

FACTORS INFLUENCE CUSTOMER LOYALTY IN HOTEL INDUSTRY

By

Zhang Yan

2015

Thesis Submitted to

Othman Yeop Abdullah Graduate School of Business,

Universiti Utara Malaysia,

in Partial Fulfillment of the Requirement for Master Of Science (Management)

PERMISSION TO USE

In presenting this dissertation in partial fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation. It is understood that any copying or publication or use of this dissertation or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation.

Request for permission to copy or to make other use of materials in this dissertation/project paper in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

06010 UUM Sintok

Kedah Darul Ama

ABSTRACT

There is no doubt that hotel industry develops very fast in modern society and becoming a global industry. More and more people rely on hotel when they are travelling, doing business, visiting friends and relatives and so on. With the intense competition, how to attract customers and what factors influence customers' loyalty seem to be the main consideration for hotel industry. Thus, the main objective of this research is to examine factors influence customer loyalty in China's hotel industry. Review of the previous gaps in literature concluded that three predictors were counted as major contribution for customers' loyalty namely perceived value, service quality, and brand image. Besides, customers' satisfaction also postulated to mediate such relationship. A survey among 200 respondents from three star rating hotel in Hebei province, China, indicated that brand image has significant relationship on customer satisfaction and loyalty. As postulated, customer satisfaction also partially mediate the relationship between brand image and customer loyalty. Though, it is not statistically significant, hotelier simply cannot ignore the importance of service quality and perceived value because it is part and parcel of brand image indicators. Future research should focus on huge sample that cover other star rating hotels and China province to have better generalization on understanding predictors of customer loyalty in China's Hotel.

Key word: hotel industry, customer loyalty, customer satisfaction, brand image, service quality, perceived value

ABSTRAK

Tidak dapat dinafikan bahawa industri perhotelan kini berkembang dengan sangat pesat dalam masyarakat moden dan telah menjadi industri global. Semakin ramai orang bergantung kepada hotel apabila mereka membuat perjalanan, menjalankan perniagaan, serta melawat rakan-rakan dan saudara-mara. Dengan persaingan sengit untuk menarik pelanggan, faktor-faktor yang mempengaruhi kesetiaan pelanggan seolah-olah menjadi pertimbangan utama bagi industri perhotelan. Oleh itu, objektif utama kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi kesetiaan pelanggan dalam industri perhotelan di negara China. Dalam literature, kajian sebelum ini mendedahkan bahawa terdapat tiga peramal yang dianggap sebagai penyumbang utama bagi faktor kesetiaan pelanggan, iaitu nilai tanggapan, kualiti perkhidmatan, dan imej jenama. Selain itu, kepuasan pelanggan juga diandaikan sebagai pengantara bagi hubungan tersebut. Satu kajian dalam kalangan 200 responden dari hotel tiga bintang di wilayah Hebei, China, menunjukkan bahawa imej jenama mempunyai hubungan yang signifikan terhadap kepuasan dan kesetiaan pelanggan. Seperti yang diandaikan, kepuasan pelanggan juga sebahagiannya merupakan pengantara dalam hubungan antara imej jenama dan kesetiaan pelanggan. Walaupun tidak ketara secara statistiknya, pengusaha hotel tidak boleh mengabaikan kepentingan kualiti perkhidmatan dan penentuan nilai tanggapan kerana faktor-faktor ini adalah sebahagian daripada penunjuk imej jenama. Kajian akan datang perlu memberi fokus kepada sampel lebih besar yang meliputi hotel dengan taraf bintang yang lain serta hotel-hotel di wilayah lain di China secara menyeluruh dengan lebih baik dan memahami peramal bagi faktor kesetiaan pelanggan di hotel-hotel di negara China.

