

# The Impact of Online Apps Hotels, Customer Wellbeing and Customer Citizenship Behavior: A Mediating Role of Customer Intimacy

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## Abstract

*This study aims to assess how customer well-being influences customers' citizenship behavior nowadays, tourism and hotel organizations care about their customers. By studying their behaviors and satisfaction levels, one of these trends is to determine the level of customers' well-being and build intimate relationships with them. Although there is a wide range of research on customer well-being, the impact of customer well-being, customer intimacy, and customer citizenship behavior has not received enough empirical investigation. This study aims to fill this gap. In addition, we examine the mediating role of customer intimacy. Partial least squares structural equation modeling (Warp-PLS V.7) and SPSS 26.0 were used to analyze data collected from 333 hotel customers in Cairo. The results show that customer well-being has both direct and indirect effects on customers' citizenship behavior, with customer intimacy acting as a partial mediator. The results of the study provide useful guidelines that can help hotel managers make more efforts to enhance customer relationships, achieve customer well-being, achieve customer citizenship, achieve customer intimacy, and benefit from its mediating role in the relationship.*

**Keywords:** *Customer Wellbeing, Customer Citizenship Behavior, Customer Intimacy, Tourism and Hospitality.*

## Introduction

Service providers prefer mobile technologies for customer service and communication. Nowadays, hotels use smartphone applications to allow guests to talk to their staff and develop new services according to their needs and preferences (Mansoor et al., 2020). As a result, mobile commerce, which is easy to use, accessible, and personalized (Wang & Wang, 2010), facilitates co-creation between customers and companies in a distinctive and comprehensive way in a variety of service contexts (Vargo & Lusch, 2008; Prahalad & Ramswamy, 2004).

Co-creation is believed to be the new service. In the tourism and hospitality industries, where services are marketed for the sensations, emotions, and psychological benefits they provide, the availability of mobile technology, such as smartphones, enables tourists to engage in co-creation activities and enjoy their role as co-creators of new services (Froschot & Batat, 2013). The most important goal of every organization is to serve customers as best as possible (De Waal, 2012). In order to achieve this goal, the organization's employees need to realize that customers are the most important thing in the world to them, and that without satisfied customers; the organization has no reason to exist. (Nizad & Norum, 2019) They argue that tourism and travel experiences "often extend beyond temporary stays and consumption of place." Coordination before, during, and after the trip is essential to the full experience (Brebensen, Vetterso, & Dahl, 2013). This includes both interactions between customers and additional positive behavior, such as sharing the experience with family, friends, strangers, or the company itself (McCabel and Stokoe, 2010; Jansson, 2018).

The global expansion of media-savvy visitors requires tourism and hospitality companies to fight hard not only for tourism spending, but also for aspects of consumer citizenship behavior. Several studies (Bresler, 2011; Cini, Kruger, & Ellis, 2013; Graefe, 1977; Iso-Ahola, 1989; Kim et al., 2003; Snapenger, King, Marshall, & Uysal, 2006; Uysal, McDonald, & Martin, 1994) have explored the importance of travel motivations. Several studies have also examined the impact of travel experiences on park visitors, spending behaviors, and neighboring communities (Akama & Kieti, 2003; Uysal & Noe, 2010; Lee & Han, 2002;

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Manning, 2011; Saayman & Saayman, 2009; Buckley & Pannell, 1990; Fortin & Gagnon, 1999). Research on customer satisfaction in travel and tourism has focused primarily on specific areas of travel requirements (Iso-Ahola, 1980; Noe, 1987; Uysal, 2006; Uysal & Noe, 2002; Uysal & Williams, 2004). Only a few studies (Kruger, Rootenberg, & Ellis, 2013; Sirgy, Kruger, Lee, & Yu, 2011) have examined the entire visitor experience. Mobile commerce has grown significantly in the hotel industry (Bilgihan et al., 2011; Morosan and DeFranco, 2016), and smartphones have evolved into a new mobile technology tool that facilitates communication between customers and organizations (Kleijnen et al., 2007).

While Nessler (2013) asserts that guests can engage in basic and advanced co-creation activities, such as booking rooms or flights or suggesting and creating services that meet their needs, using their smartphone applications. The increasing availability of smartphone applications encourages more co-creative service innovation activities (Verma, 2015). We will evaluate the literature on CWB and CB. Second, we examine the mediating role of customer intimacy (CI) between CWB and CB. We construct a predictive model of CWB and CB based on behavioral findings, present the results of survey investigations, and discuss their implications.

### *Theoretical Background*

#### *Customer Wellbeing (Cw)*

Research in travel and tourism indicates that subjective well-being positively impacts customer perceived value and loyalty (Gallarza & Saura, 2004; Okello & Yerian, 2009). Well-being can be widely defined as a state of flourishing that involves health, happiness, and prosperity (Mick et al., 2012), and includes an individual's emotions as well as their overall impression of life satisfaction (Diener et al., 1999). Well-being, also known as quality of life (Diener et al., 2003; Ostrom et al., 2015), is an important outcome in health research that aids in determining the effectiveness of interventions and treatments, as well as understanding health care customers' service experiences. Well-being is a holistic concept that includes moods and emotions (Schwarz & Clore, 1996), happiness (Diener & Lucas, 1999), life satisfaction (Ryan et al., 2008), as well as physical and mental aspects.

Falter and Hadwich (2020) refers to significance of customer well-being in service situations. A multifaceted scale that includes positive emotions, engagement, relationships, meaning, and the lack of negative emotions was created by to assess customer service well-being.

Henkens et al. (2020) discovered that through interaction and customization, more intelligent service systems can improve consumer well-being. A conceptual framework that links businesses' well-being-focused initiatives to customers' perceived service well-being was put forth by Islam et al. (2020), who emphasized the moderating influence of customer attributes. Yi et al. (2023) showed that value co-creation and customer resilience function as mediators, with value co-creation and customer resilience having a beneficial impact on consumer well-being. Furthermore, the relationship between resilience and value co-creation and customer participation is strengthened by the service atmosphere.

