

Simple Hospitality: A Touch in Financial Technology

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Abstract

This paper focuses on hospitality integration concept on applied financial technology. Consumer satisfaction as the recipient of the service is largely an indicator of the success of business transactions. The seller-buyer-provider integrated behavior has the same reason to operate the business model. But how they can touch consumer loyalty requires a complex research. As a conceptual paper, a technology-based business model is analyzed with an integrative hospitality framework in an analytic-qualitative descriptive approach used in this study to discover the value of touch on an online business model. The indirect business model is chosen because it shows a simple connection but has a close relationship. This research found that financial technology as a seller-buyer is integrated to the value of delivery that provides many benefits to users such as low investment costs, partnerships, trust building, consumer education, and communication. The lack of marketing, production, and investment behavior find the best solution by communicating by using the online system.

Keywords: hospitality, touch, financial technology.

A. Introduction

Research about hospitality attracts lots of interests especially when it is connected with management. In business, a strategy is clearly necessary. The role, content and mechanism of hospitality become urgent to be analyzed. Periodically, research on hospitality was dated from the 1930s to the 2010s (Rivera, et.al. 2015). Researches on hospitality are variedly conducted by researchers who are very enthusiastic to find the research's identity, type, used method and the resulting contribution. Trade turbulence requires business innovation and intelligence. Strategic management that involves the importance of hospitality become the needs of both sellers and buyers (Harrington et.al. 2011)

In buying and selling transactions, hospitality is often linked in a limited way of the aspect of the service to the consumer. Although actually hospitality is also related to the

way of production, raw materials, marketing techniques, environment, sociology, psychology and so on. In this paper, the study of hospitality is more understood as a social constructed entity, and specifically linked to online trading services. So the concrete type of hospitality is the technology hospitality.

Customer satisfaction becomes one of the objectives of the transaction process of a trade, both offline and online. Even some people consider satisfaction as a necessity at the end of a purchase. Consumer satisfaction turns into a benchmark in estimating the expectations of the producers and the sellers. Satisfaction is seen from the difference in expectations between pre and post purchase of a good or service (Fornell, 1992). The satisfaction of the previous transactions determines the consumer's tendency to resume purchases. The achievement of satisfaction both in the process of ordering, shipping, usage and even after sales becomes a reference not only for a concerned buyer but also for other buyers. Dissatisfaction claims affect the intensity of the purchase.

Online shopping, is something that people currently love. The use of technology for shopping became a trend of modern society in many countries (Weltevreden, 2008; Peterson et al, 2006). This electronic shopping model brings profitable business opportunities for many business parties (producers, sellers, marketers, consumers).

Sales strategy becomes very calculated by sellers and producers who also double as sellers. Product design, graphic design, and operator ease, become buying magnets for the consumers, so that purchases are not just because of the needs of the goods. In online transactions, a wide selection of goods, prices, discounts, alternative methods of payment, shipping methods, distribution innovation, price transparency and the availability of smart providers became attractions for the consumers. The society's trend which starts to like the practicality and ease becomes into new opportunities as well as new challenges for businessmen. On the other hand, the sellers or merchants perform the efficiency of expenditure from the cost of the store rents, the salary of employees, the monthly operational costs and so on. The reason which almost oriented to the same problem that is practicality encourages both the seller and the buyer (Azam, et.al., 2012).

B. Literature Review

A sizeable literature related to management strategies in hospitality shows the tendency of research in hospitality to be a quite popular research (Harrington, et.al., 2013); represent the ethnicity and religious dimension of the host culture (Stephenson,

2010); labor skill, productivity cost, technology, consumer loyalty, service satisfaction need hospitality mechanism (Duncan, 2005); hospitality reflected the value which important in collective and organizational level, institutions, countries and societies (Kabanoff, and Daly, 2002); needs an understanding of individual work behavior (Ross, 1992); hospitality has included academics from many fields in the social sciences and arts (Lashley, 2007); the host and guest inhabit the same moral universe and are subject to transcendent laws of hospitality (O’Gorman, 2007); highly skilled workers to work for an organization is key to the success of the hospitality (Barron, 2008). The relationship of hospitality management to the aspects of sociology, marketing, economics, psychology and so forth provides many references in the field of strategy management. The essence of management strategy itself is that creates opportunities and controls them in the business environment in where the business evolves, is the main reason for putting forward hospitality as a new concept so that the transaction process becomes more proper and humane. Unique hospitality structures include in the scopes of; geography, operators fundamentally determine decision-making at the consumer level (Harrington, et.al, 2011).

