

The Role of Service Innovation to Increase Purchase Intention Through Customer Satisfaction And Corporate Reputation, Moderated By Chse (Cleanliness, Health, Safety & Environmental Sustainability) On 5 Star Hotels In Jakarta during Covid-19 Pandemic

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ABSTRACT: *This study purpose to empirically analyze the effect of service innovation on purchase intention by mediating customer satisfaction and corporate reputation and moderated by CHSE (Cleanliness, Health, Safety, & Environment Sustainability) in 5 star hotels in Jakarta. 310 respondents as objects were customers or guests who visited 5-star hotels in Jakarta during the Covid-19 pandemic. The data obtained were analyzed using PLS SEM (Structural Equation Model). The results of this study indicate that (1) CHSE strengthens service innovation on purchase intention as novelty in this study. (2) There are direct and positive effects: (a) service innovation on customer satisfaction; (b) service innovation on corporate reputation; (c) customer satisfaction with purchase intention; (d) however, there is no positive effect of corporate reputation on purchase intention; (e) service innovation on purchase intention. (3) There is an indirect effect (a) service innovation on purchase intention through customer satisfaction; (b) however, there is no effect of service innovation on purchase intention through corporate reputation.*

The results of this study can contribute to managers in the hotel industry so that 5 star hotels in Jakarta can apply the CHSE protocol strictly and consistently, among others by improving the cleanliness of items carried by guests by cleaning using disinfectants / other cleaning fluids. safe before the luggage is brought into the hotel and provides a contactless lift for hotel guests.

In addition, the hotel always makes service innovations that can increase the attractiveness and purchase interest of customers or hotel guests, so that it can become the main choice for hotel customers or guests.

KEYWORD: *CHSE, Service Innovation, Customer Satisfaction, Corporate Reputation, Purchase Intention*

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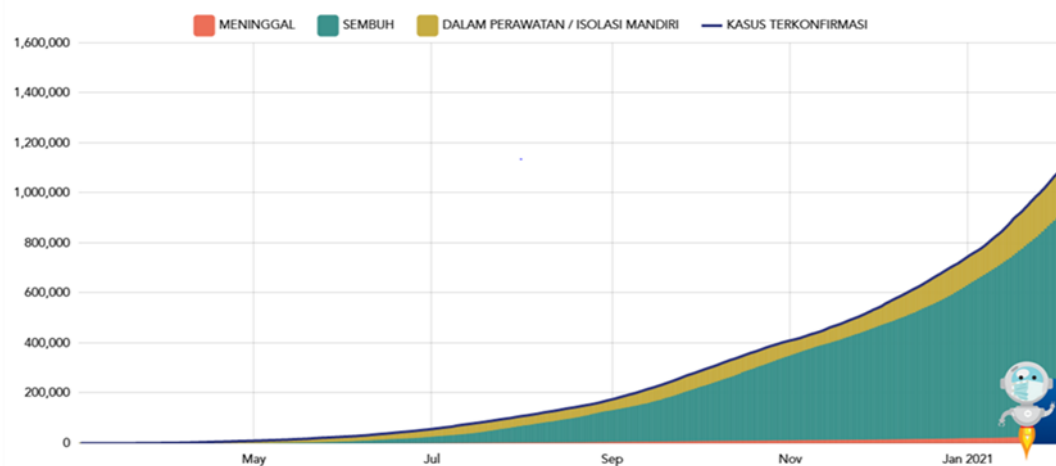
I. INTRODUCTION

The increase in the tourism sector has an impact on increasing business, employment, as well as the development and preservation of community arts and culture. Business in the tourism industry can provide multiple effects on other industries, such as food and beverage, accommodation, entertainment, exhibitions, and others (Ministry of Tourism and Creative Economy, 2020).

However, since early March 2020 where the Covid-19 pandemic began to spread in Indonesia, the domestic tourism sector has experienced a significant decline in performance. This is indicated by the decline in tourist arrivals from domestic and foreign countries, the decreasing in hotel occupancy, the decline in the number of passengers from various types of transportation, as well as sectors related to the tourism industry.

