

The Impact Tourist Perceive Value on Loyalty in Using Homestay Service in Jinan, Shandong

Abstract

This study explores how tourist perceived value influences loyalty among homestay users in Jinan, Shandong Province. As the homestay industry thrives as an alternative to traditional hotels, understanding the link between service quality, satisfaction, and loyalty has become essential for sustainable growth. Methodology A quantitative approach was used, collecting data from 425 tourists via stratified random sampling. The research measured five service quality dimensions: emotional value, host-guest interaction, activity/cultural experience, establishment functionality, and price value. Key Findings Target Demographic: The primary customers are young to middle-aged adults (25-44) with high education and middle-income levels. Drivers of Loyalty: All service dimensions significantly impact loyalty. Activity and cultural experience had the strongest positive influence ($\beta = 0.414$), followed by emotional value. Interestingly, price value showed a significant negative impact ($\beta = -0.082$). Mediation Effect: Tourist satisfaction serves as a partial mediator between service quality and loyalty, meaning quality drives loyalty both directly and by first enhancing satisfaction. Conclusion Service quality is the core driver of loyalty in Jinan's homestay market. Operators should prioritize unique cultural activities and emotional engagement over price competition to effectively foster long-term tourist loyalty.

Keywords: Homestay Service; Tourist Perceived Value; Tourist Loyalty

Introduction

In the context of globalization and economic integration, the tourism and hotel industry has become one of the most dynamic and fastest-growing industries in the global economy. This industry not only includes traditional hotel and catering services, but also covers multiple fields such as tourism, activities, and entertainment. Its strong comprehensiveness, high correlation, and strong driving force make it an important force in promoting economic growth. With the improvement of people's living standards and the increasing demand for personalized tourism experiences, traditional hotel accommodation can no longer fully meet the market demand. This has led to the rapid rise of alternative forms of accommodation, such as homestays (homestays), which are increasingly favored by tourists (Jia Yanju, 2023). These alternative forms of accommodation, with their unique characteristics of personalized interaction, cultural immersion, and local community participation, provide tourists with a travel experience different from traditional hotels and have become an emerging force in the tourism industry. However, service quality plays a crucial role in the fiercely competitive hotel industry. It not only affects the satisfaction of tourists, but also directly impacts their loyalty and word-of-mouth, which in turn affects the long-term development and market competitiveness of enterprises (Niuqiao Ju, 2022).

In the tourism and hotel industry, service quality is a key factor for enterprises to gain competitive advantage. With the rapid development of the tourism industry, tourists have increasingly high demands for service quality. They not only expect basic accommodation and catering services, but also pursue higher-level personalized and cultural experiences (Ding Mingjun, 2021). Therefore, how to provide high-quality services and meet the personalized needs of tourists has become the main challenge facing the tourism and hotel industry. As an alternative form of accommodation, homestays have attracted numerous tourists with their unique charm. Compared to traditional hotels, homestays provide not only a place to stay, but also a cultural experience and way of life sharing. The owner of a homestay usually interacts more with tourists, sharing local culture and lifestyle, allowing tourists to have a deeper understanding and experience of the local customs and traditions. This personalized interaction and cultural immersion are difficult for traditional hotels to provide (Wu Haoyu, 2024). In addition, homestays also encourage tourists to participate in local community activities, allowing them to experience local life more directly. This sense of participation and belonging is also one of the reasons why homestays are popular. Despite these unique advantages, homestays also face challenges in maintaining consistent service quality (Shili, 2023). Firstly, the personalized service of homestays relies on the enthusiasm and ability of the hosts, which makes it difficult to ensure consistency in service quality. The service quality between different homestays may vary significantly, which may affect the overall satisfaction and loyalty of tourists. Secondly, homestays are usually small in scale and have limited resources, which limits their ability to provide high-quality services (Yao Zhenlian, 2024). For example, homestays may not be able to provide professional room and dining services like hotels, which may affect the accommodation experience of tourists. In addition, the distribution of homestays is relatively scattered, which poses difficulties for management and supervision. How to replicate and maintain cultural immersion experiences on a global scale has become a problem that the homestay industry needs to solve. In the tourism industry, the impact of service quality on tourist satisfaction and loyalty is a complex issue that involves multiple factors, including personalized service, depth of cultural experience, and consistency of service. Research has shown that service quality is an important factor affecting tourist satisfaction and loyalty. High quality service can improve tourist satisfaction, and tourists with high satisfaction are more likely to become loyal repeat customers (Xu Jinlong, 2024). Therefore, for the homestay industry, how to improve service quality and meet the personalized needs of tourists is the key to increasing tourist satisfaction and loyalty. Therefore, service quality is the key to the success of the homestay industry, directly affecting the satisfaction and loyalty of tourists. In the fiercely competitive tourism market, only by providing high-quality services and meeting the personalized needs of tourists can we gain their favor and achieve sustainable development. The homestay industry needs continuous innovation and improvement to enhance service quality in response to market changes and tourist demands. By providing high-quality services, the homestay industry can not only improve tourist satisfaction and loyalty, but

