speed, level of persuasiveness, availability, accessibility, and large scope of reach (Pourfakhimi, Duncan, and Coetzee 2019), companies are increasingly seeking to recognize the factors affecting the use of eWOM, as well as its outcomes (Serra-Cantallops, Ramon-Cardona, and Salvi 2018).

Although eWOM has been an appealing and a practical topic for academics and practitioners, research on its determinants has received less attention than on its outcomes (Serra-Cantallops, Ramon-Cardona, and Salvi 2018). Satisfaction is considered a critical determinant of behavioral

intentions (Sukhu et al. 2019), such as eWOM. A few studies in the tourism and hospitality contexts have underlined customer satisfaction as consumers' principal motivation for eWOM (Sijoria, Mukherjee, and Datta 2019; Uslu 2020). In a study made in restaurants, the positive effect of customer satisfaction on eWOM was confirmed (Uslu 2020). But a study made by Yang in the same context did not show a relationship between satisfaction and positive eWOM intentions (Yang 2017). In hotels, satisfaction acts as an antecedent of eWOM (Sijoria, Mukherjee, and Datta 2019), and satisfied customers are expected to generate positive eWOM; however, customer satisfaction by itself does not guarantee customers generating positive eWOM (Serra-Cantallops, Ramon-Cardona, and Salvi 2018). As the findings are inconsistent, there is a need for more research in this field. Thus, the following hypothesis is proposed:

Hypothesis 6. Satisfaction has a positive association with e-word of mouth eWOM.

Intention to revisit is a post consumption behavior that refers to tourists' intentions to visit the same destination again (Loi et al. 2017). It is one of the most significant issues in destination marketing because retaining re-visitors is more cost-efficient than attracting new visitors (Seetanah, Teeroovengadum, and Nunkoo 2020). Therefore, understanding the drivers of tourists' intention to revisit is of great interest for destination marketers. Research done on the relationship between satisfaction and customers' behavioral intentions in the tourism context have revealed that satisfaction experienced by travelers in a specific destination determines their intention to revisit (Gholipour Soleimani and Einolahzadeh 2018; Loi et al. 2017) and the higher tourists' satisfaction with a destination leads to the higher probability of revisit the destination (Seetanah, Teeroovengadum, and Nunkoo 2020). Thus, as satisfaction has a fundamental role as a determinant of behavioral intentions (Pappas et al. 2020), such as intention to revisit, the following hypothesis is proposed:

Hypothesis 7. Satisfaction has a positive association with the intention to revisit.

Effects of loyalty on intention to revisit

Loyalty to a tourist destination can lead to tourists' willingness to revisit and recommend the destination to other potential tourists, and many researchers have highlighted its importance in foreseeing the success of a destination (Jeong and Kim 2019). Tourists' intention to revisit is a vital element of tourism loyalty (Ćulić et al. 2021) by which loyalty has been assessed in tourism studies (Loi et al. 2017). Satisfaction by itself does not predict different kinds of behavioral intentions, but loyalty and satisfaction jointly predict behavioral intention (Espinosa et al. 2018). When customers form their intentions to revisit, they create positive associations between loyalty and satisfaction. Therefore, as customers' intention to revisit seems connected to customer loyalty, the following hypothesis is proposed:

Hypothesis 8. Loyalty has a positive association with the intention to revisit.

Effects of eWOM on intention to revisit

For those who own hotels and customers, eWOM has turned into a significant information source (Sharipudin et al. 2020). It has also become increasingly important for consumer decision-making (Viglia, Minazzi, and Buhalis 2016). Studies in the hotel and travel industry suggest that eWOM can affect tourists' travel and/or intention to revisit, and positive reviews are more likely to increase customers' booking intentions and intention to revisit than negative reviews (Abubakar et al. 2017). However, as studies indicate, the manner by which EWOM impacts consumer behavior of hospitality and tourism is largely and partially restricted to its effect (Pourfakhimi, Duncan, and Coetzee 2019). However, customers with positive eWOM are expected to have a higher possibility of intention to revisit. Hence, the following hypothesis is proposed:

Hypothesis 9. eWOM has a positive association with the intention to revisit

Research methods Instrument and measures

We used previous studies in this field to extract the items to evaluate the variables in this study. The questionnaire used in this study consists of

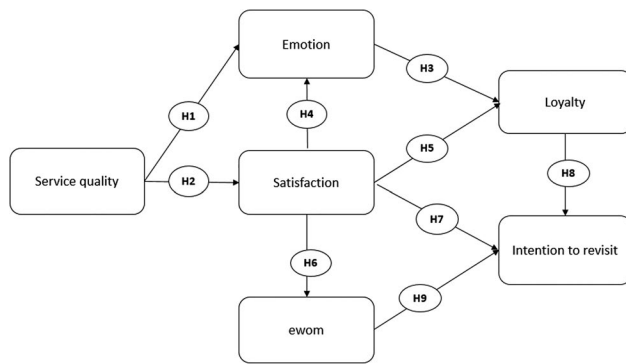


Figure 1. Research conceptual model.

six constructs, including service quality, satisfaction, emotion, eWOM, loyalty and intention to revisit (Figure 1). The questionnaires were distributed in both online and hardcopy formats to optimize the response rate from travelers.

