

FACTORS AFFECTING CORPORATE IMAGE OF  
THE HOTEL INDUSTRY IN MALAYSIA

LEAN THEAN MIN

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

NOVEMBER 2017

# FACTORS AFFECTING CORPORATE IMAGE OF THE HOTEL INDUSTRY IN MALAYSIA

BY

LEAN THEAN MIN

This research project is supervised by:

Dr Cham Tat Huei

Assistant Professor

Department of International Business

Faculty of Accountancy and Management

## TABLES OF CONTENT

	Page
Copyright Page	vi
Declaration	vii
Acknowledgements	viii
List of Tables	ix
Abstract	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Questions	3
1.4 Research Objectives	6
1.5 Hypotheses	7
1.6 Significance of Study	9
1.7 Outline of Research	10
CHAPTER 2 LITERATURE REVIEW	12
2.1 Corporate Image	12
2.2 Factors Influences Corporate Image	13
2.2.1 Social Media Communication	14

2.2.2 Word-Of-Mouth	14
2.2.3 Service Quality	15
2.3 Customer Satisfaction	16
2.4 Customer Loyalty	17
2.5 Hypothesis Development	18
2.5.1 The Relationship between Social Media Communication and Hotel Image	18
2.5.2 The Relationship between Word of Mouth and Hotel Image	20
2.5.3 The Relationship between Service Quality and Hotel Image	21
2.5.4 The Relationship between Hotel Image and Customer Loyalty	22
2.5.5 The Relationship between Hotel Image and Customer Satisfaction	23
2.5.6 The Relationship between Customer Satisfaction and Customer Loyalty	24
2.5.7 The mediating effect of customer satisfaction in the relationship between hotel image and customer loyalty	25
CHAPTER 3 RESEARCH METHODOLOGY	27
3.1 Introduction	27
3.2 Overview of Research Design	28
3.3 Sampling Design	28
3.3.1 Sample Size	29
3.3.2 Sampling Procedures	29
3.4 Survey Instrument Development and Operationalization	29
3.5 Pilot Test for the Questionnaire	32
3.6 Data Analysis Procedures	32

3.7 Chapter Summary	33
CHAPTER 4 DATA ANALYSIS	34
4.1 Introduction	34
4.2 Preliminary Examination	35
4.2.1 Missing Data	36
4.2.2 Assessment of Normality	36
4.3 Sample Demographics	36
4.4 Validating of Constructs	37
4.5 Hypotheses Testing	38
4.5.1 Multi Linear Regression Analysis	38
4.5.2 Simple Linear Regression Analysis	39
4.5.3 Testing the Mediation Effect	39
4.6 Chapter Summary	41
CHAPTER 5 CONCLUSION	42
5.1 Summary of statistical analysis	42
5.2 Discussion of finding	43
5.3 Implication	46
5.4 Limitation	49
5.5 Recommendation	49
5.6 Conclusion	50
References	51

Copyright @ 2017

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

## DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 15942.

Name of Student: Lean Thean Min

Student ID: 16UKM01031

Signature: \_\_\_\_\_

Date: 29/11/2017

## **ACKNOWLEDGEMENT**

I would first like to thank my research supervisor Dr Cham Tat Huei of the Department of International Business, Faculty of Accountancy and Management at Universiti Tunku Abdul Rahman. The door to Dr Cham office was always open whenever I ran into a trouble spot or had a question about my research or writing. He consistently allowed this paper to be my own work, but steered me in the right the direction whenever he thought I needed it.

I would also like to thank the 300 respondents who were involved in the validation survey for this research project. Without their passionate participation and input, the validation survey could not have been successfully conducted.

Finally, I must express my very profound gratitude to my parents for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them. Thank you.



