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## The Effect of Internet Celebrity B&B Service Quality on Customers' Behavioral Intention

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### Abstract

This paper combines the means-end chain theory with the aim of clarifying the roles of service quality (SQ), perceived value (PV), and customer satisfaction (CS) on behavioral intention (BI). This research follows quantitative methodology, obtained 414, and these data were analyzed and hypotheses tested. SPSS 26.0 and Mplus 8.3 software were used for model fit and structural equation correlation analysis. The results show that SQ has a significant direct positive effect on PV, CS, and BI. PV has a significant direct positive effect on CS and BI. CS has a significant, direct positive effect on BI. In addition, BI is influenced by SQ indirectly through PV or CS. PV and CS act as dual mediator variables in the effect of SQ on BI. This paper is the first attempt to explore the important role of internet celebrity (IC) bed and breakfast (B&B) SQ in influencing BI from the perspective of the IC B&B, and explored the complex relationship between PV, CS as dual mediator variables, provides an in-depth understanding of the key influences on BI for IC B&B customers, and expands the original theoretical framework, filling a gap in the existing literature.

**Keywords:** Service Quality; Perceived Value; Customer Satisfaction; Behavioral Intention; Internet Celebrity; Bed and Breakfast.

## 1. Introduction

The IC economy has become an emerging economic model in China and has infiltrated all aspects of social life [1]. B&B is a small accommodation facility [2], where the owner is directly involved in the operation and combines B&B and local culture into a unique character [3]. The B&B industry influences the global tourism and hospitality industry as an important economic growth point [4]. The third stage of B&B development, IC B&B, is an important part of the business strategy [5].

Previous research suggests that SQ may influence customer BI [6]. Currently, existing research on SQ, CS, and BI in the hospitality industry provides a research base and experience for antecedent prediction of customer BI in IC B&B [7]. Previous studies have also confirmed that PV and CS affect BI, but these studies did not correlate SQ, PV, CS, and BI [8–11]. Previous studies have found the CS mediation effect of SQ on BI [12, 13]. There are also studies that confirm that CS mediates the effect of PV on BI [13–15]. The literature focusing on the contribution of IC B&B SQ to the interpretation of BI is sparse, and research on IC B&B is still in its infancy [16]. In addition, in previous studies of the variables SQ, PV, CS, and BI, the dual mediation role of PV and CS in the relationship between SQ and BI has not been considered in relevant modeling studies [17–20]. Therefore, this study aims to address this research gap by exploring the relationships among these variables in combination with means-end chain theory.

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Therefore, the objective of this study is to address the following questions: 1) What is the direct influence relationship between the variables' IC B&B SQ, PV, CS, and BI? 2) Do PV and CS act as mediator variables in the effect of SQ on BI? 3) What kind of multilevel relationship exists between SQ, PV, CS, and BI? From a theoretical perspective, it expands the understanding of the mechanism of the influence of IC B&B SQ on BI and broadens the scope of the study. In addition, from a practical perspective, this study provides guidance for IC B&B operators on B&B which provide services and contribute to the sustainable development of the IC B&B industry.

## 2. Literature Review

### 2.1. The Means-End Chain Theory

Previous research proposed the means-end chain theory (MECT), which posits that consumption intentions are driven by cognitive links between product characteristics, consumption outcomes, and personal values [21]. Being goal-oriented involves using services to achieve a desired end. The theory emphasizes the importance of PV in influencing CS and BI. PV is a higher-level construct derived from SQ [22, 23]. Service is both an intangible and feasible dimension, so this paper further investigates the relationship between the variables in the text in conjunction with MECT.

### 2.2. Service Quality

SQ is complex and multifaceted, making it challenging to develop a standardized framework for its definition [23]. Unlike tangible products, services are intangible and cannot be physically possessed or evaluated before consumption [24]. A previous study defined the five dimensions of SERVQUAL as tangibility, empathy, assurance, reliability, and responsiveness [25]. SQ plays an irreplaceable role in achieving sustainable competition, leveraging competitive advantage, and building customer trust. This is especially true in the hospitality industry, where high SQ is a decisive factor in the survival and success of hotels [26]. Therefore, adopting the SERVQUAL model helps ensure the sustainable success and CS of the industry.