Kata kunci: industri perhotelan, kesetiaan pelanggan, kepuasan pelanggan, imej jenama, kualiti perkhidmatan, nilai tanggapan

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my supervisor Dr. Hasnizam Shaari who gave me the golden opportunity to do this wonderful project on the topic, which also helped me in doing a lot of research and I came to know about so many new things. I am really thankful to him.

Secondly, I would also like to thank my parent and friends who helped me a lot in finalizing this project within the limited time frame. I am making this project not only for marks but to also increase my knowledge.

Thanks again to all who helped me.

TABLE OF CONTENTS

PERMISSION TO USE.....	i
ABSTRACT.....	ii
ABSTRAK.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	x

CHAPTER ONE

1.0 Introduction.....	1
1.1 Problem Statement.....	2
1.2 Research Questions.....	6
1.3 Research Objectives.....	6
1.4 Significance of the Study.....	6
1.5 Definition of Key Terms.....	7
1.6 Organization of Remaining Chapters.....	9
1.7 Conclusion.....	10

CHAPTER TWO

2.0 Introduction.....	11
2.1 Overall of hotel industry in China.....	11
2.2 Customer loyalty.....	12
2.3 Variables Relating to this Study.....	13
2.3.1 Brand image.....	13
2.3.2 Service quality.....	16
2.3.3 Perceived value.....	19
2.3.4 Customer satisfaction.....	21
2.4 Proposed model.....	22
2.5 Underpinning theory.....	23
2.5.1 Lovemarks Theory.....	23
2.6 Hypotheses development.....	23
2.7 Conclusion.....	25

CHAPTER THREE

3.0 Introduction.....	26
3.1 Research Design.....	26
3.1.1 Type of Study.....	27
3.1.2 Sources of data.....	27
3.2 Population design.....	27
3.2.1 Population and sample size.....	27
3.3 Data collection procedure.....	29
3.4 Operational definition.....	30
3.5 Instrumentation and measurement variables.....	30
3.5.1 Research instrument.....	30
3.5.2 Variable measurement.....	31
3.6 Pilot test.....	33
3.7 Data analysis technique.....	33
3.7.1 Reliability test.....	34
3.7.2 Correlation analysis.....	34
3.7.3 Multiple regression.....	35
3.8 Conclusion.....	35

CHAPTER FOUR

4.0 Introduction.....	36
4.1 Response Rate.....	36
4.2 Frequency Distribution.....	37
4.2.1 Respondent's Profile.....	37
4.2.2 Frequency Analysis of Major Items.....	39
4.3 Reliability test.....	44
4.4 Pearson Correlation Analysis.....	45
4.5 Regression Analysis.....	47
4.5.1 Test of Regression Assumptions and Outliers.....	47
4.5.2 Hypotheses Testing.....	48
4.6 Summary of Findings.....	51
4.7 Conclusion.....	52

CHAPTER FIVE

5.0 Introduction.....	53
5.1 Recapitulation.....	53
5.2 Discussion.....	54
5.2.1 Objective one.....	54
5.2.2 Objective two.....	55
5.2.3 Objective three.....	58

5.2.4 Objective four.....	60
5.3 Implication of the Study.....	61
5.3.1 Theoretical Implication.....	61
5.3.2 Practical Contribution.....	62
5.4 Limitations of the study.....	63
5.5 Recommendation for further study.....	63
5.6 Conclusion.....	64
REFERENCE.....	65
APPENDIX A: QUESTIONNAIRE.....	75
APPENDIX B: SPSS OUTPUT.....	83

