

The Effects of CSR on Tourist Loyalty Toward Rural Hospitality Enterprises and the Moderating Effects of Religiosity: CSR and Tourist Loyalty

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ABSTRACT

Corporate social responsibility (CSR) plays an important role in hospitality industry due to its effects on tourist loyalty. This article seeks to develop and empirically test a comprehensive framework to examine the indirect influence of CSR dimensions on tourist loyalty through the mediation of satisfaction and trust as well as the moderating effects of religiosity. Using SEM to analyse the data collected from a sample of 2600 tourists, the results indicate that CSR has indirect influence on tourist loyalty through tourist satisfaction and trust. This study confirms that satisfaction and trust partially or fully mediate the effect of the four CSR dimensions on tourist loyalty. This outcome indicates that CSR create tourist trust and satisfaction, which in turn, builds tourist loyalty. Furthermore, religiosity plays an important role in understanding tourist loyalty and behaviour toward rural hospitality enterprises. The findings offer important implications for tourism and hospitality companies and are likely to stimulate further research in the area of rural hospitality.

KEYWORDS

Corporate Social Responsibility, KSA, Loyalty, Religiosity, Rural Hospitality Industry, Satisfaction, Trust

INTRODUCTION

Rural tourism makes considerable contributions on the development of rural areas (Meccheri & Pelloni, 2006; Fotiadis, Yeh, & Huan, 2016; Lee & Jan, 2019), for instance, infrastructure improvement and the conservation of the natural environment (Cánoves, et al., 2004). Rural hospitality enterprises are the firms in rural areas that serve consumers seeking contact with a rural way of life and local culture. Rural hospitality enterprises arrange activities that involve contact with traditional and nature ways of life, for instance, traditional cooking and horseback riding (Kastenholz, et al., 2012; Polo-Peña, et al., 2012; Njoya & Seetaram, 2018).

There is a consensus in marketing literature that firms benefit greatly from the creation of consumer loyalty (Dick & Basu, 1994; Qiua, et al., 2015). Loyal consumers can return and spread positive word-of-mouth. Retaining existing consumer is more economical than acquiring new one (Reichheld & Sasser, 1990). Marketers of hospitality firms pointed out that it is not easy for businesses to remain alive just by attracting new consumers as competition is so fierce (Yooa & Baib, 2013). In hospitality context, Shoemaker and Lewis (1999) pointed out that consumer loyalty is the future of hospitality firms. Consequently, practitioners and academic have to seek ways to create consumer loyalty.

DOI: 10.4018/IJCRMM.2020070103

Prior studies attempted to identify the antecedents of consumer loyalty such as satisfaction (Wu, 2011; Orel & Kara, 2014; Lee, et al., 2009; Meesala & Paul, 2018), trust (Martínez, et al., 2013; Iglesias et al., 2018) and perceived value (Soledad Janita & Javier Miranda, 2013; Lin & Wang, 2006). Studies continue to give substantial interest to these social exchange factors in order to understand the service dynamics (Harris & Goode, 2004). However, little attention has paid to the integration of these factors into holistic framework (He, et al., 2012). To date the little attention has paid to the association between CSR, satisfaction, trust and consumer loyalty and has not yet incorporated them into a holistic framework.

Furthermore, considerable researchers begin to incorporate CSR into loyalty model. In this sense, a positive significant association between CSR and consumer loyalty has been demonstrated by He and Li, (2011) and Khan and Fatma (2019). According to these researchers, corporate social responsibility directly creates more consumer loyalty, without incorporating of mediating factors.

The current study suggests that the impact of CSR on consumer loyalty is explained better by incorporating in the model the important roles of social exchange factors such as satisfaction and trust. Although numerous studies have linked CSR to consumer responses, the association between CSR and consumer loyalty is under research (Marin et al., 2009; La & Choi, 2019). Indeed, little studies have provided a holistic framework in order to investigate and understand the relationship between corporate social responsibility and consumer loyalty (Mason et al., 2006). To the best of our knowledge, prior studies in the rural hospitality industry did not incorporate consumer loyalty into a more holistic model by incorporating the mediating roles of satisfaction and trust as well as the moderating effects of religiosity. Therefore, our study distinguishes itself by extending previous studies on the effects of corporate social responsibility dimensions on consumer loyalty by including the mediation roles of social exchange variables along the path from corporate social responsibility to consumer loyalty as well as the moderating effects of religiosity.

2. BACKGROUND, THEORETICAL DEVELOPMENT, AND RESEARCH HYPOTHESES

2.1. Consumer Loyalty and Its Antecedents

In hospitality industry, considerable studies have been conducted in order to identify factors that influence tourist loyalty as it is believed that tourist loyalty leads to profitability (So, et al., 2013; Tanford, et al., 2012; Pesonen, Komppula, & Murphy, 2019), but there is no study that investigated the antecedents of tourist loyalty presented here into a single study. To the best of our knowledge, prior empirical studies in the rural hospitality did not examine the influence of CSR dimensions on consumer loyalty through incorporating the mediation effects of social exchange variables e.g. satisfaction and trust. Furthermore, the moderating effects of religiosity on the link between consumer satisfaction, trust and loyalty has not been examined yet.

Numerous debates existed in the prior studies on the dimensionality and definition of loyalty. Oliver (1997, p. 392) defines loyalty as “a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts have the potential to cause switching behaviour”. Specifically, a general approach to analyse consumer loyalty is to distinguish between consumer’s attitudinal loyalty and behavioural loyalty (Han, et al., 2011). The behavioural loyalty is defined as repeated transactions by consumer. This repurchase can be because of scarcity of alternatives or satisfaction. The attitudinal component conceptualizes consumer loyalty as a function of a psychological process (Jacoby & Chestnut, 1978). Hospitality researchers agree that measuring both behavioural and attitudinal components is important to evaluate consumer loyalty (Han, et al., 2011). Therefore, the current study conceptualizes consumer loyalty by combining both the behavioural and the attitudinal perspective.