## LIST OF TABLES

	Page
Table 1:Skewness and Kurtosis values for the Research Constructs	32
Table 2: Respondents' Demographic Profile	33
Table 3: Reliability and Validity tests for the Research Constructs	34
Table 4: Result of Multiple Regressions	35
Table 5: Result of Linear Regressions	36
Table 6: Mediation Analysis	37
Table 7: Summary of Main Findings	38

## **ABSTRACT**

The rapid growth of the hotel industry in the first decade of the 21st century forced hotel operators to critically acknowledge the importance of service improvement in order to gain competitive advantage. Therefore, identifying the factors that influence the corporate (hotel) image for hotels is critical for the success of the hotels. Corporate image and customer loyalty should also be emphasized to ensure the sustainability of the hotels in this competitive industry. Thus, this study is conducted to discover the factors influencing corporate (hotel) image of the hotel in Malaysia industry, as well as exploring the relationship between corporate (hotel) image with customer satisfaction and customer loyalty.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 Introduction**

This paper would like to recognize the factors affecting corporate image of the hotel industry in Malaysia. Besides, background of study and problem statement will be discussed in this section.

### **1.1 Background of the study**

The hardened rivalry in the lodging business has strengthened the significance of recognizing factors that will give hotel industry greatest superiority. The significance hotel (corporate) image has turned out to be regular motivation in the board rooms and administration gatherings with a specific end goal to pursue their strength. A standout amongst the best approaches to support hotel image is by reliably offering the greatest function for the customer. Consequently, numerous hotels has spent lots of energy assets and cash in advancing the hotels and its items and services to make their hotel image getting stronger. Workers have been all around prepared in corporate dressing and image showcasing.

As client assessments of observations and fulfillment of the service quality is to a great extent perceived as an ideal system industry, lodging industry has begun to indicate worry about its items and services since 1980s (Oberoi, 1989; Schall, 2003). It has constrained them to look for effectiveness, make focused edge to separate themselves from rival and make beneficial plans of action in 1990's (Mei, Dean and White, 1999). At 21st century, the quick development of hotel industry drove hotel

administrators to truly perceive the significance of services change to increase its superiority. Presently, hotel administrators are striving to achieve better understanding on how clients see service quality and all the more critically how it change into client dependability and coming about improvement of hotel picture (Ekinci, 2008; Kandampully and Hu, 2007).

While specialists help to decide the purchaser inclinations and criticism about its items and services. Customer loyalty will be guarantee that customer will come back to the hotel (Kandampully & Suhartanto, 2000). Subsequently, this is the reason the hotel business needs to put a lot of cash yearly keeping in mind the end goal to expand client dedication (Schall, 2003) and additionally enhancing their corporate picture (Keaveney and Hunt, 1992). For instance, Hyatt lodging had burned through twenty million dollars on its faithfulness program in 1996 (Skogland and Sigauw, 2004). This has demonstrated that lodging needs to create client steadfastness to stay away from their items and services are not effectively imitated.

Word of Mouth (WOM) is perceived as a standout amongst the most effective assets of data transmission. The progression of data innovation and the online web-based social networking systems have changed the way how data is exchanged. This effect shoppers for the utilization choice as the data is effectively open. WOM correspondence is perceived as an essential part in impacting and shaping shopper states of mind and behavioral aims (Chatterjee ,2001; Chevalier and Mayzlin, 2006; Herr et al., 1991). WOM correspondence is the discussion between individual to individual about an items or administrations. It has demonstrated that WOM correspondence is an essential channel to assemble data before buy an items. WOM additionally can upgrade hotel image as client are more subject to the relational impact of WOM and e-WOM correspondence (Lewis and Chamber, 2000; Litvin et al., 2008).

Other than that, web-based social networking is developing quick in the previous decade. It is progressively supplant customary media. For example, a large number of fans uncover their adoration to Coca-Cola on Facebook. Also, this pattern has an immense effect to mark image and brand achievement. Online networking guaranteed itself as a mass wonder with wide statistic; in US, 75% of web clients utilize web-based social networking (Miller, 2009). Plus, customers more trust online networking

as a wellspring of data that conventional of correspondence (Foux,2006). A study led by Nielsen (2009) has demonstrated that 70% of web clients put stock in the assessments of purchasers via web-based networking media stages. Thus, it is indispensable for hotel industry to separate between firm made and client made web-based social networking correspondences and inspect the effect of these two types of online networking on hotel image.