According to Diener et al. (1999) and Zhong & Mitchell (2012), subjective well-being refers to an individual's pleasant or negative experiences throughout their life. Scholars are increasingly interested in researching and understanding services that improve the lives of customers (Sirgy and Lee, 2008; Rosenbaum et al., 2011; Anderson et al., 2013). This reflects current priorities in the field of Transformation of Service research (TSR). TSR literature emphasizes the significance of well-being in service environments by exploring the connection between service experiences and personal well-being (Anderson 2013). (Gaganpreet S. & et al. 2025), refers to the use of value typologies as an approach to evaluate both positive and negative metaverse affordances and the consideration of the combined effect and trade-offs of positive and negative affordances, in the form of value types, on customer engagement and well-being. According to our analysis, a combination of PVs and NVs produced high scores for both of our measured outcomes, which indicates that similar combinations of perceived affordances affect customer engagement and well-being in the retail metaverse.

I deed (Narayan et al., 2000), pointed to a high quality of life has been associated with wellbeing. It involves components like material wellbeing, which is commonly defined as having enough physical wellbeing like being strong, in a good mood, and looking good; social wellbeing, which includes taking care of and settling children, having self-respect, peace, and positive relationships in the family and community; security, which includes civil peace, a safe and secure environment, personal and physical security, and confidence in the future; and freedom of choice and action, which includes the ability to assist others in the community. The implication is that, although income and/or asset dimensions have been identified as significant drivers of wellbeing (Frey and Stutzer, 2002; Stevenson and Wolfers, 2008; Ijaiya et al., 2009; Easterlin, 2003).

Consumer well-being is viewed via three theoretical perspectives: emotional, eudaimonic, and overall life satisfaction. Diener (1984) defines emotional well-being as sensory pleasure and happiness, while Ryff (1989) defines eudaimonic well-being as experiencing a sense of purpose and adequate challenge. Self-actualization, self-achievement, and self-improvement are all components of optimal psychological functioning, which is known as eudaimonic well-being. It is about making the most of one's own potential (Ryff & Keyes, 1995). Omodei and Wearing (1990) assert that addressing fundamental psychological needs is essential to general wellbeing. People who are challenged to realize their full potential and have a feeling of purpose in life are the nature of customer well-being is multifaceted. TSR identifies two categories of well-being: hedonic and eudaimonic (Kuppelwieser & Finsterwalder, 2016).

According to Ryan and Deci (2001), hedonic well-being encompasses both pleasure and happiness. In other words, Anderson et al. (2013) refers to hedonic well-being that's includes life satisfaction, positive affect, and a lack of negative affect. According to Kahneman et al. (1999), customers' economic status, life satisfaction, and affective experience all contribute to their overall hedonic well-being. Eudaimonic well-being, also known as "human flourishing," refers to a person's full functioning, which includes self-actualization (Habron, 2008). Anderson et al. (2013) found that customer involvement in the service process is crucial for achieving eudaimonic well-being. Participation in services can meet consumers' psychological requirements for autonomy, competence, and relatedness, leading to greater eudaimonic well-being (Ryan and Deci, 2001).

Thus, there is less study on the relationship between services and eudaimonic well-being. Aid to be in eudaimonic well-being, according to Ryan and Deci (2001). The context of Overall life satisfaction encompasses physical, psychological, and social well-being (Lee and Sirgy, 1995). Positive emotions like contentment, satisfaction, and joy indicate well-being, while negative emotions like tension, fear, strain, or stress indicate the opposite (Anderson et al., 2013).

### *Customer Citizenship (CC)*

According to, Yi and Gong (2013) Customer citizenship behavior falls into four categories: advocacy (referring the business to others, third parties, etc.); helping (assisting fellow customers); feedback (directly providing employees with customer information); and tolerance (being willing to be patient in the event of a service failure). When it comes to travel and hospitality, a guest who might have a positive experience (such a warm hotel) could be the focus of customers. While (Gong and Yi, 2021), define customer citizenship sa, value co-creation behavior—which includes customer citizenship activity such as promoting a business, spreading good word-of-mouth, and assisting consumers in using its services. It is thought of as optional and voluntary conduct that benefits the company overall but is not necessary for the successful creation and provision of the service (Gong and Yi, 2021).

Customers who voluntarily affiliate during or after the service are included (Groth, 2005; Thung, Chen, and Schuckert, 2017). The term "CCB" describes constructive, voluntary, and unrewarded actions that support service businesses' operations (Gong and Yi, 2019). CCB takes on a variety of auxiliary responsibilities, including providing assistance, protecting the company, making up for errors, and providing feedback (Yi and Gong, 2013; Kim and Choi, 2016). Customers can share information with businesses, offer ideas for future plans, and even join the company by engaging in these behaviors (Yi and Gong, 2013). Intentional and discretionary behaviors that help the service organization overall but are not necessary for the

successful production or delivery of the service" are generally referred to as customer citizenship behavior or Extra-role behaviors (Groth, 2005).

In the context of travel and hospitality, customer citizenship behavior may refer to a visitor who, in person or online, tells friends and family about a positive experience such as kind hotel staff. They might post positive reviews on websites like Trip Advisor and even make creative and perceptive recommendations for how to expedite the check-in process. They are also capable of creating electronic word-of-mouth and user-generated material that will increase the organization's competitiveness (Vignia, Minazzi & Buhalis, 2016; Williams, Inversini, Buhalis, & Ferdinand, 2017).

The relationships between inputs (stimulus), processes (organism), and outputs (response) have all been extensively studied using the SOR theory. Arousal and pleasure (Mehrabian and Russell 1974), service scapes (Bitner 1992), and aesthetics (Wohlwill 1976) have all been the subject of studies employing the SOR theory. The SOR model has been used in a few tourism studies on visitor behavior (Jang and Namkung 2009; Jani and Han 2015; Kim and Moon 2009). Three studies have found that the SOR framework is appropriate for explaining how visitors behave in theme parks (Chang, Shu, and King 2014) and movie theaters (Rajaguru 2014). Additionally, by adding extra variables like cognition and perceived service quality, previous studies have used the extended SOR model to forecast consumer behavior.

Finally, the relationship between businesses and the needs of their customers should be strengthened when analyzed in this manner. To obtain a strategic advantage, businesses look to enhance their relationships with their customers. Innovative strategies are now required, such as utilizing the propensity for customer citizenship behavior (Kandampully, Zhang, and Bilgihan, 2015). According to CCB, customers may view it as supporting the company and accomplishing organization goals without feeling under any pressure to buy (Di et al., 2010).