The questionnaire consists of two sections. In the interests of clarity, we provided a clear and simple definition of an independent hotel on the first page of the questionnaire in both versions. Firstly, those who responded were asked to offer a number of demographic information, such as their age, gender, and level of education. As shown in Table 1, while 676 of those who responded were female, 742 were male. The age of most respondents in the UK was between 18-24, in the US, it was between 25-34, in India and Iran, it was between 35-44 and most are educated. The second part of the questionnaire consisted of 40 questions covering all 6

constructs. In this part of the questionnaire, a seven-point Likert scale from 1= strongly disagree to 7= strongly agree was used for 5 constructs, i.e., service quality, satisfaction, eWOM, loyalty and intention to revisit. The items used to measure emotion were adapted from (Russell 1980) in Table 1 to acquire exact responses from guests in independent hotels.

To measure service quality, i.e., the quality of service received by consumers, we adopted 10 items from (Parasuraman 1998). To measure four mediator variables, validated item measurements from previous studies were used. Specifically, the items used to measure them were: satisfaction (5 items) (Richard 1997); eWOM (7 items) (Park and Kim 2008); emotion (11 items) (Russell 1980); and loyalty (4 items) (Zeithaml, Berry, and Parasuraman 1996). To measure our dependent variable, i.e., intention to revisit, we extracted items from (Assaker and Hallak 2013; Mattila 2001) and (Lin 2014) in Table 2.

Sample and data collection

The research sample consisted of travelers who had recently stayed in independent hotels. The data was collected from October 2019 to March 2020 in 4 countries: the United Kingdom, the United States of America, India and Iran. Data were collected in online and hardcopy versions. Across the four countries, 2000 respondents were

Table 1. Demographics.

Characteristic	RF (%)	F	RF (%)	F	RF (%)	F	RF (%)	F	RF (%)	F	RF (%)	F
Country-n	UK-365		US -355		Iran-348		India-350		UK&US -720		India & Iran-698	
Gender												
Male	156	42.7	198	55.8	164	47.1	224	64	354	49.2	388	55.6
female	209	57.3	157	44.2	184	52.9	126	36	366	50.8	310	44.4
Age												
18-24	217	59.5	40	11.3	1	.3	39	11.1	257	35.7	40	5.7
25-34	72	19.7	201	56.6	34	9.8	67	19.1	273	38	101	14.5
35-44	41	11.2	83	23.4	124	35.6	106	30.3	124	17.2	230	33
45-55	34	9.3	24	6.8	122	35.1	79	22.6	58	8	201	28.8
55 and more	1	.3	7	2	67	18.2	59	16.9	8	1.1	126	18
Education												
A level and below colleges	25	6.8	24	6.8	5	1.4	15	4.4	49	6.8	20	2.9
UG	93	25.5	108	30.4	15	4.3	80	22.9	201	27.9	95	13.7
PG	120	32.9	164	46.2	170	48.9	110	30.5	284	39.4	280	40.1
PhD	100	27.4	55	15.5	150	43.1	120	34.3	155	21.5	270	38.7
Size of Hotels												
Small	27	7.4	4	1.1	8	2.3	25	7.9	31	4.4	33	4.6
Medium	142	38.9	94	26.5	198	56.9	129	36.9	236	32.8	335	46.8
Large	116	31.8	88	24.8	100	28.7	145	41.4	204	28.3	245	35.1
Hotel ID	107	29.3	173	48.7	50	14.4	76	21.7	280	38.9	126	18.1
	34		35		28		25		69		53	

Table 2. Item Measurement.