Mason et al. (2006) stated that “there is no general agreement on what creates loyalty to a hotel”. Although previous studies have linked CSR to consumer loyalty (Marin, et al., 2009; Perez, et al., 2012; Khan & Fatma, 2019), there is still a limited understanding on the indirect link between CSR and consumer loyalty (Martínez, et al., 2013). A holistic approach, where certain variables mediation clarify the different ways that corporate social responsibility and behavioural consequences are associated, will be beneficial for rural hospitality managers to carry out and develop strategies that improve tourist’s loyalty in this area.

2.2. Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) is defined as “the firm’s status and activities regarding its perceived societal obligations” (Brown & Dacin, 1997). Carroll (1991) pointed out that corporate social responsibility composed of four dimensions: economic, ethical, legal, and philanthropic dimension. Economic CSR refers to the economic responsibilities of the firm toward its stakeholders, the ethical CSR dimension is concerned with the responsibility of the firm to be just and fair in making decisions. The legal CSR dimension refers to the obligation of the firm toward the regulations and rules, the fourth dimension of CSR is philanthropic dimension and it is related with the firm responsibility to improve human welfare. Firms involve with multidimensional activities and perceptions of firm corporate social responsibility activities are formed according to these multiple dimensions. Therefore, corporate social responsibility is a multidimensional and perceptions of four corporate social responsibility dimensions form consumer perceptions of the firm

Considerable studies have pointed out that CSR influence on consumer satisfaction (Bigné, et al., 2011; He & Li, 2011; Luo & Bhattacharya, 2006; Khosroshahi, Rasti-Barzoki, & Hejazi, 2019). But, those studies that investigated the association between corporate social responsibility and customer satisfaction based their investigation on economic criteria (Luo & Bhattacharya, 2006). Therefore, the investigation of this association on hospitality context contributes to the literature (Bigné, et al., 2011).

Firm’s consumers concern about not only the firms economic performance but also to the the firm social performance (Maignan, et al., 2005). Therefore, consumers are likely to be satisfied if service providers present a social responsibility toward society (He & Li, 2011).

A high level of corporate social responsibility generates a favorable image that positively influence customers’ attitude toward the firm (Sen & Bhattacharya, 2001). Furthermore, corporate social responsibility is an important factor of company identity that leads consumers to identify with the company and these consumers will be satisfied with company’s offerings (Bhattacharya & Sen, 2003). Consumers gain perceived value and, consequently, high level of satisfaction from products and services that are provided by a socially responsible firm (Luo & Bhattacharya, 2006). Moreover, Martínez et al. (2013) revealed that corporate social responsibility has a significant influence on consumer satisfaction in the hospitality context.

Companies can enhance consumer trust by presenting a social responsibility toward society (Hosmer, 1994). In support of this opinion, Pivato et al. (2008) also pointed out that “the creation of trust is one of the most immediate consequences of a company’s social performance”. Sirdeshmukh et al. (2002) pointed out that economic responsibilities have a significant positive influence on consumer trust. Park et al. (2014) showed that firm ethical, legal and economical responsibilities have a significant positive effect on consumer trust. Prior studies have found a positive effect of corporate social responsibility on customer trust (Ball, et al., 2004; Swaen & Chumpitaz, 2008; Martínez, et al., 2013; Bögel, 2019). Figure 1 shows the research conceptual framework. Based on the precedeing discussion, the authors propose the following hypotheses:

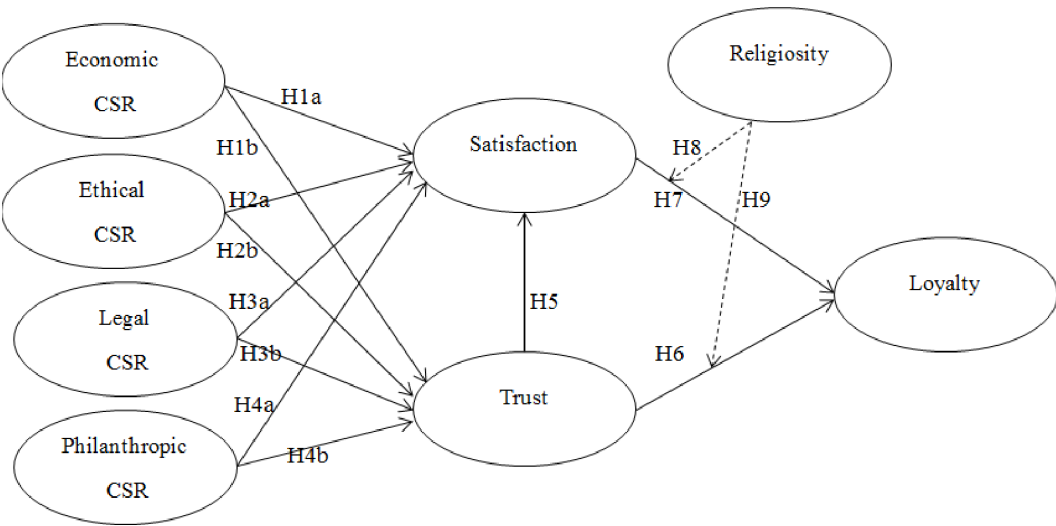
H1a. Economic CSR has a positive influence on tourist satisfaction.

H1b. Economic CSR has a positive influence on tourist trust.

H2a. Ethical CSR has a positive influence on tourist satisfaction.

H2b. Ethical CSR has a positive influence on tourist trust.

Figure 1. Research conceptual framework



- H3a.** Legal CSR has a positive influence on tourist satisfaction.
- H3b.** Legal CSR has a positive influence on tourist trust.
- H4a.** Philanthropic CSR has a positive influence on tourist satisfaction.
- H4b.** Philanthropic CSR has a positive influence on tourist trust.

2.3. Consumer Trust

Trust is defined as the subjective belief that the service provider will fulfil its transactional obligations, as those obligations are understood by the consumer (Kim, et al., 2008). Trust plays a crucial role in creating and maintaining of long-term relationship between the firm and consumers (Morgan and Hunt, 1994). Reichheld and Scheffer (2000) pointed out that in order to gain consumers loyalty, you have to gain their trust. Ball et al., 2004 demonstrated that trust plays an important mediator role between firm activities and consumer loyalty. Furthermore, trust is an important key to build relationships with tourists in the hospitality context (Martínez, et al., 2013).