#### *Customer Intimacy (CI)*

Customers with value perceptions are those who understand the advantages of maintaining a relationship with a service provider (Baumann and Le Meunier-FitzHugh, 2014; Brock and Zhou, 2012; Sirdeshmukh et al., 2002). Mutual understanding is made up of shared information, mutual knowledge, mutual beliefs, and mutual assumptions, according to Cornelius and Boos (2003) and Clark and Carlson (1982). According to Ross et al. (2012), intimacy entails both intimate interactions and personal connections. During close interactions, customers will exchange private and sensitive information, develop favorable perceptions of one another, and feel a feeling of mutual understanding. Self-disclosure and trust are crucial aspects in the establishment of intimate partnerships. Self-disclosure is defined as any inside information shared to another person (Collins and Miller, 1994). According to Brock and Zhou (2012), customer intimacy is the idea that customers and suppliers have a highly close and mutually understanding relationship. This definition states that customer intimacy is a complex concept made up of closeness, value assessment, and mutual understanding. Affective bonding, commitment, reciprocal empathy, and a sense of security in the relationship are all indicators of intimacy, according to Bauminger et al. (2008).

In the digital age, customer intimacy is changing as a result of technology's significant influence on consumer experiences and relationships. In the context of e-commerce and digital marketing, the term "Digital Customer Intimacy" has surfaced to highlight the special qualities of customer intimacy (Liu et al., 2024).

Two indicators of customer intimacy are identified by Simonson (2003): mass customization refers to marketing that is centered on the demands of the customer (Sheth, Sisodia, & Sharma, 2000). Mass customization is defined as including customers in the process before the transaction (Teerling & Huizingh, 2006). Mass customization is usually thought of as a way to promote loyalty when mass market quality is no longer a sufficient differentiator (Bhattacharya & Bolton, 2000). Offering customers a customized product at a fair price and delivery time is the basic concept behind customization, which aims to win their business and effectively accomplish production and sales goals in a cutthroat industry. Perceived one-to-one connection is the interpersonal process that arises from intimate behaviors and intimate experiences

that lead to intimate involvement (Li, 2009). Businesses need to understand as much as they can about each client in order to meet their expectations and preserve loyalty and trust, which are becoming more and more crucial.

### *Development of Hypotheses*

#### *Customer Wellbeing and Customer Citizenship*

Customer well-being (CWB) in service issues has been the subject of recent studies. A multidimensional scale that includes positive emotions, engagement, relationships, meaning, and the lack of negative emotions was created by Falter & Hadwich (2020) to measure CWB. In their investigation of CWB from the perspective of customer experience, Xie et al. (2022) discovered that relationships, performance, and convenience all have a positive effect on CWB, with joy serving as a significant mediating factor. Six categories of customer societal behaviors, such as advocacy and social support, were identified by Garma & Bove (2011) as contributing to the well-being of service staff.

A social-cognitive model was put forth by Tang et al. (2016) to describe how expectancies, goal-pursuit processes, and self-efficacy are used in service organizations' efforts to affect CWB. They discovered that socializing and organizational support influence customers' goal intentions and accomplishment, which in turn improves domain-specific well-being. Collectively, these researches highlight how crucial favorable encounters, client experiences, and organizational tactics are to advancing CWB in service environments. According to (juhee, 2020)

Although recent studies have focused on the role of luxury in tourism, knowledge about its specific contribution to marketing practitioners is limited. It refers to four dimensions of experiential value and their impact on luxury and passengers' behavior in value co-creation. Experiential value consists of four dimensions: fun, aesthetics, consumer return on investment, and service excellence. Customers' citizenship behaviors (CCBs) can be predicted with the help of the social exchange theory. With reference to social exchange theory, how two parties perceive the costs, incentives, and benefits of a social exchange determines their interpersonal relationships. When one party receives a sizable amount of value, the other party is obligated to demonstrate personal dedication to the business (Balaji, 2014). Accordingly, the goal of a social trade is to preserve, grow, and enhance the relationship between the parties (Anaza and Zhao, 2013).

The Social exchange theory states that two parties' interpersonal interactions are determined by their perceptions of the costs, incentives, and benefits of a social trade. The opposite party is required to show personal commitment to the business when one party gains a significant amount of value (Balaji, 2014). As a result, people involved in a social trade will want to maintain, improve, and enhance their relationship (Anaza and Zhao, 2013). As a result, the following hypothesis is proposed for this research:

### **H1. Customer wellbeing statistically impacts on the hotels' customer citizenship behavior.**

**H1.1** Relations as a dimension of customer wellbeing statistically impacts on hotels' customer citizenship behavior.

**H1.2** Positive emotion as a dimension of customer wellbeing statistically impacts on hotels' customer citizenship behavior.

**H1.3** Engagement as a dimension of customer wellbeing statistically impacts on hotels' customer citizenship behavior.

*Customer Wellbeing and Customer Intimacy*

According to (Qianhua Liu, 2024) customers Intimacy is essential for forming relationships with them and directing company strategy. The idea of customer intimacy has changed significantly in terms of its meanings and dimensions as the digital business environment has expanded.

According to the Triangular Theory of Love, namely the three components of intimacy, passion, and commitment. The idea states that different kinds of loving relationships may be understood and differentiated using three essential components: intimacy, passion, and decision/commitment. These three components can be thought of as a triangle's vertices and shown graphically as such From literature analysis, we determined three qualities that should be taken into consideration when conceptualizing customer service well-being: First the idea that customer service well-being is a desired condition throughout the whole service process; second the belief that well-being has emotive and cognitive components; and third the belief that well-being is best measured in several dimensions. Accordingly, we define customer service well-being as a subjective, emotive, and cognitive assessment of a customer's individual experience throughout a customer-employee contact. Since its beginning, The Triangle Theory of Love has proven to be helpful in analyzing different kinds of love, such as love for parents, siblings, or close friends (Sternberg, 1997).