Construct Abbreviation	Item measurement	References
Service quality		
SQ1	Materials-associated-with the-service- (like-brochures-or- statements)-are-visually-appealing.	Parasuraman et al. (1988)
SQ2e	When-my-hotel-promises-to-do-something-by-a-certain- time, they-will-do-so	
SQ3	When-customers-have-a-problem, my-hotel-shows-a- sincere-interest-in-solving-it.	
SQ4	The-hotel-provides-the-service-at-the-time-they-promise-to-do-so.	
SQ5	Employees-are-willing-to-help-customers	
SQ6	Employees-are-never-being-too-busy-to respond-to-customer-requests	
SQ7	The-hotel-has-operating-hours-convenient-to-all-their-customers.	
SQ8	The-hotel-has-the-customer's-best-interests-at-heart	
SQ9e	Employees -give-prompt-service-to-customers	
SQ10	The-employees-understand-the-specific-needs-of-its-customers	
Satisfaction		
SAT1	This-is-one-of-the-best-hotels-I-could-have-visited	Oliver (1997)
SAT2	I-am-satisfied-with-my-decision-to-visit-the-hotel	
SAT3	My-choice-to-visit-the-hotel-was-a-wise-one	
SAT4	I-have-really-enjoyed-myself-in-this-hotel	
SAT5	I-am-sure-it-was-the-right-thing-to-visit-this-hotel	
EWOM		
eWOM 1	I-want-to-reflect-on-my-hotel-experience	Carroll and Ahuvia (2006) and Park and Kim (2014)
eWOM 2	I-enjoy-it-when-I-can-tell-others-about-my-experience	
eWOM 3	I-feel-good-to-express-my-experience	
eWOM 4	Information-posted-by-other-customers-helped-me-and-I-want-to-return-the-favour	
eWOM 5	I-just-want-to-help-other-people	
eWOM 6	I-am-so-satisfied-with-the-experience-that-I-want-to-help- the-hotel-to-be-successful	
eWOM 7	Good-service-providers-should-be-supported	
Emotion		
EMO1	After-the-experience-at-the-hotel-I-felt-angry-content	Russel (1980)
EMO2	After-the-experience-at-the-hotel-I-felt-unhappy/happy	
EMO3	After-the-experience-at-the-hotel-I-felt-displeased/pleased	
EMO4	After-the-experience-at-the-hotel-I-felt-sad/joyful	
EMO5	After-the-experience-at-the-hotel-I-felt-disappointed/delighted	
EMO6	After-the-experience-at-the-hotel-I-felt-bored/entertained	
EMO7	After-the-experience-at-the-hotel-I-felt-depressed/cheerful	
EMO8	After-the-experience-at-the-hotel-I-felt-anxious/quiet	
EMO9	After-the-experience-at-the-hotel-I-felt-calm/enthusiastic	
EMO10	After-the-experience-at-the-hotel-I-felt-passive/active	
EMO11	After-the-experience-at-the-hotel-I-felt-indifferent/positively/surprised	
Loyalty		
LOY1	I-would-like-to-say-positive-things-about-the-hotel	Zeithaml et al. (1996)
LOY2	I-would-like-to-recommend-this-hotel-to-others	
LOY3	I-would-like-to-encourage-friends-and-relatives-to-visit-it	
LOY4	I-would-like-to-come-back-to-this-hotel-in-the-future	
Intention to revisit		
ITR1	I-consider-the-hotel-as-my-first-choice	Assaker and Hallak (2013); Lin (2014); Mattila (2001); Maxham and Netemeyer (2002)
ITR2	I-intend-to-visit-the-hotel-on-my-next-trip	
ITR3	I-intend-to-visit-the-hotel-in-my-distant-future	

approached in 122 small, medium or large independent hotels producing 1418 completed questionnaires. The number of completed questionnaires received from each country was UK: 365 (73%), US: 355 (71%), India: 350 (71.6%) and Iran: 348 (69.6%). In the UK, US and India, the questionnaires were distributed in the English language, which is the official language in these countries. In Iran, as Ageeva et al. recommends, to prevent non-mechanical translation, we translated the questionnaire into Persian, which is the official language of this country, then we retranslated it back into English to check it. Finally, we

distributed the Persian questionnaire among Iranian travelers (Ageeva and Foroudi 2019).

Results

To test the relationships between constructs, we used the partial square technique in SEM-PLS2 (Ranjbaran et al. 2022). To test for common method bias, we took out the first 50 and the last 50 questionnaires, and the results indicated that the significance value of all those constructs we employed in this research was acceptable. Therefore, we realized there are no dissimilarities

Table 3. Factor loading, Mean, Std.D and Cronbach's Alpha.