LIST OF TABLES

Table 3.1	<i>Summary of sources of researched variable measurements.....</i>	32
Table 4.1	<i>Summarizes the respondent's profile of this study.....</i>	37
Table 4.2	<i>Frequency Analysis for Perceived Value.....</i>	39
Table 4.3	<i>Frequency Analysis for Service Quality Dimensions.....</i>	40
Table 4.4	<i>Frequency Analysis for Brand Image Dimensions.....</i>	42
Table 4.5	<i>Frequency Analysis for Customer Satisfaction Items.....</i>	43
Table 4.6	<i>Frequency Analysis for Customer Loyalty Items.....</i>	44
Table 4.7	<i>Cronbach's Alpha Value Internal Consistency.....</i>	44
Table 4.8	<i>Summary of Reliability Analysis.....</i>	45
Table 4.9	<i>Pearson's Correlation Analysis of Variables.....</i>	46
Table 4.10	<i>Result of Regression Analysis for Research Objectives 1.....</i>	48
Table 4.11	<i>Result of Regression Analysis for Research Objectives 2.....</i>	49
Table 4.12	<i>Result of Regression Analysis for Research Objectives 3.....</i>	49
Table 4.13	<i>Result of Regression Analysis for Research Objectives 4.....</i>	50
Table 4.14	<i>Summary of Test of Mediation.....</i>	50

Table 4.15 *Summary of Findings*..... 51

LIST OF FIGURES

Figure 2.1	<i>Framework of the study</i>	22
------------	-------------------------------------	----

CHAPTER ONE

RESEARCH OVERVIEW

1.0 Introduction

In the fierce competition in the hotel industry, products and services have been given the status of “commodity” (Mattila, 2006), hotel managers need to find a way to make special product and service in hospitality industry. So in this way, customer’s satisfaction seems an important key to achieve success.

Competition seems increasing fierce. Based on MKG Hospitality’s 2014 Global Hotel Rankings, branded hotels grew by 3.2 % in 2013. In 2014, most major hotel groups grew between one and three percent. With this huge number of competition and the services provided were almost similar to each another, customer loyalty has become one of crucial aspect of sustainable competitive advantage. This is because, customers’ loyalty recognized as one of the effective ways to maintain and retain the customers (Yoo & Bai, 2007). Moreover, today’s consumers become more demanding and had more bargaining power (Sennou, 2006), thus tremendously affect hotel’s ability to maintain their customers.

Academic literatures suggested that organization could attain their business sustainability specifically through customer satisfaction and loyalty (Kumar & Shah, 2004; Verona & Prandelli, 2002). Customer loyalty could be reflected by the customer behavior such as involve in positive word-of-mouth, less price sensitive, repurchase intention and provide positive feedback. With such benefits gained from loyal customer, maintain and sustaining customer predominantly important especially in highly competitive hotel industry. This is because finding new

The contents of
the thesis is for
internal user
only

REFERENCE

- Aaker, D.A. (1991), Managing Brand Equity, *The Free Press, New York, NY*.
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of marketing*, 69(3), 19-34.
- Al-Rousan, M. R., & Mohamed, B. (2010). Customer loyalty and the impacts of service quality: The case of five star hotels in Jordan. *International journal of human and social sciences*, 5(13),
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *The Journal of Marketing*, 53-66.
- Anderson, E. W., & Mittal, V. (2000). Strengthening the satisfaction-profit chain. *Journal of service research*, 3(2), 107-120.
- Anuwichanont, J., & Mechinda, P. (2011). The impact of perceived value on spa loyalty and its moderating effect of destination equity. *Journal of Business & Economics Research (JBER)*, 7(12), 73-90. .
- Asmayadi, E., & Hartini, S. (2015). The Impact of Service Quality and Product Quality towards Customer Loyalty through Emotional and Functional Values in Traditional Markets in Pontianak, Indonesia. *European Journal of Business and Management*, 7(5), 128-135.
- Aufreiter, N. A., Elzinga, D., & Gordon, J. W. (2003). Better branding. *McKinsey Quarterly*, (4), 28-39.
- Barden, W. O., & Teel, J. E. (1983). Selected determinants of consumer satisfaction and complaints reports. *Journal of Marketing Research*, 20, 21-28.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 11-73.