In transactions via technology which is currently developing into an online business, hospitality is continuously formed through the process of social construction. Many dimensions can be analyzed in this construction process:

1. E-Communication.

Essentially, communication between sellers, resellers and buyers is an effective partnership. In the online shopping communication, the seller is basically trying to understand the consumer. The principle of connecting people becomes this business’ orientation. Easy provider access makes potential buyers like this facility. In the process of communication, the quality of human relationship determines the consumer’s behavior to resume purchases. The quality of communication is determined by the quality of information. Based on communication, buyers can analyze or assess the obtained quality (Sheng, et.al., 2014).

2. E-Partnership.

The quality of the seller-buyer relationship depends on the experienced satisfaction starts from the process of ordering, shipping, goods usage, and even on after sales. One of the determiners to the formed relationship is the consumers’ convenience in using the Internet network. This convenience affects the process of cognition in the consumers. The process of information received and responded by

consumers and sellers will further determine the level of satisfaction on the quality of goods, shipping, and connection facilities (Safa', 2016).

3. Investment cost.

Flexibility of risk reduction by the low cost obtained among buyers and sellers. For sellers, technology-based sales models reduce building rent expenses, employee wages, and other operational costs can all be all reduced. For consumers, shopping via technology can also be an efficiency for example in terms of time, buyers can shop without the need to go to the store and spend a lot of time, energy and transportation costs (Peterson, et.al., 2006). The shopping experience with so many product choices adds to the customer's satisfaction. Low cost becomes an element of satisfaction and encourages for a buy back.

4. E-Trust.

The seller's and buyer's trust levels are described from the relationship between them, consumer's awareness, consumer's loyalty and a sense of security towards consumer's data. The humanist service design becomes the strategy, becomes the tied trust maintenance principle. Besides, price and goods specification transparency also contribute towards the building of trust. Trust is widely studied in the marketing literature and becomes a part of behavioral model. Trust is also a key mediator for consumers towards companies (Moin, et.al., 2015); sociologically, trust is also a reference to one's following behavior.

Continuous trust refers to a single view and a specific process of trust. This means that a unilateral non-stop perspective in a business relationship is taken into consideration. Mutual trust refers to a dyadic view and a specific process of trust in a business dyad. This means that a bilateral non-stop perspective in a business relationship is taken into consideration. Interactive trust refers to a dyadic view and specific process of trust in a business dyad. This means that a bilateral non-stop perspective in a business relationship is taken into consideration (Svensson, 2005: 412).

	Single	Dyadic
Condition	Discontiounous Trust	Mutual Trust
Process	Contiounous Trust	Interactive Trust

Source: (Svensson, 2005: 412).

Figure 1.

A Set of Sub-Constructs of Trust in Business Dyads

There are various facets of mutual and interactive trust in business dyads. On the one hand, interactive trust is a kind of non stop (i.e. endless, or ceaseless) trust in business dyads. In particular, interactive trust considers a dyad approach and describes a continuous process of trust. On the other hand, mutual trust is a kind of on-the-spot-account (i.e. momentary, or temporary) trust in business dyads.

5. Customer Education

Prior to making a transaction, buyers ordinarily make comparisons of prices, goods types and goods quality. Of this, the financial literacy has been done by the consumers by themselves. Also from that comparison, product design innovation becomes a strategy for producers to be able to compete with other competitors. Everything done by a seller, producers are oriented toward the customer (customer centric). Principles of education happens at the time when the prospective consumer compares the product's quality, price level, ease and convenience of buying and selling transactions process, goods shipping, ease of ways of using products, product maintenance, and information design (Sharma, 2015)

6. E-Satisfaction

Satisfaction becomes an important factor in business competition (Chen, et.al., 2012). Relational relationship that reciprocally occurs indicates the fulfillment of each party's satisfaction. Psychologically, satisfaction drives the growth of trust and affects the desire for a buy back (Azam, 2015; Safa', 2016). Long-term buy back behavior by consumers is for companies to win market competition and support effective e-commerce business planning. Factors which drive satisfaction such as service quality, product quality, ease of transaction potentially affect the level of satisfaction of each transaction (Lin, et.al., 2016; Sharma et.al., 2015). The level of satisfaction also plays a role in the analysis of marketing success (Lin, 2003); Customer satisfaction becomes a factor of increase in corporate's profit, both short and long term, relationally and transactionally (Yung, 2014).