### 2.3. Perceived Value

PV has garnered increasing interest in recent years [27]. The importance of PV has been emphasized [28]. While PV exists in unidimensional or multidimensional structures in current research [29], most studies tend to adopt a unidimensional perspective [30]. This approach assumes that all value-related elements are categorized as a single value concept. Alternatively, comprehensively conceptualize and measure PV by combining various existing theoretical perspectives [28]. Supporters of the unidimensional approach argue that PV can be understood through a single dimension by conducting cost-benefit analyses [31]. On the other hand, proponents of the multidimensional perspective propose that PV in the service context should be examined through multiple dimensions [32]. This study adopts the widely accepted single-dimensional perspective based on the cost-benefit framework.

### 2.4. Customer Satisfaction

CS is the overall experience that the customer receives from the service [33]. Similarly, a previous study described CS as positive or negative perceptions resulting from comparing service performance with the customer's personal expectations, with positive perceptions leading to satisfaction and negative perceptions leading to disappointment [34]. Furthermore, in the service research literature, SQ has been found to be a positive indicator of CS improvement [18, 35].

CS is the key to success in the hotel and service industries in the face of fierce competition [36]. This study follows and defines CS as the feeling of pleasure or disappointment that customers experience when they compare the perceived results of SQ with their expectations [37].

### 2.5. Behavioral Intention

BI is an important manifestation of the customer's experience of service value, which is a very important part of the marketing process [38]. Making a positive evaluation of the service [39], recommending this service to others, and becoming a loyal customer through revisit behavior are possible outcomes of customers' positive BIs [40]. BIs are indicators of tourists' judgments about revisiting or recommending the destination to others [41]. Customers' BIs are mainly expressed in their willingness to revisit, recommend to acquaintances, and have positive Word-of-Mouth (WOM) [18, 42]. WOM intention is the willingness to spread messages about products or services to acquaintances [43]. Revisit intention is the customer's willingness to revisit. Many studies have found a significant effect of CS on BI [44]. This paper defines BI as WOM and revisit intention in the context of previous studies [45, 46].

## 2.6. Hypothesis

### *Service Quality and Perceived Value*

Previous studies show that customers have a high PV when they spend less than the quality of the service obtained [47, 48]. This means that a higher SQ will result in a higher PV [47, 48]. PV is an important variable in service research, but there are fewer studies on its direct effect than on its role as a mediator variable [49]. Previous studies have found a positive and significant correlation between SQ and PV [50]. A previous study found a correlation between SQ and customer value [51]. Previous research found that perceived SQ plays a very important role [52]. Based on previous studies, this paper predicts that SQ affects PV.

### *Service Quality and Customer Satisfaction*

CS plays a vital role in shaping customer behavior, and CS is the positive or negative evaluation of a service or product by customers based on a comparison of their expectations of the service or product with its actual performance [53]. Previous research emphasized the importance of providing quality services to maintain a competitive advantage and achieve corporate social responsibility [54]. CS is a strong predictor of hotels' future profitability. Hotels aim to meet customers' expectations and cater to their needs [35]. The important predictive role of SQ for CS has been confirmed in various service industries globally [55–57]. The high perceived value of several dimensions of SQ can significantly improve CS. Based on these previous studies, this paper envisages that SQ affects CS.

### *Service Quality and Behavioral Intention*

BI is influenced by SQ [18], PV [52, 58], and CS [7, 44]. SQ has significant effects on repurchase intentions [59]. Previous research confirmed that SQ has a direct positive effect on BI [60]. The literature has demonstrated that SQ is an important determinant of BI [18]. Therefore, this paper predicts that SQ affects BI [40].

### *Perceived Value as a Mediator Variable*

Previous studies have explored the relationship between PV and BI, as in customer behavior research [61]. A previous study found that PV increases repurchase intentions [58]. In marketing research, PV has been proven to have an important influence on BI [62]. Previous research has mostly focused on associating PV with SQ and CS. Few studies have linked PV to BI, including revisit or WOM intention [63]. WOM intentions are important feedback for PV. A previous study emphasized that PV plays an important role in the post-purchase phase, where customers evaluate their service experiences, thereby influencing their satisfaction and building revisit and WOM intentions [64]. PV can affect BI directly or indirectly through CS. Based on previous research, this paper predicts that PV mediates the relationship between SQ and BI.