Prior studies have confirmed the positive link between trust and consumer loyalty (Chiu, et al., 2010; Gefen, et al., 2003; Kim, et al., 2012; Song, Wang, & Han, 2019). In the field of tourism and hospitality, a significant and positive relationship between trust and consumer loyalty is supported by a variety of studies (Bigne, et al., 2010; Escobar-Rodríguez & Carvajal-Trujillo, 2014; Kim, et al., 2011; Sanz-Blas, et al., 2014; Ponte, et al., 2015; Amaro & Duarte, 2015; Hallikainen & Laukkanen, 2018).

Prior studies in the hospitality industry pointed out that consumer satisfaction and trust are closely associated to each other (Christou, 2010; Yuksel, et al., 2008). Chiou and Pan (2009) demonstrated that consumer trust is a precursor to satisfaction. Empirical findings support a positive direct trust-satisfaction Link (Göran, et al., 2010; Leonidou, et al., 2013; Martínez, et al., 2013). Thus, the authors propose the following hypotheses:

- H5.** Tourist trust has a positive influence on loyalty.
- H6.** Tourist trust has a positive influence on satisfaction.

2.4. Consumer Satisfaction and Loyalty

Rodriguez del Bosque and San Martin (2008) pointed out that customer satisfaction is cognitive and emotional. Prior studies demonstrated that there are two formulations of consumer satisfaction (Nam, et al., 2011; Ekinici, et al., 2008): the first one is transient satisfaction while the second one is overall satisfaction. Oliver (1997, p. 392) pointed out that “transient satisfaction results from the evaluation of activities and behaviours that take place during the single, discrete interaction of a service encounter”. Overall satisfaction is defined as consumer evaluation of the last purchase occasion based on his counters with the seller (Nam et al., 2011). Transient satisfaction varies from experience to experience and overall satisfaction is relatively stable. Anderson and Fornell (1994) pointed out that most of satisfaction studies adapted the overall satisfaction. Overall satisfaction formulation is more useful for predicting the behavioural intentions of consumer. Consequently, this study focuses on the overall satisfaction.

The previous research pointed out that consumer satisfaction is the key determinant of loyalty (Oliver, 1999). Consumer satisfaction is a crucial source of revenue as customer with high level of satisfaction incline to have a higher usage level than a dissatisfied consumer; this in turn enhances consumer loyalty (Anderson & Srinivasan, 2003; Oliver, 1999; Yang & Peterson, 2004; Ha & Park, 2013; Hansen, 2012; Ahrholdt, Gudergan, & Ringle, 2019). Zeithaml et al. (1996) found that when consumers are happy with the seller, certain behaviours were apparent including consumer loyalty. Picón et al. (2014) pointed out that consumer satisfaction has a significant influence on customer loyalty. Wu (2011) and Orel and Kara (2014) also found this positive effect in the e-commerce environment. In the field of hospitality, a significant and positive relationship between tourist satisfaction and loyalty is supported by Jani and Hanb (2014). Based on the proceeding discussion, the authors propose the following hypothesis:

H7. Tourist satisfaction has a positive influence on loyalty.

2.5. Moderating Effects of Religiosity

Kirillovaa et al. (2014) suggested that the differences of religious between hosts and guests do not only affect the interactions but also influence the very presence of hospitality in a region. In some Muslim countries e.g. Saudi Arabia, tourism is discouraged due to its potential negative effects on host communities (Din, 1989). Joseph and Kavoori (2001) pointed out that tourism represents a potential threat to religious habits and local traditions. Terzidou et al. (2008) pointed out that religion is a key factor in the relationships between host and guest even when both tourists and the local people have the same religious backgrounds.

Religiosity has been recognized as a crucial social force that impacts human behaviour (Zamani-Farahani & Musa, 2012). Prior studies have pointed out that religiosity can be a key factor of consumption patterns (Cleveland, et al., 2013), selected store patronage behaviour (Alam, et al., 2011) and consumer satisfaction (Eid & El-Gohary, 2015).

The present study examines the moderating role of religiosity on the association between tourist trust, satisfaction, and loyalty. The perceptions and behaviour of tourists toward hotels may differ according to their religiosity (Egresi, et al., 2012). All the above leads us to formulate the following:

H8. Religiosity moderates the relationship between tourist trust and loyalty.

H9. Religiosity moderates the relationship between tourist satisfaction and loyalty.

3. RESEARCH METHODOLOGY

We conducted empirical study on rural hospitality enterprises in Saudi Arabia in order to test the proposed hypotheses. Our study is composed of two approaches, a qualitative phase followed by

a quantitative. Using the mixed methods contributes to the validity, reliability, and quality of the data (Babbie, 2004). In regard to the qualitative stage, we performed two focus groups one with the rural hospitality enterprises managers and another focus groups with a set of tourists. Regarding the qualitative sampling, 30 managers of rural hospitality enterprises in Saudi Arabia accepted to participate in the first focus group. The second focus group consisted of 60 tourists who had stayed at rural hospitality enterprises in Saudi Arabia. Semi-structured interviews have been used to collect the qualitative information from the managers and the tourists. We performed an inductive analysis as well as subjective interpretation of the contents collected. Particularly, we identified the factors that determine tourists' loyalty toward the rural hospitality enterprises. This qualitative phase contributed to the study variables measurement scales as well as to the explanation of the quantitative results.

3.1. Sampling and Data Collection

Quantitative data was collected using survey strategy through questionnaires to address different levels of the study. The target population of the current study comprises all tourists who had stayed at a rural hospitality enterprise in Saudi Arabia. However, since there is no a list of tourists who had stayed at a rural hospitality enterprise in Saudi Arabia it is impossible to select our sample from the population directly.

Quota sampling technique was applied to generate the research sample. Using quota sampling technique provides results similar to those provided using representative random sampling, as it allows smaller sample sizes. Quotas were established in respect of the demand in each Saudi Arabia region.