Sternberg (2006) defines the three elements of triangle theory of love as follows: The first definition of intimacy was the sensation of bonding, closeness, and connection in romantic relationships. As such, it includes the feelings that fundamentally provide the feeling of warmth in a love relationship. Second, passion is the term used to describe the drives that lead to romance, physical attraction, and other related phenomena in romantic relationships. The passion component includes the sources of motivation and various forms of stimulation that lead to the sensation of passion in a romantic relationship. Third, the adjectives "decision" and "commitment" describe the immediate decision to love someone and the long-term determination to maintain that love. Intimacy and passion can improve customer service encounters and impact the customer wellbeing relationships. As a result, the following hypothesis is proposed for this research:

**H2. Customer wellbeing statistically impacts on the hotels' customer intimacy.**

**H2.1** Relations as a dimension of customer wellbeing statistically impacts on hotels' customer Intimacy.

**H2.2** Positive emotion as dimensions of customer wellbeing statistically impacts on hotels' customer Intimacy.

**H2.3** Engagement as dimensions of customer wellbeing statistically impacts on hotels' customer Intimacy.

*Customer Intimacy and Customer Citizenship*

Consumer Citizenship Behavior (CCB), which includes voluntary consumer behaves that enhance company success, is a crucial concept in marketing and service management (Sri Nitta Crissiana Wirya Atmaja et al., 2024). In times of crisis, CCB improves employee inventiveness, streamlines service operations, and fortifies loyalty (Sri Nitta Crissiana Wirya Atmaja et al., 2024). Giving feedback and encouraging word-of-mouth are two of the seven sub-dimensions of the complete CCB scale that has been established (Sarioglu, 2020). Perceived quality, situational participation, and customer experience are factors that affect CCB, and communities have a moderating effect on these factors (Le et al., 2024). In the hotel sector, customer love mediates the relationship between CCB and hedonic value, customer-to-customer interaction, customer demandingness, and personalization (Hossain et al., 2020).

Furthermore, Customers themselves, businesses, and other customers all gain a great deal from exemplary customer citizenship. Through strengthened relationships amongst service encounter participants, customer citizenship improves organizational performance (Yi, Natarajan & Gong, 2011). It enhances customers' sense of belonging and usefulness, relieves them of friends, family, or other responsibilities,

fosters social interaction by helping and meeting other customers, treats employees with respect, and helps customers and staff without expecting payment in advance (Rihova et al., 2015; Van Doorn, Lemon, Mittal, Nass, Pick, Pirner & Verhoef, 2010). According to (Brock and Zhou, 2012; Cristela et al., 2018; Han et al., 2022). Businesses can foster customer citizenship behavior (CCB) to foster customer loyalty by implementing a customer intimacy (CI) strategy. Businesses benefit from CCB's competitive edge (Groth, 2005; Tung et al., 2017). Gong and Yi (2019) Thus, the following hypothesis is proposed for this research:

**H3.** Customer intimacy statistically impacts on the hotels' customer citizenship behavior.

**H3.1** Customer intimacy statistically impacts on Advocacy as a dimension of the hotels' customer citizenship behavior.

**H3.2** Customer intimacy statistically impacts on Feedback as a dimension of the hotels' customer citizenship behavior.

**H3.3** Customer intimacy statistically impacts on Helping as a dimension of the hotels' customer citizenship behavior.

**H3.4** Customer intimacy statistically impacts on Tolerance as a dimension of the hotels' customer citizenship behavior.

#### *The Mediation Role of Customer Intimacy on Customer Wellbeing and Customer Citizenship Behavior*

Previous research conducted in the travel and tourist industry has demonstrated that customer loyalty and perceived value are positively impacted by subjective well-being (Gallarza & Saura, 2004; Okello & Yerian, 2009). Accordingly, we anticipate that both low and high need fulfillment will probably have a favorable effect on customer loyalty and perceived value (e.g., McDonald & Rundle-Thiele, 2008; Sivadas & Baker-Prewitt, 2000). Those engaged in a social trade will work to preserve, strengthen, and advance their bond (Anaza and Zhao, 2013). Establishing trustworthy connections with their business partners helps companies learn more about their customers (Brock and Zhou, 2012).

Customer intimacy is attained when the company builds a solid and reliable relationship with its customers. Establishing this trust increases the likelihood that consumers will return (Nora, 2019). According to Hoffman (2001), the idea of CI is a multifaceted concept. Companies that wish to build close relationships with their customers view communication, customer engagement, social interaction, and reconciliation as crucial components (Hoffman, 2001).

Additionally, the capacity of a business to offer the best value for its goods or services by tailoring them to each individual customer's demands is known as customer intimacy. There is a wealth of evidence to support the idea that a person's motivation—that is, the psychological process that leads to the arousal, direction, and persistence of a specific goal-directed behavior (Mitchell, 1982) is a significant predictor of that person's behavior (Griffin and Neal, 2000; Glasford, 2008). In order to create successful marketing strategies and preserve solid customer relationships, organizations must comprehend and cultivate customer intimacy and citizenship behavior as they traverse the digital landscape (Liu et al., 2024; Fotiadis, 2020). Thus, the following hypothesis is proposed for this research:

**H4.** Customer intimacy mediates the impact of customer wellbeing on customer citizenship behavior.

#### *Conceptual Model*

After the Customers wellbeing is an important topic in the hotel and tourism sector. This research proposes a model to study the relationship between the welfare of customers and the citizenship behavior of customers, while studying the mediating role of the intimate relationship with customers. See Figure 1.

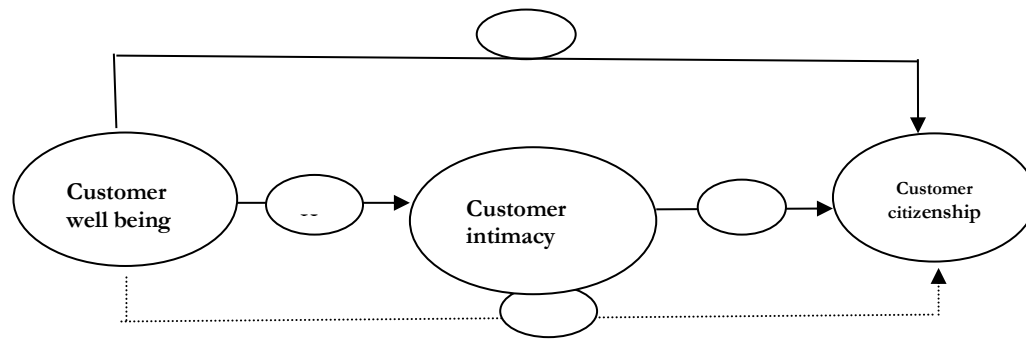


Figure 1. The Proposal Research Model

## Methodology

### *Sample and Procedures*

A theoretical study and a questionnaire with a five-point Likert scale served as the foundation for the scale's development. The appropriate sample size was determined using the Hair et al. (2014) criterion. In order to determine the optimal sample size, they calculated the number of variables under investigation. A variable to sample ratio of 1:10 is sufficient, at the very least. Because there were so many variables in this study, a minimum of 250 individuals were needed. For our investigation, a sample size of 399 people is adequate. According to the 333 valid replies from study participants, 77.5% of the studied individuals were men ( $N = 295$  and 21.4% were women ( $N = 38$ ). Regarding age, those under 20.