### *Customer Satisfaction as a Mediator Variable*

Many previous studies have demonstrated a positive relationship between SQ and CS [18, 65]. In addition, SQ and CS also have a significant impact on repurchase intention [59]. Satisfied customers have a higher probability of generating positive WOM [7]. CS tends to lead to positive BI, such as repurchases and positive WOM communication [19]. However, there is controversy in the literature over the effect of SQ on BI [40]. There is consensus that SQ is an important factor in BI [18]. A study found that the indirect effect of SQ on BI mediated by CS was much higher than the direct effect. Many scholars have explored and explained the relationships among SQ, CS, and BI [66, 67]. Based on previous research, this paper predicts that CS mediates the relationship between SQ and BI.

### *Perceived Value and Customer Satisfaction as Dual Mediator Variable*

Previous studies found that SQ can have an impact on CS [54, 55]. PV is the antecedent of CS [63]. Previous research findings have found a positive effect of PV on CS [19, 40, 68]. PV has also been shown to mediate the relationship between SQ and CS [69]. Several researchers have shown that SQ can influence BI through its effect on CS and PV [42]. Previous studies have found a direct positive effect between PV and BI [70, 71]. CS mediates the effect of PV on CL, which can in turn influence WOM intentions and revisit intentions [72]. PV and CS are the two most used variables in evaluating BI [8].

Previous studies have indicated that SQ can influence BI directly and indirectly through CS and PV [47, 60]. This led to the following hypothesis.

**H1:** Internet celebrity B&B SQ has a direct positive effect on PV.

**H2:** Internet celebrity B&B SQ has a direct positive effect on CS.

**H3:** Internet celebrity B&B SQ has a direct positive effect on BI.

**H4:** PV has a direct positive effect on CS.

**H5:** PV has a direct positive effect on BI.

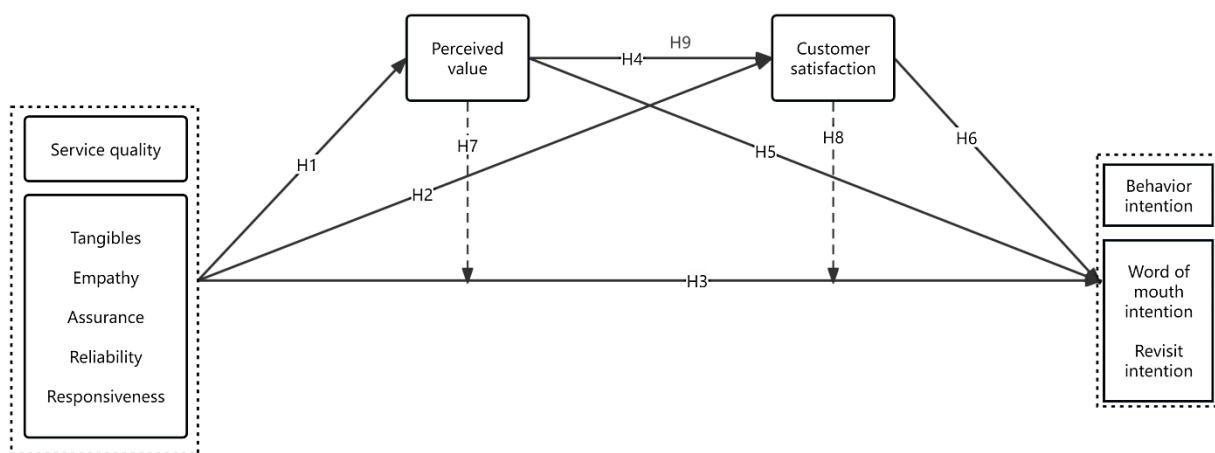
**H6:** CS has a direct positive effect on BI.

**H7:** PV mediates the relationship between Internet celebrity B&B SQ and BI.

**H8:** CS mediates the relationship between Internet celebrity B&B SQ and BI.

**H9:** PV and CS mediate the relationship between Internet celebrity B&B SQ and BI.

H1–H6 show the direct impact relationship between SQ, PV, CS, and BI. If the hypothesis is supported, it will highlight the positive impact of improving service quality on customer value perception. H7–H8 show that PV and CS mediate the relationship between IC B&B SQ and BI, respectively, and SQ indirectly affects BI through the influence of PV or CS. If the hypothesis is supported, it will reveal how SQ indirectly affects customers' BI through customers' PV or CS. H9 combines the first two mediation hypotheses to show that PV and CS together mediate the relationship between SQ and BI. If the hypothesis is supported, it will provide a comprehensive understanding of how PV and CS co-mediate the impact of SQ on BI. By validating these hypotheses, it is possible to gain insights into the complex relationship between IC B&B SQ, PV, CS, and BI and provide targeted management recommendations for improving SQ and promoting positive customer BI. Guided by MECT, this framework examines PV and CS constructs as mediator variables to explain how service quality impacts WOM intention and revisit intention, as shown in Figure 1.