Figure 1.1. below shows the positive cases of Covid-19 in Indonesia, which since March 2020 has increased and is very worrying.

Figure 1.1.
The Growth of Covid-19 Cases in Indonesia



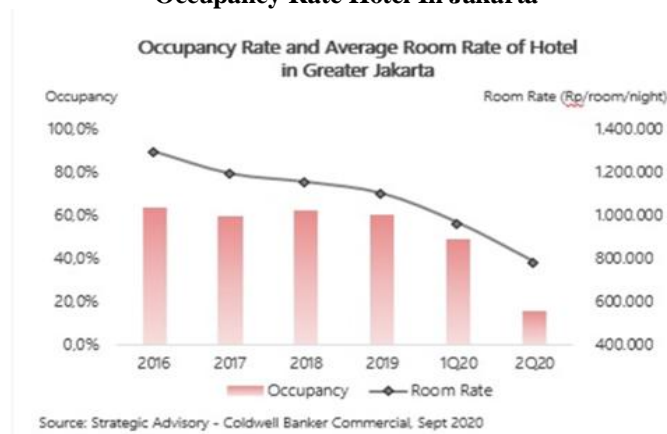
Sumber: <https://covid19.go.id/peta-sebaran>. Diakses pada 1 Februari 2021

The Hotel business players have been hit quite hard by the outbreak of the Covid-19 pandemic. The implementation of large-scale activity restrictions, especially in Jakarta, has resulted in a significant decline in hotel occupancy. Star hotels also get the impact of the Covid-19 pandemic, due to the high risk of being exposed to the virus on hotel properties (Zemke Dina Marie V et al., 2015).

The Covid-19 pandemic is a major test for the hotel industry. Various efforts have been made by the hotel industry in order to survive. In addition to the decline rates in hotel occupancy, the hotel also lost big revenue that should have come from the Meetings, Incentives, Conventions, and Exhibitions (MICE) sector.

Based on Figure 1.2, we can see the declining in occupancy rates until the second quarter of 2020 at hotels in Jakarta, this makes it difficult for hotels to increase the number of consumers, so that the hotel industry must make an operational changes to save the existence of hotels during the Covid-19 period with health and safety guarantees for employees and consumers (Gössling et al., 2020). In addition, the large number of players in the market who have various types of product advantages and services presented to consumers makes it difficult for hotels to compete in the market. Selective competition will indirectly affect the company in maintaining its market share, the company must strive hard in order to build customer purchase intentions.

Figure 1.2.
Occupancy Rate Hotel In Jakarta



Positive cases of Covid-19 in Indonesia and especially Jakarta as the nation's capital still showing a significant increase followed by a decrease in the occupancy rate of star hotels, it is hoped that this study can see the correlation between service innovation and purchase intention with mediation of customer satisfaction and corporate reputation in the context of the hotel industry, especially 5-star hotels in Jakarta during the Covid-19 pandemic. In addition, the CHSE (Cleanliness, Health, Safety, & Environment Sustainability) protocol that must be carried out in hotels is a newly created protocol that aims to prevent and control the spread of the Covid-19 virus, so research using the CHSE variable where the variable moderates the service innovation relationship on

purchase intention has never been done before, there are no research results on this matter, so the alleged CHSE variable that strengthens service innovation on purchase intention is expected to be novelty in this study.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability)

Since the Covid-19 pandemic, the hotel industry has experienced a slump, the hotel occupancy rate has drastically decreased, but with service innovations carried out by the hotel and implementing health protocols consisting of CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) which strict rules in hotels are considered to be able to increase the trust of hotel guests who want to visit or stay at the hotel.

H1o: CHSE (Cleanliness, Health, Safety, & Environment Sustainability) does not moderate the positive effect of service innovation on purchase intention.

H1a: CHSE (Cleanliness, Health, Safety, & Environment Sustainability) moderates the positive effect of service innovation on purchase intention.