Item	UK			Cronbach's Alpha	Item	US			Cronbach's Alpha
	Factor loading	Mean	Std.D			Factor loading	Mean	Std.D	
Service quality									
SQ1	.793	5	1.41	.921	SQ1	.647	4.69	1.21	.890
SQ3	.735	4.88	1.33		SQ3	.769	4.76	1.13	
SQ4	.802	4.92	1.45		SQ4	.737	4.63	1	
SQ5	.6	4.83	1.25		SQ5	.785	4.72	1.18	
SQ6	.842	4.89	1.29		SQ6	.749	4.62	1.1	
SQ7	.867	4.9	1.37		SQ7	.713	4.75	1.06	
SQ8	.801	4.87	1.39		SQ8	.770	4.56	1.23	
SQ10	.709	4.71	1.5		SQ10	.841	4.45	1.05	
Satisfaction									
SAT2	.838	4.78	1.53	.88	SAT2	.872	4.57	1.12	.720
SAT3	.846	4.41	1.65		SAT3	.772	5.1	1.21	
SAT4	.844	4.92	1.49		SAT4	.690	5.44	1.2	
EWOM									
EWOM 3	.796	5.14	1.44	.732	EWOM 3	.685	4.77	1.19	.710*
EWOM 5	.769	5.0	1.37		EWOM 5	.816	4.67	1.07	
EWOM 6	.762	4.9	1.38		EWOM 6	.839	4.56	1.08	
Loyalty									
LOY2	.837	4.42	1.59	.867	LOY2	.869	4.57	1.07	.720*
LOY3	.804	4.38	1.78		LOY3	.679	4.59	.96	
LOY4	.844	4.29	1.68		LOY4	.739	4.55	.98	
Emotion									
EMO2	.849	5	1.46	.865	EMO4	.759	4.68	1.29	.832
EMO6	.709	5.35	1.34		EMO5	.748	4.92	1.25	
EMO7	.808	5.23	1.4		EMO7	.794	5	1.22	
EMO8	.75	5.34	1.65		EMO8	.637	4.89	1.27	
EMO9	.736	5.1	1.24		EMO9	.714	5.05	1.07	
EMO10	.662	5.27	1.52		EMO10	.759	4.96	1.25	
Intention to revisit									
ITR1	.840	4.15	1.62	.85	ITR1	.730	4.73	1.19	.745
ITR2	.806	4.76	1.48		ITR2	.914	4.51	1.08	
ITR3	.78	4.71	1.8		ITR3	.701	4.75	1.17	
Iran									
Service quality									
SQ1	.753	4.54	1.08	.892	SQ1	.887	4.53	1.31	.907
SQ3	.74	4.6	1.11		SQ3	.854	4.45	1.37	
SQ4	.728	4.7	1.13		SQ4	.931	4.27	1.4	
SQ5	.756	4.58	1.09		SQ5	.824	3.86	1.55	
SQ6	.713	4.68	1.07		SQ6	.736	4.71	1.35	
SQ7	.852	4.52	1.13		SQ7	.704	4.73	1.3	
SQ8	.811	4.46	1.18		SQ8	.761	5.25	1.18	
SQ10	.683	4.58	1.12		SQ10	.528	4.85	1.3	
Satisfaction									
SAT1	.744	4.54	.945	.720*	SAT1	.768	5.5	1.1	.723
SAT2	.794	4.42	.92		SAT2	.792	5.2	1.2	
SAT3	.781	4.58	1.04		SAT3	.847	4.7	1.6	
EWOM									
EWOM 4	.847	4.63	1.050	.743	EWOM 4	.797	5.7	1.1	.738
EWOM 5	.851	4.61	1.1		EWOM 5	.852	5.4	1.3	
EWOM 6	.741	4.47	1.2		EWOM 6	.779	5.3	1.15	
Loyalty									
LOY1	.866	4.65	1.03	.805	LOY1	.893	5.2	1.2	.765
LOY2	.827	4.66	1.33		LOY2	.774	4.8	1.3	
LOY3	.851	4.64	1.3		LOY3	.801	4.9	1.7	
Emotion									
EMO1	.861	4.8	1.22	.812	EMO1	.817	5.4	1.19	.738
EMO2	.759	4.7	1.29		EMO2	.805	5.3	1.18	
EMO5	.639	4.92	1.27		EMO5	.858	5.26	1.24	
EMO8	.690	5.8	1.28		EMO8	.822	5.2	1.39	
EMO10	.775	4.9	1.16		EMO10	.621	5.1	1.12	
EMO11	.568	4.4	1.12		EMO11	.594	5.25	1	
Intention to revisit									
ITR1	.836	4.7	1.19	.811	ITR1	.856	5.2	1.2	.78
ITR2	.869	4.5	1.22		ITR2	.837	5.6	1.1	
ITR3	.850	4.7	1.14		ITR3	.780	5.3	1	
UK & US									
Service quality									
SQ1	.712	4.84	1.32	.893	SQ1	.833	4.54	1.2	.895
SQ3	.742	4.82	1.23		SQ3	.792	4.51	1.18	
SQ4	.776	4.78	1.21		SQ4	.825	4.49	1.3	
SQ5	.669	4.77	1.21		SQ5	.676	4.23	1.38	
SQ6	.816	4.75	1.18		SQ6	.715	4.69	1.22	
SQ7	.815	4.83	1.23		SQ7	.815	4.62	1.22	
SQ8	.767	4.71	1.32		SQ8	.639	4.85	1.24	
SQ10	.725	4.58	1.30		SQ10	.773	4.71	1.22	

(Continued)

Table 3. (Continued).