- Bergès-Sennou, F. (2006). Store loyalty, bargaining power and the private label production issue. *European Review of Agricultural Economics*, 33(3), 315-335.
- Birney, E., Stamatoyannopoulos, J. A., Dutta, A., Guigó, R., Gingeras, T. R., Margulies, E. H., ... & Vetric, D. (2007). Identification and analysis of functional elements in 1% of the human genome by the ENCODE pilot project. *Nature*, 447(7146), 799-816.
- Bitner, M. J., Booms, B. H., & Mohr, L. A. (1994). Critical service encounters: the employee's viewpoint. *The Journal of Marketing*, 58(4), 95-106.
- Bloemer, J., & De Ruyter, K. (1998). On the relationship between store image, store satisfaction and store loyalty. *European Journal of Marketing*, 32(5/6), 499-513.
- Bloemer, J. M., & Kasper, H. D. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of economic psychology*, 16(2), 311-329.
- Brodie, R. J. (2009). From goods to service branding An integrative perspective. *Marketing Theory*, 9(1), 107-111.
- Cengiz, E., & Yayla, H. E. (2007). The effect of marketing mix on positive word of mouth communication: Evidence from accounting offices in Turkey. *Innovative Marketing*, 3(4), 73-86.
- Chang, T. Z., & Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing science*, 22(1), 16-27.
- Coakes, E., Amar, A.D., and Luisa Granados, M.L. (2010) Knowledge management, strategy, and technology: a global snapshot", *Journal of Enterprise Information Management*, 23(3), 282 – 304.
- Cronin Jr, J. J., & Taylor, S. A. (1994). SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality. *The Journal of Marketing*, 58(1) 125-131.

- Dabholkar, P.A., Shepherd, C.D. and Thorpe, D.I. (2000), "A comprehensive framework for service quality: an investigation of critical conceptual and measurement issues through a longitudinal study, *Journal of Retailing*, 76(2), 131-9.
- Danaher, P. J., & Haddrell, V. (1996). A comparison of question scales used for measuring customer satisfaction. *International Journal of Service Industry Management*, 7(4), 4-26.
- Davies, G., Chun, R., da Silva, R. V., and Roper, S. (2003) Corporate reputation and competitiveness. *London: Routledge*.
- Devi Juwaheer, T., & Lee Ross, D. (2003). A study of hotel guest perceptions in Mauritius. *International Journal of Contemporary Hospitality Management*, 15(2), 105-115.
- Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in consumer research*, 17(1), 110-119.
- Dominici, G., & Guzzo, R. (2010). Customer satisfaction in the hotel industry: A case study from Sicily. *International Journal of Marketing Studies*, 2(2), 3-12.
- Ellis, H., Moran, B. J., Thompson, J. N., Parker, M. C., Wilson, M. S., Menzies, D., ... & Crowe, A. M. (1999). Adhesion-related hospital readmissions after abdominal and pelvic surgery: a retrospective cohort study. *The Lancet*, 353(9163), 1476-1480.
- Erto, P., & Vanacore, A. (2002). A probabilistic approach to measure hotel service quality. *Total Quality Management*, 13(2), 165-174.
- Feyereisl, J., Dreher, E., Haenggi, W., Zikmund, J., & Schneider, H. (1994). Long-term results after Burch colposuspension. *American journal of obstetrics and gynecology*, 171(3), 647-652.
- Fineout-Overholt, E., Melnyk, B. M., & Schultz, A. (2005). Transforming health care from the inside out: advancing evidence-based practice in the 21st century. *Journal of Professional Nursing*, 21(6), 335-344.
- Fornell, C., & Bookstein, F. L. (1982), "Two structural equation models: LISREL and PLS applied to customer exit-voice theory", *Journal of Marketing*