### *Sample Description*

Table (1). Demographic Characteristics of Respondents (N=333)

Demographic characteristic	Frequency	%
<b>Gender</b>		
Male.	295	88.6
Female	38	11.4
<b>Total</b>	<b>333</b>	<b>100%</b>
<b>Age</b>		
18- 24	45	13.5
25-34	110	33.0
35-44	169	50.8
45-54	9	2.7
<b>Total</b>	<b>333</b>	<b>100%</b>
<b>The Income</b>		
3000 -5000	3	0.9
5000 -8000	51	15.3
8000 -10000	177	53.2
More than 10000	102	30.6
<b>Total</b>	<b>333</b>	<b>100%</b>

Table No. (1) Which is related to the description of the study sample shows that most of the respondents were males, as the response rate was 88.6% for males, while it was 11.4% for females, which means that most of the respondents from hotel clients in Egypt were males. In addition, most of the respondents were between the ages of 35: 44 years with a response rate of 50.8%, then in second place came those with an age between 25: 34 years with a response rate of 33%, and in third place came those with an age between 18: 24 years with a response rate of 13.5%, and finally those with an age of 45: 54 years with a rate of 2.7%.



With regard to wage rates, the results showed that most of the respondents had an income between 8000: 10,000 Egyptian pounds with a response rate of 53.2%, and in second place were those with an income of more than 10,000 pounds with a response rate of 30.6%, and in third place were those with an income of 5000: 8000 Egyptian pounds with a response rate of 15.3%, and finally those with an income between 3000: 5000 Egyptian pounds with a response rate of 0.9%, which means that income is a major factor influencing customers' tendency towards Egyptian hotels, as those with high incomes are the ones who tend to go to hotels.

### *Measures and Instrument Development*

Henseler et al. (2009) believes that the least squares method is one of the methods that depend on analyzing the causes between the variables that need to be studied. Therefore, James et al. (2006) agrees with him that the least squares method is used in structural equations to test hypotheses in the presence of mediating or moderating variables. Therefore, this method depends on non-parametric criteria (Hair et al., 2014). In this context, the researcher relies on the Warp PLS program (7) to test the effects. In order to depict the demographics of the respondents and to validate the research components of the study, descriptive statistics like percentage, mean, and frequency were employed. Common Method Variance was detected by Harman's single-factor test (CMV).

The validity and reliability of the measuring tools were confirmed using Cronbach's alpha and Confirmatory Factor Analysis (CFA). By calculating the composite reliability (CR) and average variance extracted (AVE), convergent validity was verified. The heterotrait–monotrait ratio (HTMT) and the Fornell–Larcker criterion for discriminant validity were examined. Following the development of multiple hypotheses regarding the variables in the study, we employed the bootstrapping approach in conjunction with structural equation modeling (SEM) to ascertain the direction and interrelationships of these hypotheses. Wellbeing scale CW scale was developed from Mareike Falter & Karsten Hadwich 2019, Grönroos & Voima, 2013 as the schedule1:

<b>Relationship</b>	<b>R</b>	
	CWR1	I have the feeling that the service provider/employee is Interested in my request.
	CWR2	I trust my service provider/employee.
	CWR3	During the service, I feel that I am taken seriously.
	CWR4	During the service I am treated fairly.
<b>Positive Emotions</b>	<b>P</b>	
	CWP1	During the service, I have a feeling of happiness.
	CWP2	During the service, I experience pleasant feelings.
	CWP3	During the service, I feel joy.
<b>Engagement</b>	<b>E</b>	
	CWE1	During the service, I am interested.
	CWE2	During the service, I am attentive.

**Table (1). Wellbeig Scale**

*Customer Citizenship Scale CC Scale Was Developed From: Willingness to Engage in Customer Citizenship Behavior (Yi and Gong, 2013)As the Table (2)*

<b>Advocacy</b>	<b>A</b>
CCA1	I will say positive things about the hospitality service provider and the employee to others.

CCA2	I will recommend the hospitality service provider and the employee to others.
CCA3	I will encourage friends and relatives to use this hospitality service provider
<b>Feedback</b>	<b>F</b>
CCF1	If I have a useful idea on how to improve service, I will let this hospitality service provider know.
CCF2	When I receive good service from this hospitality service provider, I will comment about it
CCF3	When I experience a problem, I will let this hospitality service provider know about it
<b>Helping</b>	<b>H</b>
CCH1	I will assist other customers if they need my help...
CCH2	I will help other customers of this hospitality service provider if they seem to have Helping problems.
CCH3	I will teach other customers of this hospitality service provider to use the service correctly
CCH4	I will give advice to other customers this hospitality service provider
<b>Tolerance</b>	<b>T</b>
CCT1	If service of this hospitality service provider will not deliver as expected, I will be willing to put up with it..
CCT2	If the employee of this hospitality service provider will make a mistake during service delivery, I will be willing to show patience
CCT3	If I have to wait longer than I normally expected to receive the service from this hospitality service provider, I will be willing to adapt

Table (2). customer citizenship scale Customer intimacy scale was developed from: Brock and Zhou (2012), Bügel et al. (2011) as the table (3)

Customer intimacy	CI
CI1	I have a confidential relationship with my hotel
CI2	I attach much value to my hotel
CI3	I have a good understanding with my hotel
CI4	I am fascinated by the things my hotel does
CI5	I am very enthusiastic about my hotel