Item	UK			Cronbach's Alpha	Item	US			Cronbach's Alpha
	Factor loading	Mean	Std.D			Factor loading	Mean	Std.D	
Satisfaction									
SAT2	.837	4.67	1.34	.76	SAT1	.799	5	1.12	.72
SAT3	.820	4.75	1.48		SAT2	.856	4.8	1.15	
SAT4	.795	5.01	1.52		SAT3	.746	4.6	1.35	
EWOM									
EWOM 3	.777	4.95	1.33	.72*	EWOM 4	.857	5.17	1.15	.78
EWOM 5	.787	4.84	1.24		EWOM 5	.866	5	1.28	
EWOM 6	.786	4.76	1.25		EWOM 6	.776	5.05	1.23	
Loyalty									
LOY2	.842	4.47	1.409	.747	LOY1	.889	4.9	1.28	.79
LOY3	.776	4.46	1.517		LOY2	.796	4.77	1.3	
LOY4	.821	4.38	1.454		LOY3	.829	4.7	1.31	
Emotion									
EMO4	.702	4.87	1.39	.825	EMO1	.845	5.09	1.24	.81
EMO5	.728	5.13	1.31		EMO2	.797	5.06	1.28	
EMO7	.811	5.12	1.32		EMO5	.757	5.1	1.26	
EMO8	.713	5.11	1.5		EMO8	.772	5.05	1.35	
EMO9	.731	5.07	1.16		EMO10	.685	4.9	1.15	
EMO10	.696	5.11	1.4		EMO11	.5	4.85	1.14	
Intention to revisit									
ITR1	.822	4.44	1.45	.73	ITR1	.833	4.9	1.17	.720*
ITR2	.809	4.63	1.29		ITR2	.78	5.06	1.23	
ITR3	.781	4.73	1.49		ITR3	.704	5.04	1.1	

between the two data sets comprising the first 50 and last 50 questionnaires.

A two-step approach advised by (Hair et al. 2010) was employed in the present study. In the first step (measurement model), exploratory factor analysis (EFA) was employed to evaluate the inter-relationships between the factors to discover the underlying structure (Hair et al. 2010). In this analysis, we recognized that some items overlapped and should be eliminated, as shown in Table 3. To reach a proper factor analysis outcome, we utilized the KMO (Kaiser-Meyer-Olkin) test for EFA: .896; Iran: .902; UK & US: .909; India & Iran: .908 >.6). Bartlett's test was utilized to inspect the variances giving significant values of 0.0. For the constructs, we appraised the convergent validity, discriminant validity and reliability. As Tables 3 and 4 show, in six cases, there was satisfactory reliability through composite reliability (.945 to .8 > .7) and Cronbach's alpha (.915 to .720 > .7) in all cases. Also, all AVEs for all constructs were in the acceptable range (AVE > .5), which suggested appropriate convergent validity in this study. To test for discriminant validity, each square root of all AVEs should be higher than its correlations with other constructs. Table 4 indicates the result of discriminant validity.

We found that when the patterns of relationships between the constructs were compared

Table 4. AVE, CR, MSV and KMO test.

Item	UK										US									
	AVE	CR	MSV	KMO	SQ	SAT	eWOM	EMO	LOY	ITR	AVE	CR	MSV	KMO	SQ	SAT	eWOM	EMO	LOY	ITR
SQ	.57	.912	0.286	.912	.755						.6	.921	0.276	.87	.774					
SAT	.611	.823	0.238		.438	.782					.71	.880	0.341		.475	.842				
eWOM	.613	.825	0.286		.535	.488	.783				.601	.819	0.341		.526	.585	.775			
EMO	.54	.876	0.135		.348	.308	.314	.735			.521	.865	0.341		.492	.26	.422	.721		
LOY	.59	.808	0.326		.514	.351	.3	.368	.77		.686	.867	0.242		.365	.396	.425	.221	.83	
ITR	.62	.826	0.326		.478	.270	.211	.167	.571	.79	.656	.85	0.446		.368	.327	.37	.224	.668	.809
Item	Iran										India									
	AVE	CR	MSV	KMO	SQ	SAT	eWOM	EMO	LOY	ITR	AVE	CR	MSV	KMO	SQ	SAT	eWOM	EMO	LOY	ITR
SQ	.572	.914	0.547	.902	.756						.62	.927	0.271	.896	.787					
SAT	.597	.816	0.547		.555	.772					.645	.844	0.461		.521	.803				
eWOM	.663	.855	0.535		.732	.439	.814				.656	.851	0.316		.42	.563	.81			
EMO	.521	.865	0.366		.515	.443	.391	.722			.577	.89	0.461		.503	.679	.473	.76		
LOY	.719	.884	0.366		.201	.224	.154	.605	.848		.679	.863	0.313		.405	.449	.305	.56	.824	
ITR	.725	.888	0.547		.74	.407	.651	.357	.117	.851	.681	.864	0.284		.432	.533	.475	.355	.311	.825
Item	Iran & India										US & UK									
	AVE	CR	MSV	KMO	SQ	SAT	eWOM	EMO	LOY	ITR	AVE	CR	MSV	KMO	SQ	SAT	eWOM	EMO	LOY	ITR
SQ	.579	.916	0.362	.908	.761						.57	.913	0.327	.909	.755					
SAT	.643	.843	0.388		.508	.802					.67	.858	0.24		.466	.818				
eWOM	.695	.872	0.412		.526	.578	.833				.614	.827	0.327		.572	.49	.783			
EMO	.534	.87	0.388		.496	.623	.519	.730			.534	.872	0.201		.449	.25	.391	.73		
LOY	.704	.877	0.349		.304	.372	.273	.591	.839		.662	.854	0.357		.395	.386	.357	.248	.813	
ITR	.598	.816	0.169		.602	.581	.642	.568	.287	.773	.647	.846	0.357		.391	.313	.3	.177	.598	.804