7. E-loyalty

Customer loyalty is the target of the seller. With loyalty, then mutual benefits will be obtained in the long term (Azam, et. al., 2012). Consumer loyalty becomes the

key to the business' continuity (David, 2012). The effect of quality service is very clear that it affects consumer's loyalty (Xu, et.al., 2011). From the point of view of social exchange theory, loyalty becomes a product resulting from mutual satisfaction behavior, between buyers and sellers. With various products and services, buyers have various experiences as well. This difference in experiences determines the level of loyalty to a product, a brand and a form of technology-based service (Zhou, et.al., 2007). The phenomenon of loyalty provides a various signal, among one consumer with another. Investigation of consumer loyalty factors becomes very needed.

C. Method

This research is a library and conceptual research. So the data collection is done by tracing the theory and research study through international journals on hospitality and financial technology. Review of the literature that has been collected builds a conceptual framework. Integrative analytically, theoretical data on hospitality, communication, satisfaction, and loyalty are constructed in an integrative manner in accordance to the research framework.

D. Analysis

Conceptually, this paper focuses on hospitality as an integrative building as "what" and "how" is understood as a model of thinking in management and generates business strategy through: planning, marketing, promotion, production, sales, distribution and business innovation through technology services. It also explores the quality services to provide consumer's satisfaction in shopping via the internet.

Consumers can feel the shopping satisfaction or dissatisfaction, depends on the overall experience of transactions via technology or online. Satisfaction or dissatisfaction in every transaction becomes varied. A consumer can get satisfaction in terms of goods quality but not satisfied with the distribution; Satisfied with service but not satisfied with price and so on. But in essence, satisfaction is determined by the quality, both the goods' quality and the services' quality.

The adoption of hospitality-based strategies across all transaction aspects namely: marketing, pricing, goods quality, and distribution simultaneously play a major role in business competition. From the marketing side, the relationship between buyers and sellers basically can be transactional and relational (Li, et al, 2007). Financial technology

becomes a social and cultural business institution (Stephenson, et al, 2010). The dominant emphasis on hospitality in an ethical way is becoming strength for business strategy.

Hospitality becomes a strategy brand that is very demanded by consumers. Hospitality touch becomes knowledge as well as a strategy. As knowledge, hospitality encourages a person to seek excellence and added value in his behavior. Hospitality in the business world is identified from the time the product is created, the marketing process, the transaction and the distribution. Innovation becomes a necessity in every business stage. The behaviors of sellers (e-commerce) who have the knowledge of the needed innovations are different from the sellers who do not innovate. Consumer maintenance becomes a strong reason for the mastery of knowledge of how the business via technology is managed. Moreover, financial transactions via technology have many advantages, are not bounded by place and time, and can be done anywhere and anytime.

Thinking strategy and management strategy knowledge became a tool for hospitality to be implemented in business. The seller's knowledge of satisfaction depends on the communication that occurs over a long period of time. Here is the learning process learnt by the seller. This learning process requires a balanced quality of social exchange. The output of customer satisfaction is the drive for a repurchase. Buy back behavior becomes the key of a consumer's loyalty because a trust to the seller has been formed.

E. Conclusion

The consumer's tendency to conduct shopping and payments via internet-based technology is not just an economic relationship, but an integrative construction between relational and transactional relationships. In relational studies, loyalty becomes the output of comfort, trust and satisfaction. These three aspects psychologically encourage consumers to decide to buy back.

Hospitality touch is embodied in the seller's knowledge and model of thinking while communicating with the customers through innovation and creativity. With the establishment of high trust between seller-buyer, hospitality contributes to reduce the complaints of consumers that have the risk on their dissatisfaction and loyalty.

Consumers heavily rely on the quality of technology and the Internet network that used to communicate with the sellers. Therefore the ease and convenience of the used financial technology critically determine the success or failure of consumers to collect product information, payment methods and so forth.

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