Table (3). Customer Intimacy Scale

## Results

### *Measurement Model Evaluation and Testing of Hypotheses*

#### *Measurement Model (First Order)*

The quality of the single-measure model can be evaluated in this step, where all variables are measured, including their dimensions, through the paragraphs that reflectively express each variable as first-order factors. Loading coefficients can be used as one of the statistical indicators used in this context, and the loading coefficient for the paragraph must be greater than 70% (Henseler et al., 2009). In addition, one of the indicators used is the variable's stability coefficient through Cronbach's alpha, as well as the composite stability, where its value must be greater than 70% (Hair et al., 2014). The average variance extracted (AVE) must not be less than 50% (Fornell & Larcker, 1981). Table No. (4) Shows these statistical indicators

through which the quality of the model and its statistical acceptability are known, as the single model can be used to build the binary model used in testing hypotheses. The table also shows the extent of the presence of outlier values in the data through skewness and kurtosis, which can be explained as follows in figure 2:

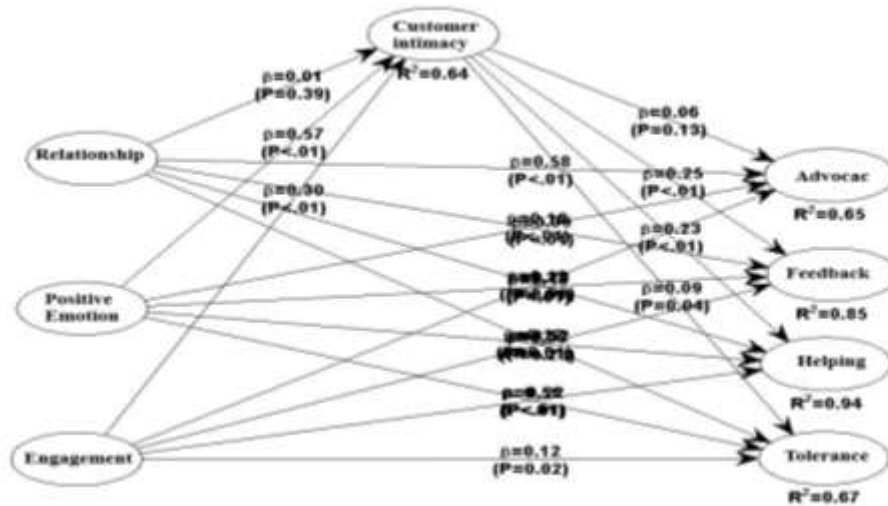


Figure (2). First Order PLS Results

Table (4) Confirmatory factor analysis Loading, Cronbach's Alpha ( $\alpha$ ), Composite reliability (CR), and Average Variance Extracted (AVE). ( $N=333$ )

Constructs, dimensions, and indicators	Mean	Std. Deviation	Skewness		Kurtosis		Loading	$\alpha$	CR	AVE
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error				
Relationship								0.729	0.778	0.637
Re. (1)	4.44	0.690	-0.904	0.134	-0.191	0.266	0.798			
Re. (2)	4.22	0.829	-0.932	0.134	0.827	0.266	0.123			
Re. (3)	4.03	0.956	-0.788	0.134	0.160	0.266	0.036			
Re. (4)	3.96	0.970	-0.857	0.134	0.441	0.266	0.798			
Positive Emotion								0.713	0.804	0.672
P.O. (1)	4.07	0.874	-0.871	0.134	0.893	0.266	0.820			
P.O. (2)	4.14	0.887	-1.042	0.134	1.028	0.266	0.125			
P.O. (3)	3.94	0.924	-0.772	0.134	0.499	0.266	0.820			
Engagement								0.747	0.784	0.644
En. (1)	4.11	0.832	-0.533	0.134	-0.424	0.266	0.803			
En. (2)	3.96	0.884	-0.692	0.134	0.381	0.266	0.803			

Customer intimacy								0.70	0.87	0.77
C.In. (1)	4.07	0.874	-0.871	0.13 4	0.893	0.26 6	0.058	2	0	0
C.In. (2)	4.14	0.887	-1.042	0.13 4	1.028	0.26 6	0.878			
C.In. (3)	3.94	0.924	-0.772	0.13 4	0.499	0.26 6	0.878			
C.In. (4)	4.11	0.832	-0.533	0.13 4	-0.424	0.26 6	0.112			
C.In. (5)	3.96	0.884	-0.692	0.13 4	0.381	0.26 6	0.026			
Advocacy								0.72	0.76	0.51
Ad. (1)	4.44	0.690	-0.904	0.13 4	-0.191	0.26 6	0.786	7	0	6
Ad. (2)	4.22	0.829	-0.932	0.13 4	0.827	0.26 6	0.726			
Ad. (3)	4.03	0.956	-0.788	0.13 4	0.160	0.26 6	0.733			
Feedback										
Fe. (1)	3.96	0.970	-0.857	0.13 4	0.441	0.26 6	0.747	0.72	0.80	0.57
Fe. (2)	4.07	0.874	-0.871	0.13 4	0.893	0.26 6	0.785	5	0	2
Fe. (3)	4.14	0.887	-1.042	0.13 4	1.028	0.26 6	0.735			
Helping								0.79	0.81	0.52
He. (1)	3.94	0.924	-0.772	0.13 4	0.499	0.26 6	0.776	3	3	3
He. (2)	4.11	0.832	-0.533	0.13 4	-0.424	0.26 6	0.766			
He. (3)	3.96	0.884	0.692	0.13 4	0.381	0.26 6	0.729			
He. (4)	4.44	0.690	0.904	0.13 4	-0.191	0.26 6	0.808			
Tolerance								0.74	0.76	0.52
To. (1)	4.22	0.839	-0.932	0.13 4	0.827	0.26 6	0.746	9	9	8
To. (2)	4.03	0.956	-0.788	0.13 4	0.160	0.26 6	0.802			
To. (3)	3.96	0.970	-0.857	0.13 4	0.441	0.26 6	0.723			

As shown in Table No. (4) that the dimension related to the concept of Relationship contains (2) items and not (4) items, as the loading coefficient that is less than 70% was removed to increase the confidence coefficient in the variable in its overall form, and the same is the case for the concept of Positive Emotion, as it was expressed by (2) items and not (3) items, while the Engagement variable was expressed by (2) items, and therefore the number of paragraphs of the independent variable related to Wellbeing includes a total number of items (6) items and not (9) with a total stability coefficient of (0.767), which is an acceptable coefficient as long as it is greater than 70% (Hair et al., 2014).