Service Innovation and Customer Satisfaction

Service innovation is defined as a strategy designed to gain competitive advantage, which includes activities designed to fulfil the continuously changing customer demands (Gomes et al., 2016). Gaining a competitive advantage in the existing market and improving the quality of services provided emphasizes the importance of service innovation (Hussain et al., 2016).

Previous research by (Syauqi, 2019) examined the effect of service quality and service innovation on Galih Production's customer satisfaction. Galih Production is a service company in the field of event organizer. Research respondents are consumers who have used the services of Galih Production. The findings of this study state that service innovation affects customer satisfaction positively and significantly. Meanwhile (Christina & Hartini, 2020) conducted research on Prodia Health Care which aims to determine the effect of service innovation on customer satisfaction, by taking samples of Prodia customers who have used digital services. The results of this study indicate that service innovation affects customer satisfaction positively and significantly.

H2o: Service innovation does not positively affect customer satisfaction.

H2a: Service innovation positively affects customer satisfaction.

Service Innovation and Corporate Reputation

Corporate reputation is a community or public perception towards a company that comes from the public's assessment of all activities carried out by a company in the market (Caruana & Ewing, 2010). In addition, corporate reputation can also be described as an assessment or collective perception of the community or the public towards a company based on whether people or the public see the activities carried out or coordinated by the company as ethical (Chang, 2013).

Research conducted by (Courtright & Smudde, 2009) shows that well-known companies in the market innovate new products or services in order to maintain competitive advantage, so that there is a positive influence between service innovation and corporate reputation. Research on the effect of service innovation on customer satisfaction mediated by corporate reputation at the Indihome Internet Provider in Central Java by (Kurniawan et al., 2019) found that service innovation has positively and significantly affects corporate reputation.

H3o: Service innovation does not positively affect corporate reputation.

H3a: Service innovation positively affects corporate reputation.

Customer Satisfaction and Purchase Intention

(Oliver et al., 1997) consider customer satisfaction to be a value assessment of a product, service feature or service itself based on an evaluation of the experience they feel. The relationship between customer satisfaction and purchase intention has received considerable attention in various contexts of literature on hospitality and tourism including wine tourism, hotels, restaurants and cruise ships, and so on (Ali et al., 2015). (Bolton & Drew, 1991) argues that customer satisfaction is an emotional response produced by consumers after a purchase, and customer satisfaction helps build a good relationship between buyers and sellers.

H4o: Customer satisfaction does not positively affect purchase intention.

H4a: Customer satisfaction positively affects purchase intention.

Corporate Reputation Towards Purchase Intention

According to (Kotler and Keller, 2016) purchase intention is the customer's desire to buy products or services provided by the company based on personal needs for service quality, previous experience, and recommendations from closest people.

(Jung & Seock, 2016) states that corporate reputation significantly affects customer purchase intention, if the company has a good reputation, the customer's purchase intention will increase, but on the contrary, if the

company's reputation is negative, it will have an impact on the low or poor customer purchase intention. (Mahmud et al., 2020) states that corporate reputation has a significant effect on purchase intention, meaning that the reputation built by the company can influence customers in buying the company's products.

H5o: Corporate reputation does not positively affect purchase intention.

H5a: Corporate reputation positively influences purchase intention.

Service Innovation Towards Purchase Intention

(Khuong & Giang, 2014) found that service innovation (innovation that focuses on marketing, innovation process and price innovation) is positively correlated with purchase intention. (Wang et al., 2015) argues that service innovation capabilities contribute to customer advocacy, which can achieve superior relationship quality, purchase intention and customer loyalty. According to the opinion (Lee et al., 2017) that buyers' perceptions of innovation affect purchase intention positively. Therefore, this study suggests that service innovation can improve the way of developing service delivery, which naturally can increase consumer assessment of purchase intention.

H6o: Service innovation does not positively affect purchase intention.

H6a: Service innovation positively influences purchase intention.

H7o: Service innovation does not positively affect purchase intention through customer satisfaction.

H7a: Service innovation positively influences purchase intention through customer satisfaction.