**Figure 1. Conceptual framework**

### 3. Method

#### 3.1. Methodology

This research follows quantitative methodology with data collection through survey questionnaire and data analysis through SPSS 26.0 and Mplus 8.3 software.

#### 3.2. Questionnaire

The questionnaire first identified respondents who had visited IC B&B since 2018; those who had visited answered the questions, while those who had no experience visiting IC B&B did not. Section one dealt with demographic questions, including gender, age, marital status, educational experience, average monthly income, and an acceptable price range for IC B&Bs. Section two consisted of scales whose main purpose was to investigate Chinese customers' feelings about their IC B&B visit experiences in terms of SQ, PV, CS, WOM, and revisit intention. The variable question items selected for this paper have been extensively validated in previous studies. Both validity and reliability have been verified.

To guarantee the smoothness and accuracy of the investigation, this paper slightly adjusted each item according to the context, translated them into Chinese and English after repeatedly confirming their expressions with the 10 respondents to ensure that they would not deviate from the original meaning, and then translated them back into English to confirm the accuracy of the translation. The 15 items used to measure SQ were adapted [73]. The four items used to measure PV were adapted [74]. The three items used to measure CS were adapted [75]. Six items were used to measure WOM and revisit intention in BI, with three WOM intention items adapted [63] and three revisit intention items adapted [76]. Table 1 provides an overview and summary of the sources of measurement items. All items were rated on a seven-point Likert intensity scale from 1 = completely disagree to 7 = completely agree.

**Table 1. Source of measurement items**

Variable	Code	Item	Source
Service Quality	SQ1	This B&B has modern looking equipment.	B. J. Ali (2021)
	SQ2	This B&B provides clean and comfortable rooms.	
	SQ3	This B&B has Internet celebrity check-in points.	
	SQ4	This B&B has adequate fire safety facilities and instructions.	
	SQ5	This B&B gives its customers individualized attention.	
	SQ6	Host of This B&B understand the specific needs of their customers.	
	SQ7	Host of this B&B have customers' best interest at heart.	
	SQ8	Host of this B&B are able to provide service as promised.	
	SQ9	Host of this B&B are dependable in handling customers' service problems.	
	SQ10	This B&B keeps customers informed of the performance of services.	
	SQ11	Host of this B&B are consistently courteous and friendly with customers.	
	SQ12	This B&B provides a safe environment to stay in.	
	SQ13	Host of this B&B have the knowledge to answer customers' requests.	
	SQ14	Host of this B&B are ready to respond to customers' requests.	
	SQ15	Host of this B&B are always willing to help customers.	
Perceived Value	PV1	These B&B services are worth the money.	Raza et al. (2012)
	PV2	These B&B services are fairly priced.	
	PV3	This B&B service are reasonably priced.	
	PV4	This B&B is economical.	
Customer Satisfaction	CS1	I am satisfied with my decision to visit this B&B.	Oliver (1980)
	CS2	My choice to choose this B&B is a wise one.	
	CS3	I am happy about my decision to visit this B&B.	
	CL2	I love staying at this B&B.	
	CL3	I would like to prefer this B&B as the first choice when I revisit.	
	CL4	I will stay again at this B&B because of the service quality.	
Behavioral Intention	WOM1	I will recommend this B&B to other people who seek my advice.	Konuk (2019)
	WOM2	I will say positive things to my acquaintances about this B&B.	
	WOM3	I will encourage other people to visit this B&B.	
	RI1	I will keep visiting this B&B in the future.	Ryu & Lee (2016)
	RI2	I would like to come back to this B&B in the future.	
	RI3	I will consider revisiting this B&B in the future.	