between countries, there were differences. However, the largest differences were between countries in different clusters.

Hypothesis test

In the next phase of analysis, we used PLS 2. In this step, we eliminated items with a low factor loading. Finally, we utilized the bootstrapping method with 2000 iterations to achieve the R2 and t-value. As shown in Table 5, we evaluated R2 for all dependent variables (Emotion, Satisfaction, eWOM, Loyalty and Intention to revisit). R2 shows the coefficient of determination in the structural model in the acceptable range. In addition, Q2 was measured to give predictive relevance. This index in this study is positive and over zero (Q2>0) (Hair et al. 2010).

H1 addresses the effect of service quality on emotion significantly in both clusters (UK-US:

$\beta=.449$, t: 15.46; India-Iran: $\beta=.497$, t: 18.62). H2 tests the effect of service quality on satisfaction significantly in both clusters (UK-US: $\beta=.444$, t: 11.92; India-Iran: $\beta=.264$, t: 7.567). H3 concerns the impact of emotion on loyalty significantly in both clusters UK-US ($\beta=.162$, t: 4.094; India-Iran $\beta=.588$, t: 14.52). H4 addresses the impact of emotion on satisfaction markedly different between clusters (UK-US: $\beta=.051$, t: 1.330; India-Iran: $\beta=.492$ t: 15.87). H5 tests the effect of satisfaction on loyalty which is significant just in one cluster (UK-US: $\beta=.346$, t: 8.25; India-Iran: $\beta=.01$, t: .25). The relationship between satisfaction and eWOM (H6) is significant in both clusters (UK-US: $\beta=.491$, t: 15.87; India-Iran: $\beta=.579$, t: 25.028). H7 addresses the impact of satisfaction on intention to revisit, which is meaningful in one cluster (UK-US: $\beta=.067$, t: 1.863; India-Iran: $\beta=.298$, t: 7.715). The relationship between loyalty and intention to revisit (H8) is significant in one cluster

Table 5. Amount of (R2/Q2).

Countries	Amount of (R2/Q2)											
	UK		US		UK & US		Iran		India		Iran & India	
Service quality	.000		.000		.000		.000		.000		.000	
satisfaction	.341	.203	.505	.324	.227	.16	.122	.104	.441	.287	.220	.133
emotion	.265	.115	.253	.14	.243	.118	.220	.111	.246	.13	.202	.101
eWOM	.192	.13	.317	.21	.342	.194	.238	.146	.334	.233	.241	.145
loyalty	.369	.264	.322	.21	.172	.118	.198	.119	.35	.244	.174	.114
Intention to revisit	.442	.32	.333	.202	.457	.294	.332	.154	.481	.284	.370	.236

Table 6. Hypotheses test.