also contribute to the development of local communities and achieve sustainable development of the tourism industry.

Research Objectives

Based on the above research background, this article determines the following research objectives:

(1) Clarify the mechanisms and factors that affect the satisfaction of homestay tourists with service quality.

(2) Clarify the mechanisms and factors by which service quality affects tourist loyalty.

Literature Review (Summary)

This chapter establishes the study's theoretical foundation.

Shandong Province Homestay Industry

The sector has expanded rapidly, with growth driven by tourism resources and government support (Jia Yanju, 2023). However, it faces challenges such as a scattered structure. Provincial policies aim to transition towards quality-driven development (Shi Lili, 2023).

Research Variables

Independent Variable: Service Quality, measured via five dimensions: Emotional Value, Experience Value (Host-Guest Interaction & Activities/Culture), and Functional Value (Establishment & Price).

Mediating Variable: Tourist Satisfaction.

Dependent Variable: Tourist Loyalty.

Control Variables: Age, Gender, Income, Education Level.

Literature confirms that each service quality dimension influences satisfaction and loyalty, establishing a sequential relationship: **Service Quality** → **Tourist Satisfaction** → **Tourist Loyalty**. This forms the study's theoretical framework.

Method

This study investigates Shandong homestay customers using stratified random sampling. The population is divided into subgroups based on demographics (gender, age, etc.), with random selection within each stratum. Sampling will cover diverse homestays across urban/rural areas to ensure representativeness. The target sample size is 400, calculated for a 95% confidence level and a 5% margin of error, and adjusted for non-response.

Summary of Key Findings

The study yielded four main findings:

Uneven Spatial Distribution: Homestays are concentrated in coastal and cultural hotspots, with rural areas underdeveloped.

Tourist Perception-Satisfaction Gap: Tourists prioritize "hygiene" and "culture" but report lower satisfaction with "personalized service" and "digital convenience," indicating a supply-demand mismatch.

Service Quality Drives Loyalty: Service quality—especially "host-guest interaction"—directly increases revisit and recommendation intentions.

Low Cultural Integration: Only a minority of homestays have effectively integrated local culture.

Table 1 Multivariate linear regression analysis table

	Non-standardized		Standardized		t	p	collinearity	
	coefficient		on factor				diagnostics	
	B	standard error	Beta				VIF	tolerance
constant	0.308	0.268	-		1.149	0.251	-	-
Emotional value	0.461	0.042	0.363		11.098	0.000**	3.971	0.252
Experience value (subject-object interaction)	0.173	0.048	0.178		3.615	0.000**	8.973	0.111
Experiential value (activities, culture and knowledge)	0.389	0.038	0.414		10.193	0.000**	6.146	0.163

Functional value (establishment)	0.197	0.070	0.122	2.816	0.005**	6.939	0.144
Functional value (price)	-0.118	0.048	-0.082	-2.479	0.014*	4.050	0.247
R ²	0.887						
Adjust R ²	0.886						
F	F (5,419)=659.503,p=0.000						
D-W price	2.062						

Method

This study targets all homestay customers in Shandong Province. A stratified random sampling method will be used, dividing the population into subgroups based on key demographic characteristics (e.g., gender, age, income, education) and randomly selecting respondents within each. Sampling will cover diverse urban and rural homestays to ensure representativeness. The target sample size is 400, calculated for a 95% confidence level and 5% margin of error, with an adjustment for non-response.