### 3.3. Sample and Data Collection

The questionnaire was distributed on the online survey platform (Questionnaire Star). The study investigates the BI of IC B&B customers of IC B&Bs that are well known on the internet. Customers basically browse, visit, or evaluate IC B&Bs on social media, so it is reasonable to use the online method of data collection [77]. The questionnaire was distributed using a convenience sampling method. The questionnaire was also distributed to the community of teachers and students of tourism-related majors, the community of travel enthusiasts, and the community of hotel and B&B fans to effectively gain more participation from respondents. The questionnaire was distributed from September 16 to 30, 2023, for a total of two weeks, and 517 respondents completed the questionnaire.

## 4. Results and Discussion

### 4.1. Results

The information of respondents who had not visited an IC B&B was first screened. The sample data were then analyzed in detail using SPSS 26 for descriptive statistics. Then, using Mplus 8.3, a confirmatory factor analysis was conducted to test the reliability and validity of the model. Finally, the SPSS 26 process was used for intermediate path analysis and mediation effect testing to determine whether the structural equation modeling (SEM) was valid [78]. SEM is commonly used as a data analysis technique for research [79]. First, we examined the reliability and validity of this model. Second, we checked the path relationships between these variables and tested their mediation effects.

As shown in the descriptive statistical analysis of the description in Table 2, the 414 respondents who participated included 51.2% (212 females) and 48.8% (202 males). In addition, in terms of age distribution, the highest proportion of respondents was aged 19 to 35, at 57.5% (238). In addition, 75.1% (411 people) had a college, undergraduate, or postgraduate education, indicating a high education level. At the same time, the occupational distribution of the respondents, which included teachers, managers, and government employees, accounted for 58.2% (241 persons). The proportion of respondents whose monthly income was higher than RMB 3,000 and below RMB 10,000 was the highest, at 71.1% (294 persons). This is also in line with the proportion of students who are in the study stage and are paid less. Finally, in terms of the acceptable B&B price range, below RMB 400 was the highest answer, at 72.4% (300 persons). In other words, the survey results show that the visitors to internet celebrity B&Bs are mainly young, with high proportions of those with higher education levels and high monthly income levels. However, the respondents indicated that the B&B price range should not be too high, which means they care about cost performance.

**Table 2. The sample profile of B&B customers**

Variable	Categories	N	%
Gender	Female	212	51.2
	Male	202	48.8
Age	18 or younger	0	0
	18-25	103	24.9
	25-35	135	32.6
	35-45	75	18.1
	45-55	91	22
	55 or older	10	2.4
Education	High school and below (Including secondary school and technical school)	103	24.9
	College or undergraduate	219	52.9
	Postgraduate and above	92	22.2
Marital	Single	155	37.4
	Married	256	61.8
	Other	3	0.7
Profession	Managerial	82	19.8
	Operator/fabricator/laborer	58	14
	Teacher	85	20.5
	Government employee	74	17.9
	Student	34	8.2
	Sales/service	64	15.5
	Other	17	4.1
Income	Less than ¥1500	23	5.6
	¥1500-¥3000	43	10.4
	¥3000-¥5000	91	22
	¥5000-¥7000	115	27.8
	¥7000-¥10000	88	21.3
	More than ¥10000	54	13
Acceptable B&B price range	Less than ¥200	133	32.1
	¥200-¥400	167	40.3
	¥400-¥600	69	16.7
	¥600-¥800	31	7.5
	More than ¥800	14	3.4

Note : ¥ signifies RMB, n=414.

Cronbach's alpha and composite reliability (CR) were used to assess the consistency between the constructs. The higher the reliability, the more stable the scale is. Good reliability is indicated when the values of Cronbach's alpha and CR exceed 0.90 [80]. Cronbach's alpha values as well as the CR of the variables in this study ranged from 0.91 to 0.97, which indicates that the reliability of the scale in this study is good, as shown in Table 3.

The validity of the scale was assessed in this study by testing convergent and discriminant validity. Anderson & Gerbing (1988) [78] concluded that two conditions must be present for a measurement scale to have good convergent validity: first, all items' standardized factor loading must be greater than 0.5, and second, every item must be statistically significant. Table 3 shows that the standardized factor loading of all items ranged from 0.763 to 0.897, which is well above 0.5, indicating that all items reached statistical significance and this that the scale has good convergent validity.

The confidence interval identification method indicates that a scale has discriminant validity when the confidence interval for the parameter does not contain 1 [78]. Table 4 shows that all the observed variables in this study do not contain 1 in the 95% confidence interval; therefore, the scale is considered to have good discriminant validity.