The survey was carried out during the months of May and June of 2019 in Saudi Arabia. The study goals were explained to the rural hospitality enterprises managers and only the tourists that had already stayed during at least one night, that were going to leave the accommodation were invited to complete the questionnaire. The tourists were approached by a research team.

Eventually, 3800 guests were invited to complete the questionnaire, and 2600 effective samples were obtained (usable response rate is 68.42%). The gender of the respondents was 68.5% male and 31.5% female. The mean age of the respondents was 34.67 years old, which represents 63.5% of the respondents. Most of the respondents (71.4%) had a college or university level education. The main respondents were Saudi Arabia tourists, who represented 81.6% of the respondents.

Furthermore, all measured scales, which were originally in English, were translated into Arabic by two native speakers of Arabic who are also fluent in English. The Arabic translations were then back translated into English and checked against the meanings of each item on the original scales to ensure the authenticity of the translations.

A pilot test was conducted to assess the validity and reliability of the research instrument.

The instrument was given to a group of seventy five tourists using the initial Arabic version of the questionnaire who mentioned that they had stayed at a rural hospitality enterprise in Saudi Arabia. Their comments resulted in refinement of the instrument in terms of its length, format, readability, and clarity. Twenty rural hospitality enterprises managers were also asked to review the questionnaire. This review resulted in elimination of a specific item measuring trust. The exclusion of this item did not pose a major threat to construct validity, since there were three additional items assessing trust. Some wording changes were also made.

3.2. Questionnaire and Measurements

The questionnaire for the present study was divided into two main sections. The first section contained questions to measure each construct based on existing measures or adapted from similar scales. It should be noted that all constructs have a reflective measurement. The last section of the questionnaire consisted of questions regarding respondents' demographic characteristics e.g. gender, age and education level. The research model has eight constructs, each having items that are gauged by Likert scale (1 = strongly disagree and 5 = strongly agree).

Corporate social responsibility construct in this study was operationalized with four dimensions included (economic CSR, ethical CSR, legal CSR, and philanthropic CSR). Economic CSR measures tourists' perceptions about the firm's economic performance (e.g., "We continually improve the quality of our products."). Ethical CSR measures tourists' perceptions of the ethical behaviour of the firm (e.g., "our firm follows professional standards."). Legal CSR measures the firm's obedience to the regulations and legal system (e.g., "All our products meet legal standards."). Philanthropic CSR is concerned with the firm's interest in improving human welfare (e.g., "The firm tries to help the poor."). The items of CSR were borrowed from the prior studies (Carroll, 1979; Corson & Steiner, 1974; Lee, et al., 2009; Martínez, et al., 2013).

Tourist trust measures were adapted from Morgan and Hunt (1994) and Kim et al. (2011), these items were adopted and modified based on tourists' interviews and pilot study. These items measure the integrity and reliability of the rural hospitality enterprise as well as its trustworthiness.

Tourist satisfaction in this study was operationalized with four items as proposed by prior studies (Kim, et al., 2011; Bai, et al., 2008; Kim, et al., 2006). Tourist loyalty was operationalized with four items as proposed by prior studies (Kim, et al., 2011; Jin, et al., 2007; Kim & Lim, 2005).

Finally, religiosity was measured with a 6-item scale developed by Allport and Ross (1967) and Jamal and Sharifuddin (2015). The first three items of the scale represent intrinsic religiosity, while the other three represent extrinsic religiosity. An example of an intrinsic religiosity item is, "It is important to me to spend time in private thought and prayer." An example of an extrinsic religiosity item is, "I go to religious service because it helps me to make friends."

We applied the partial least squares (PLS-SEM), WarpPLS 3.0 programme was utilized to validate the measures and test the hypotheses. This approach has been used as the investigated phenomenon is new and the research aims at generation of theory rather than confirmation of a theory (Urbach & Ahlemann, 2010). Furthermore, a PLS approach does not require a normal distribution, as opposed to covariance-based approaches, which requires a normal distribution (Henseler, et al., 2012). Finally, this approach incorporates both reflective and formative measures (Hair, et al., 2013).

4. RESULTS

The evaluation of a conceptual framework using PLS analysis contains two steps. The first step includes the evaluation of the measurement (outer) model. The second step involves the evaluation of the structural (inner).

4.1. Measurement Model

The first step in evaluating a research model is to present the measurement model results to examine the reliability and validity of the measures used to represent each construct (Chin, 2010). These results are shown in Tables 1 and 2. We also performed tests for multicollinearity due to the relatively high correlations among some of the constructs. All constructs had variance inflation factors (VIF) values less than 2.8, which is within the cut off level of 3.0.

All items loaded on to the corresponding latent variable structure and all items exhibit loadings greater than 0.7. All constructs exhibit adequate internal consistency reliability as the Cronbach alpha coefficients exceed the 0.7 (Table 1). All the remaining constructs showed good internal consistency reliability.

The measurement model also exhibited significant convergent validity as a cross-loading matrix exhibits no cross loading that exceeds the within-row and column loadings. Discriminant validity is considered in two steps. First, the Fornell and Larcker (1981) criterion is used to test whether the square root of a construct's AVE is higher than the correlations between it and any other construct within the model. Second, the factor loading of an item on its associated construct should be greater than the loading of another non-construct item on that construct. Table 1 shows the result of this analysis and reports the latent variable correlation matrix with the AVE on the diagonal. Therefore,

we conclude that measurement model exhibits good discriminant validity and meets the Fornell and Larcker (1981).

In order to assess potential non-response bias, we tested whether there were differences among respondents and non-respondents; a survey has been sent to all non-respondents of the original survey. A total of 750 responses were received from non-respondents of the initial survey. We tested the significance of differences between averages in the main sample and a follow-up sample the analysis did not reveal any significant differences between respondents and non-respondents. We therefore excluded the possibility of non-response bias. Table 2 shows the results of composite reliability and convergent/discriminant validity testing.