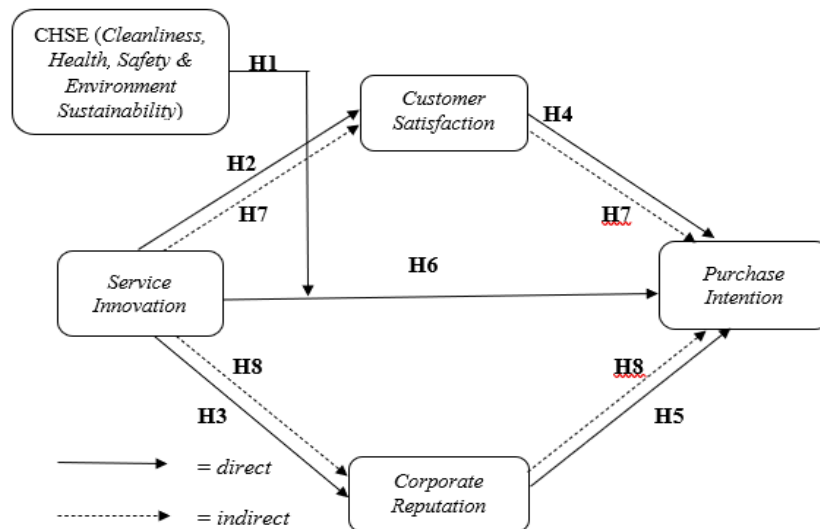
H8o: Service innovation does not positively affect purchase intention through corporate reputation

H8a: Service innovation positively influences purchase intention through corporate reputation

Conceptual Framework

Based on the explanation in the literature review described above, this research conceptual framework can be describes as follows:

Figure 2.1.
Conceptual Framework



III. RESEARCH METHODOLOGY

Research Design

This study uses a quantitative method based on primary data obtained by distributing questionnaires and measured using a Likert scale with a range of one (strongly disagree) to five (strongly agree). The type of relationship between the variables studied is causal, because it explains the cause of one or more problems. Causal research investigates the effect of one or more variables on one or more other variables. The unit of analysis in this study is the individual, namely the customer or guest who has stayed at least once at a five (5) star hotel in Jakarta with a visit period between March 2020 to December 2020, because in March 2020 the Covid-19 pandemic began in Indonesia. Meanwhile, based on the time dimension/horizon, this research is a cross sectional study, because the data is collected at a certain time. The data collection period starts on October 26, 2020 until December 3, 2020.

The relationship between variables in this study was analyzed using the Partial Least Square Structural Equation Modeling method (PLS-SEM).

Operational Definition of Variables

Service innovation is a process carried out by companies to create new services or add new functions to existing services that can provide added value service for customers so that companies can meet its customer dynamic needs. The dimensions of service innovation (Aragón-Correa et al., 2007) used for measurement are: innovative services, developing new procedures or systems, and making strategic innovations that are attractive to customers.

Purchase intention is the desire or intention of the customer to choose and buy certain products or services based on past experience, the need for these products or services, as well as recommendations from the closest people. The purchase intention dimension (Ferdinand, 2006) used as a measurement consists of: transactional interest, referential interest, preferential interest, and exploratory interest.

Customer satisfaction is an expression of satisfaction or dissatisfaction based on post-purchase evaluations made by customers by comparing hope or expectations with actual experiences. The dimensions of customer satisfaction (Zeithaml, Bitner & Gremler, 2013) that used as measurements are: satisfaction as fulfilment, satisfaction as pleasure, and satisfaction as ambivalence.

Corporate reputation is a periodic public assessment or public perception of the good or bad performance of the company. Five dimensions of corporate reputation (Walsh et al., 2009) are used as measurements, namely: customer orientation, good employer, reliable company, product and service quality, and environmental social responsibility.

CHSE as a standard health protocol to avoid Covid-19 that is set globally for the tourism world in delivering products and services that are clean, healthy, safe, and environmentally friendly. CHSE consists of four dimensions (WHO, 2020), namely: cleanliness, health, safety, and environmental sustainability.