Country		UK			US			UK & US		
Hypothesizes		Beta	t-value	Result	Beta	t-value	Result	Beta	t-value	Result
Service quality	H1 emotion	.493	12.1	Sig	.349	8.677	Sig	.449	15.463	Sig
	H2 satisfaction	.458	9.2	Sig	.377	7.738	Sig	.444	11.929	Sig
Emotion	H3 loyalty	.127	2.171	Sig	.288	5.809	Sig	.162	4.094	Sig
	H4 satisfaction	.034	.543	Not	.177	4.199	Sig	.051	1.330	Not
Satisfaction	H5 loyalty	.363	7.186	Sig	.263	5.068	Sig	.346	8.250	Sig
	H6 eWOM	.595	14.63	Sig	.488	10.70	Sig	.491	15.873	Sig
	H7 intention	.029	.602	Not	.075	1.190	Not	.067	1.863	Not
Loyalty	H8 intention	.618	13.034	Sig	.541	11.917	Sig	.546	15.087	Sig
eWOM	H9 intention	.091	1.698	Not	.012	.224	Not	.073	1.890	Not
Country		Iran			India			Iran & India		
Hypothesizes		Beta	t-value	Result	Beta	t-value	Result	Beta	t-value	Result
Service quality	H1 emotion	.515	15.033	Sig	.503	13.696	Sig	.497	18.62	Sig
	H2 satisfaction	.445	9.169	Sig	.204	4.801	Sig	.264	7.567	Sig
Emotion	H3 loyalty	.630	12.805	sig	.474	7.199	Sig	.588	14.52	Sig
	H4 satisfaction	.214	4.726	Sig	.559	11.798	Sig	.492	15.872	Sig
Satisfaction	H5 loyalty	-.054	1.173	Not	.127	1.7	Not	.01	.25	Not
	H6 eWOM	.439	9.724	Sig	.564	14.605	Sig	.579	25.028	Sig
	H7 intention	.151	2.820	Sig	.359	5.695	Sig	.298	7.715	Sig
Loyalty	H8 intention	-.01	.202	Not	.074	1.48	Not	.05	1.771	Not
eWOM	H9 intention	.586	13.443	Sig	.250	3.838	Sig	.456	14.772	Sig

(UK-US: $\beta=.546$, t : 15.08; India-Iran: $\beta=.05$, t : 1.771). H9 tests the impact of eWOM on intention to revisit, which is meaningful in one cluster (UK-US $\beta=.073$, t : 1.890; India-Iran $\beta=.456$, t :14.772). The results are shown in Table 6.

Discussion and conclusion

This study aimed to investigate the impact of service quality on intention to revisit through variables such as emotion, satisfaction, eWOM and loyalty in independent hotels. The study also aimed to understand how cultural differences can affect the relationships between antecedents of intention to revisit among countries that, based on the GLOBE Project, belong to two different clusters, namely Anglo (UK and US) and the Southern Asia (Iran and India) clusters.

Out of the nine hypotheses tested, four confirmed meaningful relationships between the constructs studied consistently across all four countries. Service quality was shown to impact emotion (H1) and satisfaction (H2) in all four countries. This is in line with the results of past studies such as (Ruiz-Alba et al. 2019), which shows that service quality is an important determinant of consumers' emotions. This can be explained through cognitive appraisal theory, according to which cognitive evaluations made by individuals about their experiences (such as service quality) generate certain positive or

negative emotional states. The confirmed relationship between service quality and satisfaction is also in line with the results of previous studies such as (Amin et al. 2013; Fida et al. 2020; Khoo 2020; Liat, Mansori, and Huei 2014). In addition, the impact of emotion on loyalty was confirmed in all four countries (H3). Positive and negative emotions function as loyalty drivers and moderators (Ou and Verhoef 2017); greater customer loyalty stems from positive emotional experiences (Kandampully, Zhang, and Jaakkola 2018). In all four countries, satisfaction influences eWOM (H6), which follows the findings of previous studies (Sijoria, Mukherjee, and Datta 2019; Uslu 2020). However, studies made by Cantallops et al. showed that customer satisfaction does not guarantee that customers generate positive eWOM (Serra-Cantallops, Ramon-Cardona, and Salvi 2018).

However, with the other five hypotheses, there was a markedly different pattern of relationships between the variables. For example, while emotion impacts satisfaction in Iran and India (Southern Asia cluster), it had no significant impact on satisfaction in UK and US (Anglo cluster) (H4). Positive emotions experienced by Iranians and Indians can make them satisfied customers, while the same emotions do not necessarily make US consumers and the British satisfied. The main factor that leads to the satisfaction of US consumers and the British is

their evaluation of service quality. One possible explanation is that according to the GLOBE Project (2020) societies that belong to the Anglo cluster, UK and US in this study reflect high scores of the societal cultural practices dimension of performance orientation and reward innovation, high standards, excellence, and performance improvement while societies that belong to the Southern Asia cluster, Iran and India in our study, are rated in the middle range. Therefore, high service quality performance has a greater impact on satisfaction (β : 0.44) among US consumers and the British than on satisfaction among Iranians and Indians (β : 0.26). Meanwhile, it is noteworthy to mention that despite the difference between the two clusters in performance orientation in practice, as for the societal values (indicating a society's belief as to what should be), both clusters desire much more and higher levels of performance orientation.