**Table 3. Fitting Indexes of Model**

Variable	Item	Factor loading	T-value	Mean	SD	CR	AVE	Cronbach $\alpha$	P-value
Service quality	SQ1	0.818	48.563	5.5145	1.46584	0.974	0.713	0.974	***
	SQ2	0.842	56.548	5.5217	1.50488				***
	SQ3	0.763	36.102	5.2874	1.48503				***
	SQ4	0.801	44.058	5.3647	1.42439				***
	SQ5	0.863	65.927	5.4855	1.52097				***
	SQ6	0.872	70.382	5.3961	1.49011				***
	SQ7	0.866	67.199	5.4106	1.48127				***
	SQ8	0.825	50.837	5.5193	1.36485				***
	SQ9	0.869	68.899	5.4734	1.46567				***
	SQ10	0.862	65.329	5.4203	1.49484				***
	SQ11	0.845	57.811	5.5918	1.40391				***
	SQ12	0.85	59.723	5.442	1.43301				***
	SQ13	0.868	68.535	5.4952	1.46094				***
	SQ14	0.861	64.7	5.4444	1.48782				***
	SQ15	0.851	60.06	5.4155	1.48971				***
Perceived value	PV1	0.859	61.404	5.3961	1.38221	0.92	0.742	0.919	***
	PV2	0.865	63.228	5.3986	1.40669				***
	PV3	0.866	63.942	5.372	1.41654				***
	PV4	0.855	59.849	5.3357	1.47647				***
Customer satisfaction	CS1	0.882	71.825	5.43	1.42059	0.916	0.785	0.916	***
	CS2	0.888	75.774	5.3478	1.46295				***
	CS3	0.888	75.512	5.3865	1.48125				***
Behavioral intention	WOM1	0.87	67.338	5.3913	1.44186	0.952	0.766	0.952	***
	WOM2	0.855	60.641	5.3768	1.46568				***
	WOM3	0.897	85.068	5.3406	1.53331				***
	RV1	0.871	68.047	5.3116	1.43529				***
	RV2	0.876	71.131	5.2995	1.45378				***
	RV3	0.883	75.309	5.3551	1.49317				***

$\chi^2$  (344= 523.155, Comparative Fit Index (CFI)=0.986, Tucker Lewis Index (TLI)= 0.985, Root Mean Square Error Approximation (RMSEA)= 0.035, Standardized Root Mean Square Residuals (SRMR)= 0.016, \*\*\*p < 0.001.

**Table 4. The test of discriminant validity of each measurable variable**

Variable	Relative Variables	Lower 2.5%	Upper 2.5%	Does not contain 1
PV	SQ	0.934	0.966	YES
CS	SQ	0.924	0.959	YES
	PV	0.958	0.992	YES
BI	SQ	0.916	0.949	YES
	PV	0.949	0.98	YES
	CS	0.954	0.984	YES



The fitness of the structural model test is assessed after examining the reliability and validity of the model. Chi-square ( $\chi^2$ ) tests were used to verify the fitness of the model. Previous study claimed that the value of Chi-Square divided by degrees of freedom should not be greater than 3 [81]. In addition, according to the recommendations, this study also uses CFI, TLI, SRMR, and RMSEA indicators to verify the fitness of the model [82, 83]. Table 3 shows the recommended standard of the model fit index and the index results of this study. In this study,  $\chi^2 = 523.155$ ,  $DF = 344$ ,  $\chi^2/DF = 1.52$ ,  $p = 0.000$ ,  $CFI = 0.986$ ;  $TLI = 0.985$ ;  $SRMR = 0.016$ ;  $RMSEA = 0.035$ . Therefore, the model adaptation indicators in this study all meet the standards suggested by scholars and have a good degree of adaptation.

The use of a single questionnaire to collect data may produce common method variability, resulting in an internal effect [84]. The fits of the measurement model and the one-factor model were compared by confirmatory factor analysis. The fit of the measurement model is better than that of the one-factor model, as shown by its difference ( $\Delta\chi^2 = 399.759$ ,  $\Delta DF = 6$ ,  $p < 0.001$ ). The problem of common method variability can be ignored [84]. In this study, path analysis was performed by SPSS 26.0 to analyse the path relationships among the variables and, in this way, test the research hypothesis. The model fit in this study was good, and all variances were positive and significant; therefore, there was no offensive estimation [85].