Population

The population in this study consists of all customers or hotel guests who had stayed or stayed at a predetermined 5-star hotel in Jakarta.

Sample

The number of samples set in this study were 300 respondents from 16 hotels that were designated as research samples. Samples were taken using purposive sampling technique as follows: (1) customers or guests of 5-star hotels in Jakarta that have been determined, (2) at least once stayed at a 5-star hotel in Jakarta that has been determined, (3) Period of stay since March 2020 to December 2020, (4) a minimum age of 21 years, and (5) a minimum education of SMA/SMK.

IV. RESULTS AND DISCUSSION

Results of Validity and Reliability Tests

Convergent validity is a test of indicators of a latent group that must converge or share with a high proportion of variance. The value of convergent validity can be seen from the value of the outer weight which shows the weight of each indicator as a measure of each latent variable. The indicator with the largest outer weight indicates that the indicator is a measure of the strongest (dominant) variable. The outer weight value shows that each indicator is valid, if t-statistics > 1.960 (Hair et.al., 2013).

The reliability test used for each construct was carried out using the "Internal Consistency Reliability Method" technique. The results of the reliability test of each construct using the Cronbach's Coefficient Alpha analysis tool, where the acceptable value of Cronbach's coefficient (acceptable) is 0.60 (Sekaran, 2013).

Table 1 Validity and Reliability Test Results

No.	Variable/Indicator	t-statistics	t-table	Cronbach's Alpha	Information
	CHSE			0,872	Reliable
1	CHSE 1	27.874	1,960		Valid
2	CHSE 2	18.057	1,960		Valid
3	CHSE 3	6.537	1,960		Valid
4	CHSE 4	3.467	1,960		Valid
5	CHSE 5	18.221	1,960		Valid
6	CHSE 6	12.015	1,960		Valid
7	CHSE 7	20.708	1,960		Valid
8	CHSE 8	37.270	1,960		Valid
9	CHSE 9	12.305	1,960		Valid
10	CHSE 10	14.279	1,960		Valid
	Service Innovation			0,826	Reliable
1	SI 1	32.785	1,960		Valid
2	SI 2	40.908	1,960		Valid
3	SI 3	18.093	1,960		Valid

4	SI 4	7.946	1,960		Valid
5	SI 5	14.352	1,960		Valid
6	SI 6	13.630	1,960		Valid
	Customer Satisfaction			0,710	Reliable
1	CS 1	16.105	1,960		Valid
2	CS 2	44.527	1,960		Valid
3	CS 3	21.509	1,960		Valid
	Corporate Reputation			0,760	Reliable
1	CR 1	15.784	1,960		Valid
2	CR 2	7.155	1,960		Valid
3	CR 3	5.930	1,960		Valid
4	CR 4	11.633	1,960		Valid
5	CR 5	9.707	1,960		Valid
6	CR 6	12.785	1,960		Valid
7	CR 7	5.977	1,960		Valid
	Purchase Intention			0,882	Reliable
1	PI 1	63.662	1,960		Valid
2	PI 2	61.887	1,960		Valid
3	PI 3	49.133	1,960		Valid
4	PI 4	39.029	1,960		Valid

Source: Data Processing Results

Direct Influence Hypothesis Testing

The results of hypothesis testing were obtained by processing research data using the bootstrapping method which was carried out using SmartPLS 3.0 software. The results of the test using the bootstrapping method based on Partial Least Square (PLS) analysis are as follows:

1. From table 2, it is known that the CHSE coefficient value as a variable that moderates the effect of service innovation on purchase intention is 0.075, meaning that if the CHSE coefficient value increases, it will strengthen the influence of service innovation on purchase intention. The coefficient value of 0.075 states that service innovation will increase if moderated by CHSE in influencing purchase intention. The measurement results show that the p-value is 0.026, where the value is smaller than 0.05 (alpha 5%), which means the null hypothesis is rejected, and it can be concluded that CHSE significantly strengthens the effect of service innovation on purchase intention.
2. From table 2, it is known that the service innovation coefficient value is 0.470. As expected, service innovation has a positive effect on customer satisfaction. The test results show that the p-value is 0.000, where the value is smaller than 0.05 (alpha 5%). Therefore, the null hypothesis is rejected, which means that service innovation positively and significantly affects customer satisfaction, and thus if the perception of service innovation increases, the perception of customer satisfaction increases. Based on this, it is stated that service innovation can increase customer satisfaction.
3. From table 2, it is known that the service innovation coefficient value is 0.378, meaning that if the perception of service innovation increases, the perception of corporate reputation increases. The test results show that the p-value is 0.000, where the value is smaller than 0.05 (alpha 5%). Thus the null hypothesis is rejected, and it can be concluded that service innovation has a positive and significant effect on corporate reputation. Based on this, it is stated that service innovation can increase corporate reputation.
4. From table 2, it is known that the coefficient of Customer Satisfaction is 0.237, meaning that if the perception of Customer Satisfaction increases, the perception of Purchase Intention increases. In the same table, it can also be seen that the p-value is 0.002, where the value is less than 0.05 (alpha 5%). This means that the null hypothesis is rejected, and thus it can be concluded that Customer Satisfaction affects Purchase Intention positively and significantly. Based on this, it can be stated that customer satisfaction can increase purchase intention.
5. Table 2 shows the Corporate Reputation coefficient value of 0.001 with p-value of 0.984, where the p-value is greater than 0.05 (alpha 5%), thus failing to reject Ho. Thus, there is no influence of Corporate Reputation on Purchase Intention. Based on this, it can be stated that corporate reputation cannot increase purchase intention.
6. Table 2 shows the service innovation coefficient value of 0.332, meaning that if the perception of service innovation increases, the perception of Purchase Intention increases. With a p-value of 0.000, the null hypothesis is rejected, because the p-value is smaller than the alpha value of 0.05. It can be concluded that there is a significant positive effect of service innovation on Purchase Intention. Based on this, it can be stated that service innovation increases purchase intention.

Table 2 Bootstrapping Results Direct Effect

Pengujian Hipotesis		Original Sample Estimate	Standard Deviation	p-value
H ₁	CHSE moderates the positive effect of service innovation on purchase intention.	0,075	0,034	0,026
H ₂	Service innovation positively affects customer satisfaction	0,470	0,047	0,000
H ₃	Service innovation positively affects corporate reputation	0,378	0,045	0,000
H ₄	Customer satisfaction positively affects purchase intention	0,237	0,076	0,002
H ₅	Corporate reputation positively influences purchase intention.	0,001	0,071	0,984
H ₆	Service innovation positively influences purchase intention through corporate reputation	0,332	0,051	0,000

Source: Data Processing Results

Hypothesis Testing of Indirect Effects

Answering the indirect effect hypothesis can be seen from the results of table 3, it can be concluded as follows:

1. From table 3, it is known that the service innovation coefficient value is 0.131, with p-value of 0.003, where p-value is smaller than 0.05 (alpha 5%), so Ho is rejected. It can be concluded that service innovation positively and significantly affects purchase intention through customer satisfaction, which means that if the perception of service innovation increases, the perception of customer satisfaction will increase, and subsequently cause the perception of purchase intention to increase as well.
2. Table 3 shows the service innovation coefficient = -0.055, with p-value = 0.269. Because p-value = 0.269 > 0.05, it means that it failed to reject Ho. Thus, service innovation does not affect purchase intention through corporate reputation.

Table 3 Bootstrapping Results Indirect Effect

Pengujian Hipotesis		Original Sample Estimate	Standard Deviation	P-Values
H ₇	Service innovation positively influences purchase intention through customer satisfaction	0,131	0,044	0.003
H ₈	Service innovation positively influences purchase intention through corporate reputation	-0,055	0,050	0.269

Source: Data Processing Results

IV. CONCLUSION, LIMITATION OF RESEARCH, AND SUGGESTION

Conclusion

This conducted research aimed to know and analyse the role of service innovation in increasing purchase intention by mediating customer satisfaction and corporate reputation, and also strengthened by CHSE (Cleanliness, Health, Safety, & Environment Sustainability).