Also, through the mentioned table, the intermediate variable that is related to the concept of Customer intimacy will include its measurement with (2) items and not (4) items, While the dependent variable related to the concept of Customer Citizenship includes a set of dimensions, where the dimension related to the

concept of advocacy was measured with (3) items, while Feedback was measured with (3) items as well, and Helping was measured with (4) items, and finally Tolerance was measured with (3) paragraphs, and thus the concept of Customer Citizenship was measured with (13) items with a stability coefficient of (0.885). From the above, we conclude that there is convergent validity between the variables and their items, as the average extracted variance (AVE) value for all variables was greater than 50%, and the composite reliability coefficient (CR) value was greater than 70%, which made the researcher extract the discriminate validity matrix for the first order model as in the table 3:

Table (5) discriminate validity matrix for the first order model

	Re.	P.O.	En.	C.In.	Ad.	Fe.	He.	To.
Re.	<b>0.798</b>							
P.O.	0.560	<b>0.820</b>						
En.	0.528	0.597	<b>0.803</b>					
C.In.	0.507	0.764	0.635	<b>0.878</b>				
Ad.	0.565	0.615	0.568	0.543	<b>0.718</b>			
Fe.	0.543	0.813	0.600	0.753	0.606	<b>0.756</b>		
He.	0.513	0.766	0.798	0.798	0.647	0.682	<b>0.723</b>	
To.	0.558	0.662	0.597	0.591	0.705	0.686	0.677	<b>0.727</b>

Furthermore, Table (5) shows the existence of discriminate validity among the study variables, because the autocorrelation coefficient is greater than the correlation coefficient of the relationship of the variable with the rest of the variables, and since there is discriminant validity as well as convergent validity, it is possible to judge the existence of quality of the model, as Fornell and Cha (1994) see that predictive ability is a major factor in evaluating the quality of the model using the PLS technique, and thus the value of (Q2) for the dependent variables is respectively (0.643) for the variable associated with the concept of Customer intimacy, while the value of (Q2) for the variable associated with the concept of Advocacy reached (0.648), and its value for the variable associated with the concept of Feedback reached (0.806), and its value for the variable associated with the concept of Helping reached (0.937), and finally the value of (Q2) for the variable associated with the concept of Tolerance (0.672). Regarding the interpretation coefficient, which is symbolized by the symbol (R2), the value of this coefficient for the dependent variables reached, respectively, the variable related to the concept of Customer intimacy (R2= 0.645), while the value of (R2) for the concept of Advocacy reached (0.648), the value of (R2) for the concept of Feedback reached (0.848), the value of (R2) for the concept of Helping reached (0.973), and finally the value of (R2) for the concept of Tolerance reached (0.674).

The quality of the single-scale model, the results showed that the value of (APC = (0.262; P<0.001, as well as the value of (ARS = 0.750; P<0.001), as well as the value of (AARS = 0.748; P<0.001), and the value of (AFVIF = 0.396) reached an acceptable value if it was less than 5, and the value of (SPR = 1.00) was a good value if it was greater than 70% and similar if the value reached (1), as well as the value of (RSCR = 1.00), and thus the single-scale model can be judged as a statistically acceptable model, and then hypotheses can be built through it.

#### Measurement Model (Second Order)

Based on the results of the single-level model, the dual model is constructed, which can be illustrated in Figure (3).

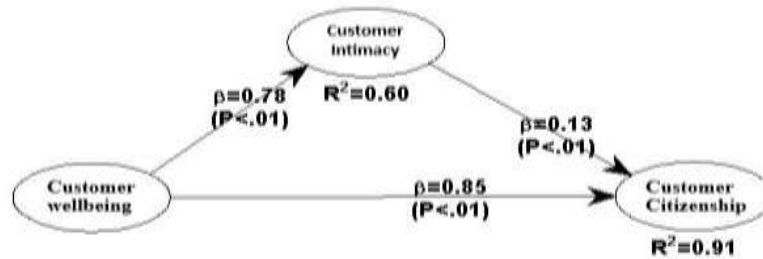


Figure (3) Second Order PLS Results

Figure (3) shows that the mediating variable related to the concept of Customer intimacy can explain (60%) of the changes that occur in the independent variable related to Wellbeing, while the dependent variable related to the concept of Customer Citizenship can explain 91% of the changes that occur in both Customer intimacy and Wellbeing. The value of the explanatory power (Q2) reached (0.602) for the mediating variable, and (0.910) for the dependent variable, respectively. From the above, the binary model is characterized by quality, as the results showed that the indicators of judging the quality of the model were (APS = 0.583;  $P < 0.001$ ), while (ARS = 0.758;  $P < 0.001$ ), and the value of (AARS = 0.757;  $P < 0.001$ ) and the value of (AVIF = 2.505) and since it is less than the value 5, it is a statistically acceptable value, as well as the value of (GOF = 0.647), and the value of (SPR = 1.00), as well as the value of (RSCR = 1.00), and the value of (SSR = 1.00). Since the first order and Second order measurement models are statistically acceptable, the hypotheses can be tested as follows:

#### Hypothesis Testing

Table No. (6) Shows the results related to the study hypotheses, where the effect size, symbolized by the symbol ( $f^2$ ), was used to evaluate the extent of the influence of the latent variables on the dependent variable by using the following statistical formula:

$$f^2 = \frac{(R^2 \text{ included} - R^2 \text{ excluded})}{(1 - R^2 \text{ included})}$$

The direct and indirect effects and the size of the effect can be explained in Table No. (6) as follows:

Table (6). Results of Hypothesis

Variables	Model 1 (Without Mediator) Overall		Model 2 (With Mediator) Overall		Results
	Path Coefficient	Effect Size	Path Coefficient	Effect Size	
<b>H1: Customer wellbeing statistically impacts on the hotels' customer citizenship behavior</b>					
Cust. Wellbeing → Cust. Citizenship	0.847***	0.803			Supported
<b>H2: Customer wellbeing statistically impacts on the hotels' customer intimacy</b>					
Cust. Wellbeing → Cust. Intimacy	0.777***	0.604			Supported
<b>H3: Customer intimacy statistically impacts on the hotels' customer citizenship behavior.</b>					

Cust. Intimacy → Cust. Citizenship	0.130*	0.102		Supported	
<b>H4: Customer intimacy mediates the impact of customer wellbeing on customer citizenship behavior</b>					
Cust. Wellbeing → Cust. Intimacy → Cust. Citizenship			0.101*	0.096	Supported

Note: \* Sig. 0.01 \*\* Sig. 0.001

## Conclusion, Implications, and Limitations

### Conclusion

This research has explored how customer intimacy might mediate the effect of customer wellbeing on customer citizenship behavior on customer hotels in Cairo. The results show that customer wellbeing is positively related to customer citizenship behavior, which is, in general, consistent with (Grube and Piliavin, 2000) indicates three categories of voluntary activity motivation the pursuit of one's own benefit or avoidance of loss, increased self-esteem, and needs-oriented motives for others are theoretically compared by Reykowski and Smolenska (1980).