A principal component factor analysis was conducted and the results excluded the potential threat of common methods bias. The largest factor accounted for 35.27% (the variances explained ranges from 19.20% to 35.27%) and no general factor accounted for more than 50% of variance, indicating that common method bias may not be a serious problem in the data set.

4.2. Structural Model Assessment

Since the measurement model evaluation provided evidence of reliability and validity, the structural model was examined to evaluate the hypothesised relationships among the constructs in the research model (Hair, et al., 2013). According to Henseler et al. (2012) and Hair et al.'s (2013) recommendations, the structural model proposed in the current study was evaluated with several measures,

The model explains 61% of variance for tourist satisfaction, 58% of variance for tourist trust, and 78% of variance for tourist loyalty. To test H1–H9, we tested the structural equation model in Figure 2. The global fit indicators were acceptable, APC= (0.174, $p < 0.001$), ARS= (0.728, $p < 0.001$), AARS= (0.703, $p < 0.001$), AVIF= (2.741), and GOF= (0.731).

The estimated standardized structural coefficients for the hypothesized relationships between constructs and their significance are shown in Table 3. The results show that all hypothesized relationships are supported except H1b and H3a.

Regarding the relationships between CSR and tourist satisfaction, our findings support the favourable effect of CSR dimensions (economic, ethical, and philanthropic) on tourist satisfaction. Therefore, the findings support H1a, H2a, and H4a. The influence of legal dimension of CSR was not statistically significant. This goes against our hypothesis. Therefore, H3a is disproved.

With regard to the relationship between CSR and tourist trust, the results show that CSR dimensions (ethical, legal, and philanthropic) have a significant positive influence on tourist trust. Therefore, the findings support H2b, H3b, and H4b. the economic dimension of CSR had no significant impact on tourist satisfaction. Therefore, our results don't support H1b.

In relation to the moderating role of religiosity, the results support the moderating effects of religiosity on the relationship between tourist satisfaction, trust and loyalty. Therefore, the findings support H8 and H9.

4.3. Rival Model

There is a consensus in using structural equations modelling technique is that researchers should compare rival models, not just test a proposed research model (Kenneth & Scott Long, 1992). Based on Morgan and Hunt (1994) and (Hair, et al., 2010), we suggest a rival model as demonstrated in Figure 3, where tourist satisfaction and trust do not act as mediators among the CSR dimensions and tourist loyalty, but they act as antecedents along with the four dimensions of CSR.

The rival model has been evaluated on the basis of the following criteria: (1) overall fit of the model; and (2) percentage of the models' hypothesized parameters that are statistically significant (Morgan & Hunt, 1994; Hair, et al., 2010). The global fit indicators are as follow: APC= (0.417), ARS= (0.630), AARS= (0.571), AVIF= (4.351), and GOF= (0.526) (see table 4). All the goodness of fit measures fall below acceptable levels. Only two out of six (33%) of its hypothesized paths

Table 1. Loadings and cross-loadings of measurement items

ITEMS	ECO	ETH	LEG	PHI	SAT	TRU	LOY	REL	p value
ECO1	0.872	0.184	0.483	0.502	0.189	0.162	0.472	0.182	<0.001
ECO2	0.803	0.451	0.282	0.241	0.103	0.109	0.163	0.131	<0.001
ECO3	0.863	0.212	0.563	0.156	0.461	0.314	0.431	0.223	<0.001
ECO4	0.895	0.281	0.295	0.137	0.717	0.224	0.221	0.038	<0.001
ETH1	0.401	0.851	0.059	0.202	0.429	0.131	0.116	0.241	<0.001
ETH2	0.225	0.907	0.262	0.198	0.118	0.403	0.247	0.281	<0.001
ETH3	0.312	0.825	0.443	0.106	0.416	0.438	0.202	0.339	<0.001
ETH4	0.341	0.901	0.484	0.485	0.079	0.190	0.510	0.418	<0.001
LEG1	0.094	0.316	0.893	0.241	0.312	0.243	0.431	0.219	<0.001
LEG2	0.241	0.364	0.876	0.332	0.137	0.317	0.203	0.418	<0.001
LEG3	0.131	0.172	0.916	0.201	0.315	0.230	0.363	0.114	<0.001
PHI1	0.354	0.131	0.510	0.884	0.174	0.173	0.493	0.321	<0.001
PHI2	0.321	0.273	0.223	0.803	0.231	0.390	0.127	0.214	<0.001
PHI3	0.301	0.093	0.321	0.912	0.421	0.478	0.439	0.201	<0.001
PHI4	0.184	0.243	0.611	0.814	0.176	0.438	0.502	0.043	<0.001
SAT1	0.362	0.511	0.317	0.459	0.835	0.296	0.292	0.423	<0.001
SAT2	0.448	0.301	0.154	0.361	0.826	0.134	0.413	0.114	<0.001
SAT3	0.194	0.414	0.445	0.272	0.921	0.232	0.507	0.345	<0.001
SAT4	0.596	0.339	0.336	0.382	0.846	0.127	0.231	0.212	<0.001
TRU1	0.067	0.461	0.454	0.503	0.318	0.834	0.429	0.142	<0.001
TRU2	0.214	0.416	0.154	0.176	0.251	0.824	0.324	0.012	<0.001
TRU3	0.291	0.281	0.155	0.411	0.457	0.931	0.131	0.428	<0.001
TRU4	0.109	0.316	0.279	0.292	0.102	0.854	0.154	0.192	<0.001
LOY1	0.507	0.173	0.184	0.218	0.148	0.129	0.837	0.303	<0.001
LOY2	0.380	0.038	0.572	0.480	0.367	0.367	0.873	0.038	<0.001
LOY3	0.478	0.472	0.574	0.049	0.378	0.123	0.936	0.473	<0.001
LOY4	0.371	0.405	0.572	0.389	0.196	0.267	0.830	0.278	<0.001
REL1	0.058	0.125	0.178	0.489	0.301	0.327	0.271	0.837	<0.001
REL2	0.072	0.354	0.402	0.019	0.618	0.167	0.307	0.883	<0.001
REL3	0.437	0.057	0.163	0.371	0.190	0.190	0.720	0.930	<0.001
REL4	0.271	0.274	0.582	0.321	0.267	0.278	0.347	0.798	<0.001
REL5	0.131	0.140	0.201	0.156	0.296	0.233	0.139	0.849	<0.001
REL6	0.420	0.475	0.710	0.618	0.374	0.701	0.462	0.841	<0.001

Notes:

- ECO = Economic corporate social responsibility; ETH = Ethical corporate social responsibility; LEG = Legal corporate social responsibility; PHI = Philanthropic corporate social responsibility; SAT = Tourist satisfaction; TRU = Tourist trust; LOY = Tourist loyalty; REL = Religiosity.