Based on the research and discussion’s results submitted, of the eight research hypotheses proposed, there were two rejected hypotheses, namely the hypothesis of the influence of corporate reputation on purchase intention and the hypothesis of the influence of service innovation and purchase intention through corporate reputation.

Conclusions based on the results of this study are detailed as follows:

1. There is a controlling and positive influence in addition to the influence of other factors (besides the influence of customer satisfaction and corporate reputation), on the role of CHSE in moderating the relationship between service innovation and purchase intention. Hotel customers/guests have a strong desire or intention to stay at a 5-star hotel in Jakarta when the CHSE is well implemented and the hotel makes service innovations that are in accordance with health protocols.
The effect of service innovation on purchase intention strengthened by CHSE is novelty in research on service innovation, customer satisfaction, corporate reputation and purchase intention, because there has been no research that combines the role of CHSE as a moderating variable in the relationship between service innovation and purchase intention.
2. Service innovation positively affects customer satisfaction. Service innovations carried out by the hotel, especially service innovations during the Covid-19 pandemic, which were oriented to health protocols, has made customers or hotel guests satisfied.

Limitation of Research

Based on the data processing results and discussion as well as the research objectives that have been stated previously, namely to analyse the role of service innovation in increasing purchase intention by mediating customer satisfaction and corporate reputation, also strengthened by CHSE, there are still limitations to this research even though it has been carried out in accordance with procedures. The limitations of this study are:

1. The variables used in this study are limited to using service innovation as an independent variable that affects purchase intention mediated by customer satisfaction and corporate reputation and moderated by CHSE. There are many other factors that can be used as research variables.
2. This research was only conducted in the hotel industry during the Covid-19 pandemic.
3. The unit of analysis only uses one unit of analysis from the customer/guest side of 5-star hotels in Jakarta.
4. The object of the study only used 16 customers from 5-star hotels in Jakarta.

Suggestion

Based on the limitations of the research that has been stated and the research objective to analyze the role of service innovation in increasing purchase intention by mediating customer satisfaction and corporate reputation, also strengthened by CHSE. With these limitations, there are still many topics, other factors, and variables that can be studied, so for further research it is recommended that:

1. Future research can use different variables, especially the moderating variable of corporate reputation, it is recommended to use other variables such as price, brand trust, perceived health risk, customerperceived value, word of mouth, and so on, so that it can be seen whether there is a direct influence and indirect effect on purchase intention in 5-star hotels in Jakarta.
2. Future research is expected to be able to develop this research by conducting research on other service companies, such as restaurants/F&B, Meetings, Incentives, Conventions, and Exhibitions (MICE), tourist destinations, tourist villages, airlines, land and air transportation, and other service industry.
3. The CHSE variable used in this study is still general, so that further research can use a more specific CHSE variable.
4. Further research can add units of analysis so that using more than one unit of analysis, not only consumers or hotel guests are respondents, but can explore from the hotel, that is General Manager, on how the internal services carried out related to the implementation of the CHSE protocol.
5. Further research can expand the population, not only 5-star hotels in Jakarta but also 5-star hotels in other big cities in Indonesia, especially hotels in Bali because the Indonesian Government plans to immediately reopen Bali as a tourist destination that is safe from the Covid-19 virus. for domestic and international tourists.
6. Further research can examine the application of CHSE in 3-star or 4-star hotels in Jakarta or other cities in Indonesia.

Suggestions to the regulators are as follows:

1. Even though the hotel already has a CHSE certificate, the regulator should continue to monitor and evaluate the implementation of CHSE in hotels on a regular basis.
2. Sweeping the implementation of CHSE in many hotels so that CHSE is not only a symbol.
3. Sucofindo as an independent institution that audits the implementation of CHSE and the Ministry of Tourism and Creative Economy that issues a CHSE certificate is advised that when the validity period of the CHSE certificate for one year has expired, it is necessary to reassess it to get an extension.

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