- Ganiyu, A. R., Uche, I. I., & Elizabeth, A. (2012). Is customer satisfaction an indicator of customer loyalty. *Australian Journal of Business and Management Research*, 2(70), 14-28.335.
- Getty, J. M., & Getty, R. L. (2003). Lodging quality index (LQI): Assessing customers' perceptions of quality delivery. *International Journal of Contemporary Hospitality Management*, 15(2), 94-104.
- Grönroos, C. (2000). Creating a relationship dialogue: communication, interaction and value. *The marketing review*, 1(1), 5-14.
- Gronroos, C. (1987). Developing the service offering—a source of competitive advantage. *Add Value to Your Service—The Key to Success*, American Marketing Association, Chicago, IL, 81-5.
- Halstead, D., & Page, T. J. (1992). The effects of satisfaction and complaining behavior on consumer repurchase intentions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 5(1), 1-11.
- Heskett JL, Sasser WE & Schlesinger LA, 1997, *The Service Profit Chain*, The Free Press, New York
- Huang, M. H., Wu, Y., Feick, H., Tran, N., Weber, E., & Yang, P. (2001). Catalytic growth of zinc oxide nanowires by vapor transport. *Advanced Materials*, 13(2), 113-116.
- Jacoby, J., & Robert, W. Chestnut (1978). Brand Loyalty: Measurement and Management, 1-9.
- Jamal, M. (2007). Job stress and job performance controversy revisited: An empirical examination in two countries. *International journal of stress management*, 14(2), 175.
- Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard business review*, 73(6), 88.
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*, 12(6), 346-351.

- Kayaman, R., & Arasli, H. (2007). Customer based brand equity: evidence from the hotel industry. *Managing Service Quality: An International Journal*, 17(1), 92-109.
- Keller (1991). "Cue Compatibility and Framing in Advertising," *Journal of Marketing Research*, 28 (February), 42-57
- Kheng, L. L., Mahamad, O., Ramayah, T., & Mosahab, R. (2010). The impact of service quality on customer loyalty: A study of banks in Penang, Malaysia. *International Journal of Marketing Studies*, 2(2), 57.
- Kuenzel, S., & Vaux Halliday, S. (2008). Investigating antecedents and consequences of brand identification. *Journal of Product & Brand Management*, 17(5), 293-304.
- Kumar, V. I. S. W. A. N. A. T. H. A. N., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century. *Journal of retailing*, 80(4), 317-329.
- Lagerloef, G., Colomb, F. R., Le Vine, D., Wentz, F., Yueh, S., Ruf, C., ... & Chao, Y. (2008). A. deCharon, G. Feldman, and C. Swift. 2008. The Aquarius/SAC-D mission: Designed to meet the salinity remote-sensing challenge. *Oceanography*, 21(1), 68-81.
- Lewis, R. C., & Booms, B. H. (1983). The marketing aspects of service quality. *Emerging perspectives on services marketing*, 65(4), 99-107.
- Luukinen, H., Koski, K., Kivela, S. L., & Laippala, P. (1996). Social status, life changes, housing conditions, health, functional abilities and life-style as risk factors for recurrent falls among the home-dwelling elderly. *Public health*, 110(2), 115-118.
- Maghzi, A., Abbaspour, B., Eskandarian, M., & Hamid, A. B. A. (2011, November). Brand Trust in Hotel Industry: Influence of Service Quality and Customer Satisfaction. In *2nd International Conference on Business, Economics and Tourism Management*.
- Ma, J. K., Drake, P. M., & Christou, P. (2003). The production of recombinant pharmaceutical proteins in plants. *Nature Reviews Genetics*, 4(10), 794-805.