Discussion & Recommendations

Discussion

Spatial Imbalance: Driven by market factors (tourist traffic) and hindered by institutional barriers like unclear property rights (Liuqiang & Niuqiao Ju, 2022).

Quality Gap: A satisfaction shortfall exists as operators prioritize hardware over service quality, threatening loyalty (Zhao Yingxue & Yao Zhenlian, 2024).

Cultural Nuance: The strong impact of "host-guest interaction" may reflect Shandong's local hospitality culture, suggesting the need for adapted service models.

Cultural Integration Barriers: Low adoption of deep cultural experiences is due to operator expertise gaps, leading to superficial offerings (Li Shiyang and Liu Y, 2024).

Recommendations

Optimize Spatial Layout: Introduce policy incentives to clarify property rights and develop thematic homestay clusters in rural areas (Dong Zhitao et al., 2023).

Enhance Service Quality: Train staff in cultural storytelling and personalized service. Partner with digital platforms to streamline booking and gather guest preferences.

Strengthen Cultural Marketing: Develop homestays around local cultural themes and collaborate with influencers for promotion.

Cultivate Loyalty: Implement membership reward systems and organize community-based activities to foster local identity.

Future Research

Conduct comparative studies with other provinces. Undertake longitudinal research to track the long-term impact of interventions. Explore new topics like digital technology's role in service quality and homestays' social impact on rural revitalization. Analyze the needs of specific tourist segments (e.g., wellness tourists).

Reference

- Ding, M. (2021). The influence of brand image and perceived quality on consumer purchase intention: A study of smart device markets. *Journal of Management and Marketing Research*, 25, 112–129.
- Dong, Z., Li, Y., & Zhang, X. (2023). The influence of lifestyle on consumer purchase intention: The mediating role of perceived value and the moderating role of brand image. *Journal of Consumer Behaviour*, 22(4), 845–859.
- Jia, Y. (2023). The impact of brand image on consumer purchase intention: The mediating role of perceived quality. *Sustainability*, 15(12), Article 9452.
- Li, S., Zhang, J., & Liu, Y. (2024). The impact of social media marketing on brand loyalty: The mediating role of brand attachment and the moderating role of consumer involvement. *Journal of Interactive Marketing*, 59(1), 45–62.
- Liu, Q., & Niu, Q. (2022). The impact of brand image on consumer purchase intention: The mediating role of brand trust and the moderating role of brand attachment. *Journal of Retailing and Consumer Services*, 67, Article 102931.
- Niu, Q., & Liu, J. (2022). The impact of brand image on consumer purchase intention: The mediating role of brand trust and the moderating role of brand attachment. *Journal of Retailing and Consumer Services*, 67, Article 102931.
- Shi, L., & Liu, Y. (2023). The impact of brand personality on consumer brand loyalty: The mediating role of brand love and the moderating role of self-brand connection. *Frontiers in Psychology*, 14, Article 1142516.

- Shi, L., & Liu, Y. (2023). The impact of brand personality on consumer brand loyalty: The mediating role of brand love and the moderating role of self-brand connection. *Frontiers in Psychology*, 14, Article 1142516.
- Xu, J., & Wang, L. (2024). The impact of live streaming commerce on consumer purchase intention: The mediating role of perceived value and the moderating role of streamer credibility. *Journal of Electronic Commerce Research*, 25(1), 112–130.
- Wu, H., & Chen, X. (2024). The impact of social media influencer characteristics on consumer brand loyalty: The mediating role of brand trust. *Journal of Digital Marketing & Consumer Behavior*, 5(1), 88–105.
- Zhao, Y., & Yao, Z. (2024). The impact of digital marketing on consumer purchase intention: The mediating role of perceived value and the moderating role of brand reputation. *Journal of Business Research*, 172, Article 114421.
- Zhang, T. (2025). *The impact of tourist perceived value on loyalty in using homestay service in Jinan, Shandong* [Unpublished master's thesis]. Royal University School of Management..