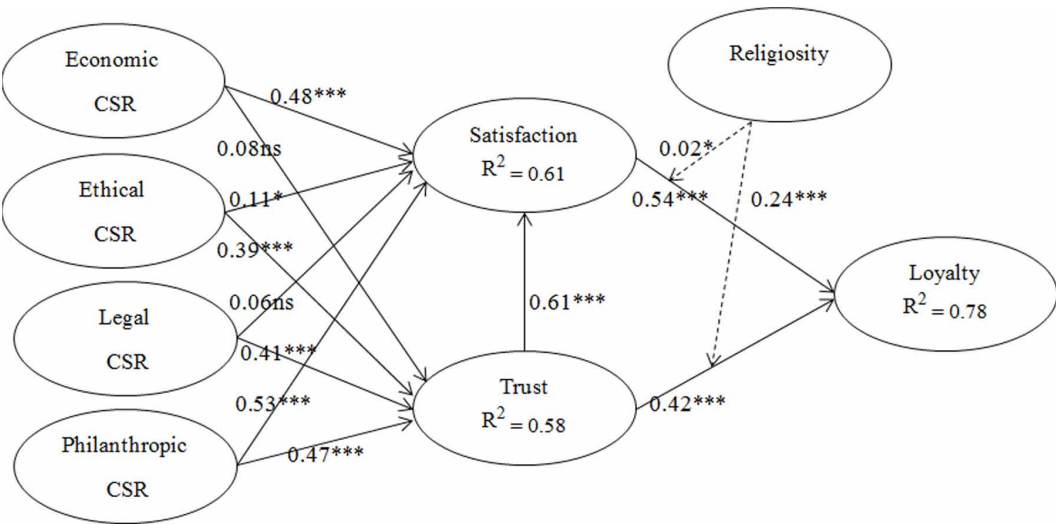
- Bolded items are factor loadings.

Table 2. Results of composite reliability and convergent/discriminant validity testing

Construct	Composite reliability	Cronbach alpha	AVE*	Correlations and square roots of AVE							
				ECO	ETH	LEG	PHI	SAT	TRU	LOY	REL
ECO	0.841	0.801	0.562	(0.850)							
ETH	0.903	0.883	0.572	0.749	(0.881)						
LEG	0.881	0.862	0.613	0.758	0.745	(0.872)					
PHI	0.845	0.812	0.628	0.745	0.792	0.849	(0.881)				
SAT	0.871	0.861	0.671	0.831	0.841	0.803	0.754	(0.796)			
TRU	0.847	0.815	0.590	0.747	0.870	0.817	0.794	0.759	(0.743)		
LOY	0.796	0.737	0.617	0.689	0.748	0.648	0.582	0.689	0.780	(0.708)	
REL	0.880	0.793	0.582	0.748	0.804	0.589	0.693	0.498	0.467	0.690	(0.731)

* AVE = average variance extracted

Figure 2. PLS results of research model of main test (n=2600). Note: the asterisks represent the significant level of the coefficient.



are supported at the ($p < .01$) level (including only one out of six (17%) supported at ($p < .001$)). In contrast, nine out of eleven hypothesized paths (82%) in the proposed model are supported at the ($p < .001$) level.

4.4. Testing for Mediation

To check the mediating influence of the variables on tourist loyalty through satisfaction and trust, four separate analyses were performed using Baron and Kenny's (1986) approach. The results revealed that all standardized, indirect (i.e. mediated by satisfaction and trust) effects on loyalty are significant (please see table 5). The full mediation model was supported. These findings are consistent with the path analysis results. We also conducted a Sobel test. The results also supported the mediating effects of satisfaction ($p < 0.001$), and trust ($p < 0.001$).

The study tests the predictive validity of the structural model following the Stone–Geisser Q^2 . According to Roldán and Sánchez-Franco (2012), in order to examine the predictive validity of the research model, the cross-validated construct redundancy Q^2 is necessary. A Q^2 greater than 0 implies that the model has predictive validity. In the main PLS model, Q^2 is 0.73 for tourist trust, 0.68 for satisfaction, and 0.76 for loyalty that is positive and hence satisfies this condition.

Table 3. Results of hypotheses testing

Hypotheses	Path directions	St. Estimate	Result
H1a	ECO→SAT	0.48	Accepted
H1b	ECO→TRU	0.08	Rejected
H2a	ETH→ SAT	0.11	Accepted
H2b	ETH →TRU	0.39	Accepted
H3a	LEG →SAT	0.06	Rejected
H3b	LEG →TRU	0.41	Accepted
H4a	PHI → SAT	0.53	Accepted
H4b	PHI → TRU	0.47	Accepted
H5	TRU→SAT	0.61	Accepted
H6	TRU→ LOY	0.42	Accepted
H7	SAT→ LOY	0.54	Accepted
H8	SAT→REL→LOY	0.02	Accepted
H9	TRU→REL→LOY	0.24	Accepted

Table 4. Analysis of competing structural models

Proposed model		Rival model	
Path	Estimate path	Path	Estimate path
ECO → SAT	0.48	ECO → LOY	0.09 ns
ECO → TRU	0.08 ns	ETH → LOY	0.19
ETH → SAT	0.11	LEG → LOY	0.05 ns
ETH → TRU	0.39	PHI → LOY	0.03 ns
LEG → SAT	0.06 ns	SAT → LOY	0.42
LEG → TRU	0.41	TRU → LOY	0.05 ns
PHI → SAT	0.53		
PHI → TRU	0.47		
TRU → SAT	0.61		
TRU → LOY	0.42		
SAT → LOY	0.54		