- Mattila, M., Hakkarainen, T., Mulot, M., & Lipsanen, H. (2006). Crystal-structure-dependent photoluminescence from InP nanowires. *Nanotechnology*, 17(6), 1580
- Mazanec, M. B., Coudret, C. L., & Fletcher, D. R. (1995). Intracellular neutralization of influenza virus by immunoglobulin A anti-hemagglutinin monoclonal antibodies. *Journal of virology*, 69(2), 1339-1343.
- McDougall, G. H., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of services marketing*, 14(5), 392-410.
- Michael Hupfer, Dominik Zak, Reingard Roßberg, Christiane Herzog & Rosemarie Pöthig. (2009). Evaluation of a well-established sequential phosphorus fractionation technique for use in calcite-rich lake sediments: identification and prevention of artifacts due to apatite formation. *The American Society of Limnology and Oceanography*, 7(09), 399-410.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *the journal of marketing*, 20-38.
- Munusamy, J., Chelliah, S., & Mun, H. W. (2010). Service quality delivery and its impact on customer satisfaction in the banking sector in Malaysia. *International Journal of Innovation, Management and Technology*, 1(4), 398-404.
- Oliver, R. L. (1999). Whence customer loyalty? *Journal of Marketing*, 63, 33–44.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985), “A conceptual model of service quality and implications for future research”, *Journal of Marketing*. 49, 41-50.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual. *Journal of retailing*, 64(1), 12-40.
- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the academy of marketing science*, 28(1), 168-174.
- Parasuraman, R., & Riley, V. (1997). Humans and automation: Use, misuse, disuse, abuse. *Human Factors: The Journal of the Human Factors and Ergonomics Society*, 39(2), 230-253.

- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of service Industry management*, 8(5), 414-434.
- Peterson, R. A., & Wilson, W. R. (1992). Measuring customer satisfaction: fact and artifact. *Journal of the academy of marketing science*, 20(1), 61-71.
- Petrick, J.F. (2002). "Development of a Multi-Dimensional Scale for Measuring the Perceived Value of a Service". *Journal of Leisure Research*, 34(2), 119-134.
- Petzer, D. J., Steyn, T. F. J., & Mostert, P. G. (2009). Customer retention practices of small, medium and large hotels In South Africa: An exploratory study. *African Journal of Marketing Management*, 1(1), 32-42.
- Poku, K., Zakari, M., & Soali, A. (2013). Impact of Service Quality on Customer Loyalty in the Hotel Industry: An Empirical Study from Ghana. *International Review of Management and Business Research*, 2(2), 600-609.
- Prasad, K., & Dev, C. S. (2000), "Managing hotel brand equity", *Cornell Hotel and Restaurant Administration Quarterly*, 4(3), 22-31.
- Ramesh Kumar, S., & Advani, J. Y. (2005). Factors affecting brand loyalty: A study in an emerging market on fast moving consumer goods. *Journal of Customer Behaviour*, 4(2), 251-275.
- Reichheld FF. (1993). Loyalty-Based Management. *Harvard Business Review*, March- April, 64-73
- Roest, H., & Pieters, R. (1997). The nomological net of perceived service quality. *International Journal of Service Industry Management*, 8(4), 336-351.
- Saad Andaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.
- Saleem, H., & Raja, N. S. (2014). The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel

- Industry of Pakistan. *Middle-East Journal of Scientific Research*, 19(5), 706-711.
- Sekaran, S., Foster, R. G., Lucas, R. J., & Hankins, M. W. (2003). Calcium imaging reveals a network of intrinsically light-sensitive inner-retinal neurons. *Current biology*, 13(15), 1290-1298.
- Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *Journal of Product & Brand Management*, 2(4), 45-60.
- Shibin Sheng, Kevin Zheng Zhou & Julie Juan Li. (2013) The Effects of Business and Political Ties on Firm Performance: Evidence from China. *Journal of Marketing* 75(1), 1-15
- Shoemaker, S., & Lewis, R. C. (1999). Customer loyalty: the future of hospitality marketing. *International Journal of Hospitality Management*, 18(4), 345-370.
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development. *International journal of hospitality management*, 3(4), 31-41.
- Van Slegtenhorst, M., de Hoogt, R., Hermans, C., Nellist, M., Janssen, B., Verhoef, S. & Kwiatkowski, D. J. (1997). Identification of the tuberous sclerosis gene TSC1 on chromosome 9q34. *Science*, 277(5327), 805-808.
- Turel, O., & Serenko, A. (2006). Satisfaction with mobile services in Canada: An empirical investigation. *Telecommunications Policy*, 30(5), 314-331.
- Vázquez- Carrasco, R., & Foxall, G. R. (2006). Positive vs. negative switching barriers: The influence of service consumers' need for variety. *Journal of Consumer Behaviour*, 5(4), 367-379.
- Verona, Gianmario & Emanuela Prandelli.(2002). 'A dynamic model of customer loyalty to sustain competitive advantage on the Web'. *European Management Journal* 20/3: 299–309.
- Spreng, R. A., & Mackoy, R. D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of retailing*, 72(2), 201-214.