Income was added as a control variable to the SPSS process analysis. The results in Table 5 show that the regression relationships of all variables are significant. This also indicates that SQ has a positive effect on PV ( $\beta = 0.916$ ,  $p = 0.000$ ). Hypothesis H1 is accepted. SQ has a positive effect on CS ( $\beta = 0.477$ ,  $p = 0.000$ ). Hypothesis H2 is accepted. SQ has a positive effect on BI ( $\beta = 0.322$ ,  $p = 0.000$ ). Hypothesis H3 is accepted. PV positively affects CS ( $\beta = 0.523$ ,  $p = 0.000$ ). Hypothesis H4 is accepted. PV positively affects BI ( $\beta = 0.313$ ,  $p = 0.000$ ). Hypothesis H5 is accepted. CS positively affects BI ( $\beta = 0.355$ ,  $p = 0.000$ ). Hypothesis H6 is accepted. The coefficient of determination ( $R^2$ ) indicates the explanatory power of the variables in the model. The  $R^2$  value of PV is 0.81, the  $R^2$  value of CS is 0.839, and the  $R^2$  value of BI is 0.877. Previous research found that an  $R^2$  value greater than or equal to 0.67 indicates strong explanatory power, which shows the explanatory power of the model [86].

**Table 5. Path analysis**

Variable	Perceived value $\beta$	Customer satisfaction $\beta$	Behavioral intention $\beta$
<b>Control variable</b>			
Income	-0.027	-0.007	-0.029
<b>Independent variable</b>			
Service quality	0.916***		
Service quality		0.477***	
Perceived value		0.523***	
Service quality			0.322***
Perceived value			0.313***
Customer satisfaction			0.355***
$R^2$	0.81	0.839	0.877

NOTE: \*\*\* $p < 0.001$ .

Finally, the mediation effect test between variables is performed. Bootstrapping has been widely used in software for analysing SEMs such as SPSS, Mplus, EQS, and Smartpls; and is a method used to detect mediation effects in a very effective way [87]. After 1000 or 5000 bootstrap repetitive samplings, if the result shows that the 95% confidence interval does not contain 0, there is a mediation effect [88]. In this study, 5000 bootstrap tests were conducted to examine mediation effects. The results are shown in Table 6. The mediation role of PV on SQ and BI is significant, and the 95% confidence interval parameter does not contain 0. Hypothesis H7 is accepted. The mediation effect of CS on SQ and BI is significant, and the 95% confidence interval parameter does not contain 0. Hypothesis H8 is accepted. The effect of PV and CS as a dual mediator variable on the mediation effect of SQ and BI is significant, and the 95% confidence interval parameter does not contain 0. Hypothesis H9 is accepted.

**Table 6. Mediation effect test**

PATH	Effect	BootSE	BootLLCI	BootULCI
TOTAL	0.626	0.06	0.504	0.742
SQ→PV→BI	0.286	0.055	0.176	0.39
SQ→CS→BI	0.17	0.035	0.106	0.242
SQ→PV→CS→BI	0.17	0.037	0.103	0.25



## 4.2. Discussion

Based on the questionnaires of 414 respondents, it was analyzed using SPSS as well as Mplus software. It was found that SQ, as proposed in H1, has a significant positive effect on PV, which indicates that high SQ will produce high PV, this result is similar to previous studies [47, 48]. In addition, this study reveals that the SQ proposed in H2 positively and significantly affects CS, which suggests that high SQ will result in more satisfied customers, this result is similar to previous studies [55, 57]. Also, this research verified that the SQ proposed in H3 positively and significantly affects BI, which suggests that high SQ directly generates customers' willingness to spread word-of-mouth and revisit, this result is similar to previous studies. In addition, this study also found that PV positively and significantly affects CS, as proposed in H4, which suggests that customers will come to high satisfaction when they receive high PV, this result is similar to previous studies [63, 89]. Also, this paper found that PV can positively and significantly influence BI, which validates H5. This suggests that customers can come to positive BI through high PV, this result is similar to previous study [47]. In addition, this research also reveals the link between CS and BI. As proposed in H6, CS positively and significantly influences BI. This suggests that customers with high satisfaction will have a positive BI, this result is similar to previous studies [7, 63].