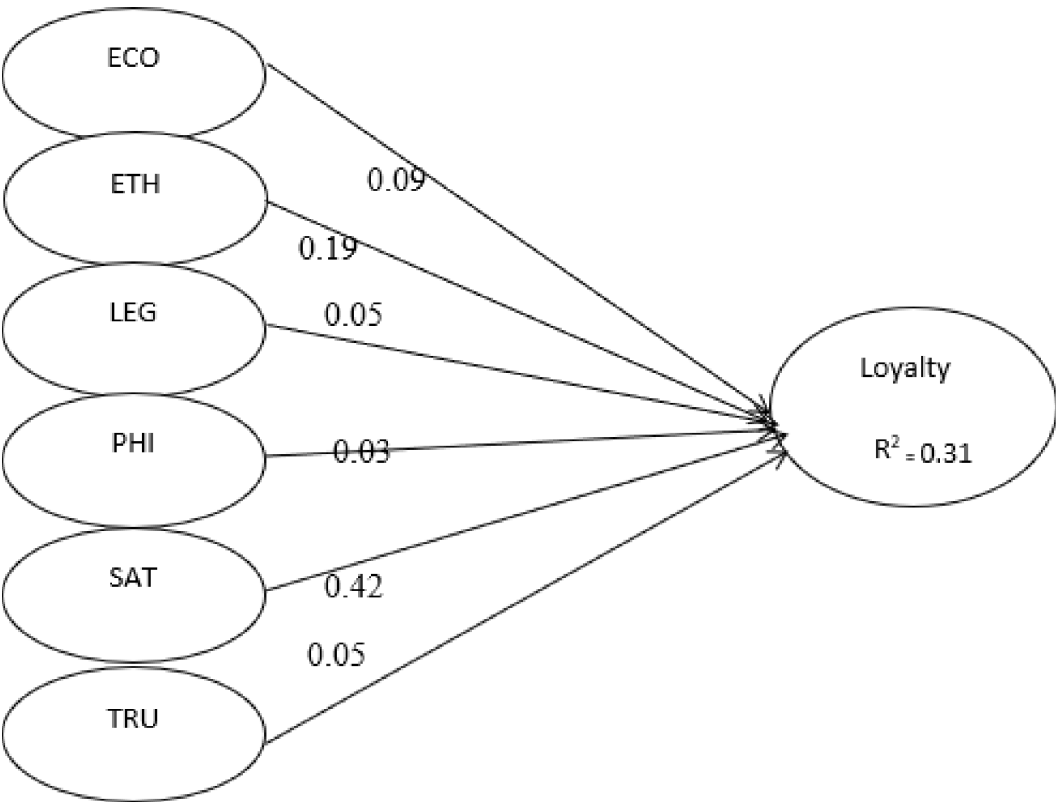
APC= (0.174, $p < 0.001$), ARS= (0.728, $p < 0.001$), APC= (0.417, $p < 0.001$), ARS= (0.630, $p < 0.001$), AARS= (0.703, $p < 0.001$), AVIF = (2.741), AARS= (0.571, $p < 0.001$), AVIF= (4.351), and GOF = (0.731) and GOF = (0.526).

5. DISCUSSION AND CONCLUSION

5.1. Discussion of Findings

The aim of this study was to propose and empirically tests a comprehensive model to examine the indirect effect of CSR dimensions on tourist loyalty towards rural hospitality enterprises. We proposed a model in which CSR dimensions, tourist trust, and satisfaction act as antecedents to tourist loyalty. While, trust and satisfaction mediate the relationship between CSR dimensions and tourist loyalty.

Figure 3. A rival model



Findings from tourists ($n = 2600$) indicated that tourist trust and satisfaction are the central variables in building successful long-term relationship in the rural hospitality context.

The findings of this study highlight the importance of CSR dimensions for improving tourist loyalty toward the rural hospitality enterprises. Tourists are more likely to be loyal to the rural hospitality enterprise implementing socially responsible initiatives. Especially, a focus on corporate social responsibility provides an effective indicator for improving tourist loyalty toward the rural hospitality. These results support Martínez et al. (2013) and Perez et al. (2012) work on the positive effect of CSR on tourist loyalty and reinforce the suggestion that CSR is fundamental to enhance tourist loyalty toward rural hospitality enterprises.

The results show that not all CSR dimensions have the same influence on satisfaction and trust. Only economic, ethical, and philanthropic dimensions of CSR have a significant influence on tourist satisfaction, while ethical, legal, and philanthropic dimensions of CSR have a significant effect on tourist trust. When it comes to the relative influence of CSR dimensions on tourist satisfaction and trust, regarding tourist satisfaction, the results show that philanthropic CSR is at the top, followed by Economic CSR, ethical CSR, and legal CSR. In regard with tourist trust, the results show that philanthropic CSR is at the top as well, followed by legal CSR, ethical CSR, and Economic CSR. The findings support our hypotheses that CSR is a multidimensional construct and each dimensions of CSR has a different effect on social relationship components e.g. satisfaction and trust.

Furthermore, this study also proposes that CSR does not only influence tourist loyalty, but also tourist satisfaction and trust. When considering the effect of CSR on tourist trust, the findings highlight a positive relationship that is consistent with previous studies (Ball, et al., 2004; Swaen & Chumpitaz, 2008; Martínez, et al., 2013; Park, et al., 2014; Bögel, 2019). Therefore, tourist trust considers one