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), 203-220.
- Taylor, C. F., Paton, N. W., Lilley, K. S., Binz, P. A., Julian, R. K., Jones, A. R., ... & Hermjakob, H. (2007). The minimum information about a proteomics experiment (MIAPE). *Nature biotechnology*, 25(8), 887-893.
- Tepper, J., Krasna, M. J., Niedzwiecki, D., Hollis, D., Reed, C. E., Goldberg, R., ... & Mayer, R. (2008). Phase III trial of trimodality therapy with cisplatin, fluorouracil, radiotherapy, and surgery compared with surgery alone for esophageal cancer: CALGB 9781. *Journal of Clinical Oncology*, 26(7), 1086-1092.
- U. Tuskej, U. Golob & K. Podnar. (2003). The role of consumer–brand identification in building brand relationships. *Journal of Business Research*, 66 (2013), 53–59
- Tsang, N.K.F. and Qu, H. (2000), “Service quality in China’s hotel industry: a perspective from tourists and hotel managers”, *International Journal of Contemporary Hospitality Management* , 12(5), 316-326
- Wallin Andreassen, T., & Lindestad, B. (1998). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of Service Industry Management*, 9(1), 7-23.
- Wang, Y., Beydoun, M. A., Liang, L., Caballero, B., & Kumanyika, S. K. (2008). Will all Americans become overweight or obese? Estimating the progression and cost of the US obesity epidemic. *Obesity*, 16(10),
- Wang, Z. L., & Song, J. (2006). Piezoelectric nanogenerators based on zinc oxide nanowire arrays. *Science*, 312(5771), 242-246.
- Walter, A., Mueller, T. A., Helfert, G., & Wilson, D. T. (2002). Delivering relationship value: Key determinant for customers' commitment. *Institute for the Study of Business Markets, Pennsylvania State University, US*.
- Westbrook, R. A., & Reilly, M. D. (1983). Value-percept disparity: An alternative to the disconfirmation of expectations theory of consumer satisfaction. *Advances in consumer research*, 10(1), 256-261.

- Wirtz, J., Mattila, A. S., & Lwin, M. O. (2007). How effective are loyalty reward programs in driving share of wallet?. *Journal of Service Research*, 9(4), 327-334.
- Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the academy of marketing science*, 25(2), 139-153.
- Yoo, M., & Bai, B. (2007). Value Creation: The Impact of Strategic Alliance on Customer Loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 8(2), 45-65.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of marketing*, 2-22.
- Zeithaml, V. & Bitner, M.J. (2003), *Services Marketing: Integrating Customer Focus across the Firm*, 3rd ed., McGraw- Hill, New York, NY.
- Zeng, B, Ryan, C, Cui, X, & Chen, H. (2014) Tourism-generated Income Distribution in a Poor Rural Community: A Case Study from Shaanxi, China, *Journal of China Tourism Research*, 10(2014), 1-2
- Zikmund, W. G., Babin, B. J., & Carr, J. C. dan Griffin, M.(2010). *Business Research Methods*.
- Zins, A. H. (2001). Relative attitudes and commitment in customer loyalty models: Some experiences in the commercial airline industry. *International Journal of Service Industry Management*, 12(3), 269-294.