The social role hypothesis also maintains that outside influences, such as parents and society, might influence people's motivation to volunteer. Thus it is asserted that customer wellbeing help in improving sense of citizenship. According to SOR, wellbeing is a successful strategy for analyzing the variables related to virtual reality could be the stimulus-organism-response (SOR) theory. The SOR model has been used in a few tourism research on visitor behavior (Jang & Namkung 2009; Jani and Han 2015; Kim and Moon 2009). According to theory of love Warmth, communication, and a sense of connection are all associated with intimacy. A high level of intimacy with the partner indicates the two are close, considerate, and have effective communication. Excitation, desire, attraction, and emotional stimulation experienced in the company of a loved one are all considered forms of passion. The most intellectual aspect of love is commitment, which refers to the will and deliberate decision to keep the relationship alive. Sternberg (1988). The model suggests that customer intimacy plays a mediating role in the relationship between customer wellbeing and citizenship behavior.

According to Osarenkhoe (2009), companies that use a customer intimacy strategy are distinguished by their organizational learning, customer passion, and culture of continuous improvement. Higher levels of intelligence in smart service systems can enhance customer satisfaction by boosting engagement and perceptions of customization. Particularly for clients with a strong need for customization and a low threshold for intrusiveness, intelligence can boost self-efficacy and lower technological anxiety (Henkens et al., 2020). These results demonstrate how crucial customer-focused tactics and intelligent technologies are to enhancing consumer satisfaction and well-being in a variety of sectors.

### Theoretical Implications

Customer citizenship behavior (CCB) and customer well-being appear to be positively correlated, according to research. By assisting those in achieving practical objectives like comfort, stimulation, and affection, customer citizenship behaviors aimed toward service staff can improve their well-being (Romana Garma & Bove, 2011). Similar to this, customer well-being is influenced by the perceived values of mobile shopping apps, and this in turn predicts CCB (Garrouch & Ghali, 2023).

According to a study on customer service representatives, organizational citizenship behavior and subjective well-being are significantly correlated (Purwito et al., 2010). Self-determination theory suggests that brand authenticity has a major impact on CCB and consumer well-being (Gunawan et al., 2021). The significance

of consumer well-being in marketing research and its possible influence on favorable consumer behaviors are underscored by these findings. Factors like closeness with customers. Organizational success and customer well-being can be greatly impacted by customer intimacy, a relationship in which businesses collect data to better understand and service customers. According to research, the performance of customer relationship management and organizational outcomes are positively impacted by the implementation of customer intimacy .Osei, (2017).

Perceived values influence customer well-being and forecast customer citizenship behavior in the setting of mobile shopping apps, with customer intimacy acting as a moderator, Garrouch & Ghali, (2023). However, trust and privacy issues make it difficult for businesses to gather personal client data .Cochran, (2004). Businesses must carefully strike a balance between their need for information and their consumers' willingness to share in order to address this. According to Martens et al. (2019), design in healthcare environments has the ability to improve patients' well-being and healing processes by fostering a sense of intimacy.

### **Practical Implications**

By providing individualized experiences, establishing connections with customer, and increasing customer service, businesses can concentrate on boosting the well-being of their customers. Growth and lower marketing expenses might result from a devoted customer base acting as ambassadors for the brand. Customer wellbeing enhancing emotional connection with customer and engagement is strengthened when you engage with customers on an emotional level by providing value that goes beyond the transaction, including encouraging mental health, sustainability, or general happiness.

Beyond merely purchasing a product, customer citizens engage with other consumers, promote the business, and share their positive online or offline experiences. Stronger loyalty results from this. Consumers are more likely to remain loyal to a brand over the long run and to overlook the company's periodic mistakes if they feel like they connect to its community. This can entail delivering outstanding customer service or tailoring services. Successfully implementing customer intimacy helps businesses stand out in competitive markets by providing exceptional experiences and distinctive value that increase customer delight and loyalty. Their innate "consumer innovativeness" is a prerequisite for their involvement in service innovation projects, even though not all visitors enter a technology-mediated co-creation setting with the goal of developing new services.

According to Grönroos and Voima (2013), luxury hotels must use smartphone apps to interact with and include creative guests in the co-creation of new hotel services. According to (Almurad& Hasnin EA, (2024), concluded that customer value co-creation significantly improves hotel guests' customer experiences. According to the study, co-creation of customer value is associated with hotel employees who are more engaged in improving customer experience.

### **Limitations and Future Studies**

Future research is guided by the limitations of this study. Future research can be utilized. Needless to say, there are some shortcomings with this study that need be resolved in future researches. It should be the focus of future research to determine whether commitment leads to closeness with customers or the other way around. Future research should look at the causes and effects of customer intimacy from a longitudinal perspective as well as from various perspectives. Additionally, Future research could be particularly interesting in assessing the financial or competitive impacts of customer intimacy.

Hasnin, EA. &etal. (2024) study showed that there is a relationship between customer awareness and customer trust with the moderating role of customer education level in non-prescription pharmaceutical products, Therefore, future studies can study the relationship between these variables by introducing customer wellbeing as a dependent variable, customer awareness as an independent variable, and customer trust as a mediating variable to obtain different results for the research .Also, Future research should examine the role of customer intimacy in different marketing interactions, such as business-to-consumer



or lateral marketing partnerships. Future research should focus on intimacy in additional service categories that produce a customized outcome. We suggest adjusting the following current valid and reliable measures for this purpose: customer satisfaction (Voss et al., 1998), customer value (Ruiz et al., 2010), task complexity (Burnham et al., 2003), customer participation (Yim et al., 2012), customer knowledge (Gürhan-Canli, 2003), perceived service quality (Zeithaml et al., 1996), and customer experience (Anderson and Smith, 2016). Additionally, several of these variables might be correlated.

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