During the mediation effect detection process, this research found that SQ can indirectly influence BI through PV, which also verifies the conjecture proposed by H7, this result is similar to a previous study [47]. This suggests that while customers generate BI directly through SQ, they can also generate BI indirectly through PV, and this study also finds that SQ can indirectly affect BI through CS, which also verifies the conjecture proposed by H8. This suggests that customers can indirectly influence and generate BI through CS; this result is similar to a previous study [42].

This research also reveals that PV as well as SQ as a dual mediator variable influence the effect of SQ on customer BI, which validates the conjecture proposed by H9, which suggests that SQ can achieve the purpose of influencing BI through the dual mediation of PV and SQ.

These findings coincide with recent research showing that SQ significantly affects PV [47] and CS [55]. PV significantly affects CS and BI [8, 52]. PV mediates the relationship between SQ and BI. CS mediates the relationship between SQ and BI. Second, regarding previous studies on BI, most articles studied customers' willingness to pay and repurchase intentions [58, 90]. This study, on the other hand, examines the determinants from another intention perspective: WOM intention and revisit intention. This will expand the understanding of the links among IC B&B SQ, PV, CS, WOM intention, and revisit intention.

IC B&B SQ plays a crucial role through its direct positive and significant effect on consumers' decisions to recommend IC B&Bs to acquaintances or to revisit. This coincides with previous findings of an association between SQ and BI [18, 91]. In addition, PV and CS also play a dual mediation role between SQ and BI, this differs from previous studies that found [17–20]. The results of the study showed that when SQ is high, customers of IC B&Bs are more likely to recommend B&Bs to their acquaintances and to revisit them. PV and CS act as dual mediator variables in the relationship between SQ and BI.

## 5. Conclusion

This study focuses on exploring the impact of IC B&B SQ on customer BI and introduces PV and CS as dual mediator variables for the first time. Unlike the existing literature, through this dual mediation effect structure, this study will dig deeper into the complex relationship between SQ, PV, and CS on BI during the IC B&B experience, thus providing a deeper and more comprehensive understanding of the research in this area. By identifying the dual mediation effects of PV and CS, a contribution is made to existing research, as this finding has not been previously discussed. Recommendations to acquaintances usually require customers to spend more time, and revisiting requires more time and money. Only when IC B&B customers are highly satisfied with their PV of the SQ will they recommend B&Bs with the intention of revisiting. The relationships among SQ, PV, CS, and BI in IC B&Bs were revealed. The findings suggest that SQ is an antecedent of PV, CS, and BI and that PV and CS act as dual mediator variables in the relationship between SQ and BI. The higher the SQ, the higher the PV and CS. Understanding the relationships among these variables is significant for B&B operators. SQ is an antecedent of PV, CS, and BI. Improving SQ is a key factor for B&B operators to gain BI post-visit. B&B hosts should improve in various ways, such as by improving service responsibility and responsiveness.

This study also has a few research limitations. First of all, this study is limited by the way the questionnaire was distributed, which limits the generalizability of the results. Therefore, in the future, larger sample sizes, the use of alternative sampling methods, and expanding the field of study could be considered to address this issue. Moreover, IC B&B pandemic prevention and control intensity during the COVID-19 pandemic affected SQ, so future studies should control for these factors to extend the findings of this study. In addition, this study did not further explore the effects of the five dimensions of SQ on the two dimensions of BI. Future research could include an in-depth study of IC B&Bs and the factors that influence the BI of IC B&B customers in more scenarios. Furthermore, this paper also suffers from the limitations of the research methodology, and in the future, more in-depth qualitative research methods, such as interviews or focus group discussions, can be used to gain a deeper understanding of the mechanisms of the mediation effect. The relationship between SQ, PV, CS, and BI can be understood more clearly through an in-depth explanation.

## 6. Declarations

### 6.1. Author Contributions

Conceptualization, B.Q., X.Q., and S.P.; methodology, B.Q., X.Q., and S.P.; formal analysis, B.Q., X.Q., and S.P.; investigation, B.Q., X.Q., and S.P.; data curation, B.Q., X.Q., and S.P.; writing—original draft preparation, B.Q.; writing—review and editing, B.Q., X.Q., and S.P. All authors have read and agreed to the published version of the manuscript.

### 6.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

### 6.3. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

### 6.4. Institutional Review Board Statement

Not applicable.

### 6.5. Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

### 6.6. Declaration of Competing Interest

The authors declare that there is no conflict of interests regarding the publication of this manuscript. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the authors.

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