Our results also show that although satisfaction affects loyalty among US consumers and the British, it does not impact the loyalty of Iranian and Indian customers (H5). As seen in the result for societies in the Southern Asian group, the loyalty of customers does not equal their satisfaction. The result agrees with (Bowen and Chen 2001) study on how the satisfaction of customers and their loyalty are related in the hotel industry in which the antecedents of loyalty were also examined. The results obtained in this study confirm the asymmetric and nonlinear relation between the satisfaction of customers and their loyalty in which, when satisfaction reaches a certain level, loyalty increases dramatically, and when it declines to a certain point, loyalty drops equally dramatically.

Additionally, while satisfaction and eWOM lead to Iranian and Indian customers' revisit intention, they do not affect US and British customers' intention to revisit (H7, H9); the intention of US consumers and the British to revisit the hotel is created through their loyalty (H8).

One possible explanation for these differences between the Anglo and Southern Asia clusters lies in the concept of satisfaction. Both cognitive evaluations and emotions evoked by them result in satisfaction which has cognitive and affective

elements (Ruiz-Alba et al. 2019). Based on the results of the study (Table 6), as the Anglo cluster is more performance-oriented and values high performance compared with the Southern Asia cluster, their satisfaction is derived from cognitive evaluation of service quality (β : 0.44). Thus, hotel guests in the Anglo cluster have a more objective approach than their counterparts in the South Asian cluster, so their cognitive-based satisfaction has a greater influence on their loyalty and leads to intention to revisit through customers' loyalty toward the service provider. But the satisfaction of the Southern Asia cluster is more affected by their emotion (β : 0.49) than their evaluation of service quality (β : 0.26). Therefore, they do not necessarily become loyal, and their satisfaction directly forms their intention to revisit. The findings provide empirical evidence that the relationships between the antecedents of revisit intention in two culturally different contexts can be different based on their cultural dimensions.

Implications and limitations

Theoretical implications

This study contributes to the existing literature by incorporating insights from a cross-cultural perspective. It provides empirical evidence for the impact of service quality on intention to revisit through emotion, satisfaction, eWOM and loyalty, considering the impact of cultural dimensions on the relationship between the constructs. Considering the well-established fact that tourists' overall satisfaction with a destination influences their behavioral intentions (Seetanah, Teeroovengadum, and Nunkoo 2020), this study analyzes the different mechanisms by which tourists' satisfaction impacts their intention to revisit.

Based on the results of the study, if tourists' satisfaction (as a cognitive-affective state) stems mainly from their cognition, their intention to revisit is created through being loyal customers. But if their satisfaction stems mainly from their emotions, it can directly form their intention to revisit without being loyal first. The findings of the study show that the cultural dimensions of the countries, as independent variables, play a significant role in the formation of their intention to revisit. Therefore, by examining the GLOBE

Project's cultural dimensions of four countries in two clusters, this study provides a unique perspective for both researchers and practitioners.

Managerial implications

The findings of this study reveal that the cultural practices dimension of performance orientation underlies the differences between US and British tourists' perceptions of satisfaction on the one hand and those of the Iranian and Indian tourists on the other hand. Thus, they can play a significant role in the relationship between the antecedents of the intention to revisit a hotel. This suggests that marketing managers and policy makers need to be sensitive to the distinguishing characteristics of tourists from countries that belong to different clusters. To be more precise, the GLOBE Project cultural dimensions are conceptualized in two ways: practices (as is), and values (as it should be). In our study, although all four countries ideally desire higher levels of performance orientation, they are different in practice. Therefore, marketing managers and decision-makers need to distinguish between the two concepts when they design strategies and develop policies.

Also, to have satisfied and loyal customers, managers are recommended to consider service quality features and criteria that can both evoke customers' emotions and help them with the evaluation of service performance.

This study examined factors influencing the intention to revisit in the hotel industry; it also investigated the impact of cultural differences on the relationships between the antecedents of intention to revisit. The findings revealed that based on the cultural features of four countries belonging to two clusters, the antecedents of intention to revisit follow both similar and different patterns of relationships. Since countries studied in this research were chosen from Anglo and the Southern Asia clusters, to have a deeper understanding of the effects of cultural differences, the investigation should be done in countries from other clusters as well.

As the context of the study concerns independent hotels that represent one sector of the hospitality industry, the conclusions can be applied

just to independent hotels. Therefore, to overcome this limitation, future studies can examine the antecedents of intention to revisit in chain hotels, and the results can be compared.

In addition, the empirical findings of this study revealed that service quality has a significant impact on emotion. Due to the complexity of measuring emotions, another area of future research could be a deeper investigation of the effect of emotion on service quality through a qualitative study.

Finally, even though the concept of emotion is engaging and can be employed as the foundation to understand outcomes and antecedents of behaviors of customers, in terms of concepts such as feelings, affect, and mood, it is mainly established poorly (Kocabulut and Albayrak 2019; Koenig-Lewis and Palmer 2014). This research focuses on emotions, so future studies could consider the boundaries between these constructs to achieve more accurate results.

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