Table 5. Mediation analysis results

Fit estimates	APC	ARS	AARS	AVIF	GOF
Model 1	0.187	0.713	0.708	2.851	0.702
Model 2	0.217	0.706	0.702	2.949	0.689
Model 3	0.261	0.707	0.704	3.191	0.687
Model 4	0.321	0.694	0.691	3.364	0.674
	Model 1, full mediation	Model 2	Model 3, no mediation	Model 4, partial mediation	
ECO→SAT	0.48***	-	0.36***	0.48***	
ECO→TRU	0.08 ns	-	0.41***	0.08 ns	
ETH→SAT	0.11*	-	0.25***	0.11*	
ETH→TRU	0.39***	-	0.43***	0.39***	
LEG→SAT	0.06 ns	-	0.27***	0.06 ns	
LEG→TRU	0.41***	-	0.48***	0.41***	
PHI→SAT	0.53***	-	0.12*	0.53***	
PHI→TRU	0.47***	-	0.33***	0.46***	
CSR→LOY	-	0.21***	0.51***	0.09 ns	
TRU→SAT	0.61***	-	-	0.58***	
TRU→LOY	0.42***	-	-	0.42***	
SAT→LOY	0.54***	-	-	0.53***	
R²					
Trust	0.58	-	0.37	0.58	
Satisfaction	0.61	-	0.52	0.61	
Loyalty	0.78	0.19	0.25	0.78	

of the most important outcomes of a rural hospitality enterprise's social activities. Tourists are more likely to believe that the rural enterprises hospitality operate their activities honestly when the rural hospitality enterprises carrying out socially responsible initiatives. These results are consistent with previous studies e.g., (Swaen & Chumpitaz, 2008; Martínez, et al., 2013; Kennedy, et al., 2001).

The results also show that the perceptions of tourist about the rural hospitality enterprises social performance will improve tourist satisfaction which is consistent with those of prior research on the hospitality context e.g. (He & Li, 2011; Bigné, et al., 2011). Therefore, tourists will be more satisfied if rural hospitality enterprises develop and present a social responsibility toward society.

Tourist trust was found to play an important role in improving and building tourist satisfaction and loyalty. These results imply that higher trustworthy relationship between the tourists and the rural hospitality enterprises could encourage tourists to be more satisfied and more loyal, increasing the probability that they will return and stay in these rural hospitality enterprises. These results also indicate that tourist satisfaction is an important antecedent to tourist loyalty. The results are consistent with past studies (Kim, et al., 2011; Martínez, et al., 2013; Ponte, et al., 2015; Meesala & Paul, 2018).

Finally, the study findings provided evidence for the moderating effect of religiosity on the relationship between tourist trust, satisfaction and loyalty. Therefore, religiosity plays an important role in tourist loyalty and behaviour.

5.2 Managerial Implications

This study was couched on the premise that prior studies have largely ignored the indirect effects of CSR on loyalty toward the rural hospitality enterprises as well as the influence of religiosity on tourist behaviour and loyalty, especially in a developing country. As such, a strong empirical inquiry on analysing the indirect relationship between CSR and loyalty toward rural hospitality enterprises as identified by the literature was needed. The present study's findings have revealed some important managerial implications for tourism and hospitality companies in developing and building long relationships with tourists as well as making a significant contribution to the body of knowledge in a number of different ways.

The results of the current study have relevant practical implications for marketing practitioners and managers who design strategic plans and implement tools to improve consumers' loyalty. On the one hand, examining the antecedents of tourist loyalty is useful for managers who should develop strategies and actions aimed at improving the tourist loyalty toward rural hospitality enterprises.

On the other hand, our results suggest that by examining factors that affect tourist behaviour (e.g. CSR) managers could achieve desired and important outcomes such as tourist trust, loyalty and satisfaction. Therefore, our results propose that rural hospitality enterprises managers should invest more in social responsibility since tourists will be more satisfied and loyal toward those rural hospitality enterprises that are perceived as socially responsible.

The results show that the four CSR dimensions may benefit firms in building consumer loyalty. Furthermore, our results also show that all four dimensions of CSR are not sufficient to build consumer loyalty unless they instill satisfaction and trust in customers. These findings are very important for managers who are responsible for making decisions on allocating limited resources and prioritization of various strategic options. Therefore, managers should be selective and strategic in exercising ethical, economic, and philanthropic responsibilities.

Tourist trust and satisfaction can play important roles in the formation and maintenance of long-term relationships with tourist. In order to successfully build loyalty, rural hospitality enterprises need to build trust and satisfaction. Rural hospitality enterprises can improve the trustworthiness by providing their tourists with clear guidelines about non-disclosure of personal information and receiving unsolicited e-mails.

Finally, Tourism and hospitality firms as well as some other tourism institutions will have a better understanding of the important role of religiosity and its effects on tourist loyalty and behaviour which then can be used in planning their own future marketing strategies and plans.

5.3. Theoretical Implications

This study has made several theoretical implications in various ways: First, It is among the first to examine the effects of corporate social responsibility dimensions on tourist loyalty by incorporating the mediation effects of social exchange variables (e.g. trust and satisfaction) along the path from corporate social responsibility dimensions to tourist loyalty as well as the effects of religiosity on tourists loyalty and behaviour. It confirms CSR, trust, and satisfaction as determinants of tourist loyalty in the rural hospitality context. Second, the study shows that trust and satisfaction mediate the relationship between CSR dimensions and tourist loyalty toward the rural hospitality enterprises. Therefore, CSR is a valid predictor of tourist trust and satisfaction which in turn predict tourist loyalty toward the rural hospitality enterprises.

Furthermore, this study also contributes to the theory of religious tourism by examining the moderating role of religiosity in the relationship between tourist trust, satisfaction and tourist loyalty. Although the number of studies conducted to investigate religiosity in the context of tourism is limited, the findings of this study confirm and reinforce the importance of religiosity in understanding tourist loyalty and behaviour.

5.4. Limitations and Future Research Directions

Like any other study, ours is bound by some limitations that also provide fertile grounds for further research. First, this study did not consider cross-cultural issues, any comparative study from a developed and developing country would make a worthwhile contribution to the body of knowledge. Second, despite the antecedents of loyalty explained a substantial amount of its variance; there are some other important dimensions which have not been included in the research model, representing opportunities for further research (e.g. commitment, perceived value, attitudes toward the rural hospitality and tourists shopping orientations). Finally, another future line of research is applying our proposed model to other rural hospitality enterprises with random sample that would enable us to verify the generalizability to other populations and will contribute to the knowledge base on consumer loyalty.

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