In this manner, the motivation behind this examination is to analyze the elements that influence hotel (corporate) image in hotel industry in Malaysia and furthermore decide the connection between hotel image, consumer loyalty and client steadfastness.

## **1.2 Problem statement**

Nowadays, hotel administrators are confronting hardened rivalry inside the business and like some other service industry that offer their services in an aggressive market, going after the extra cash of shoppers. Hotel administrators attempted to conquer this issue by drawing in a wide range of methodologies. Moreover, it is a need to serve better for the clients so as to survive and manage in the business.

In the viewpoint of Malaysia, hotel administrator in the hotel industry needs to face the intense competition due to the heavy competitors with more than 2373 competitors (Ministry of Tourism, 2010). Upgrade the quality of hotel services is one of the best solution to gain customers (Asubonteng, McCleary and Swan, 1996). Besides, hotel (corporate) image and consumer satisfaction ought to likewise be underscored on an auspicious premise to guarantee the supportability of the business in this focused industry.

The factors affecting the corporate image in the hotel industry provides the major problem in the country of Malaysia. The Malaysian hotel provides certainly lacking in the blueprint with the initial form of applying in the TQM on the respective hotels. The Malaysia hotel industry might not be improved from the owned competitiveness with the competed away with the affected areas in the GDP. The Malaysian As opined by Sumaco, Hussain & Imrie (2015), the main problem statements include the operation issues that enhance the labour shortages, increased rate of competition and cost containment. The marketing problems might be another problem statements in

the thesis with includes the market segmentation and overlapping of the brands with the increased sophistication of the guest. There are technical problems that provide the interactive reservation systems, yield management, innovations in the guest room and data mining. The Malaysian hotel might face problems from the economic areas that include the dependence upon the economy of nation and globalization.

The research model clearly states with the four antecedents regarding the demonstration of the entire hotel image. This details forms of investigation in the hotel industry of Malaysia enhances the better quality of services among the customers. The first antecedents lie with the firm-created on the social media communication provides the proper form of advertisements regarding the growth of hotel industry that can expand the entire operation. The social media is the vast demand that lies among a large number of people in the country of Malaysia. The social media includes the various form of interactions that exist with various people at the time of sharing or exchange of ideas in the network and virtual communities. The Office of Marketing and Communication helps in managing the various sorts of accounts that exist in the social media. The hotel industry in the country of Malaysia needs to manage the social media as the major platform to promote the new services or product. The hotel firm uses social media that includes with the YouTube, Twitter and many other things that can easily attract the maximum number of existing as well as new customers, has created through social media (Cheng & Rashid, 2015).

The second antecedent lies with the user-generated social media that provides the major form of communication for the hotel industry. The social media provides the brand campaigning with the user-generated content with the better form of marketing. The organization needs to focus on the user-generated social media that enhances the brand engagement with the positive users, which includes the Facebook. This brand provides the offer to the users with the satisfactory experiences with the positive form of review. The proper way of branding enhances the maximum features that might be drowned with the less engagement among the consumers. The social media provides the excellent form of response regarding the campaign carried out by the user-generated social media. The hotel industry needs to focus on the user-generated social media that provides the maximum amount of benefits regarding the maximum favor of the brand. The improper user-generated social media might develop a major

problem statement regarding the promotion of the services required among the customers.

The third form of antecedent lies with the word of mouth that makes the better form of communication in the carrying out of operation in the hotel industry. This is another important form of marketing carried out by the organization that helps the encouragement on the delivering of better services among the customers. The hotel industry in Malaysia provides a strong form of foundation with the enhancement of better services among the customers. The indirect word of mouth marketing delivers the management with the strong messages among the manager with the moderate way of controlling. The direct form of word of mouth marketing provides the higher level of control that enhances the better form of marketing carried out among the existing consumers through the marketing process. The word of mouth is the better strategy carried out by the management of the hotel sectors in the country of Malaysia with the engagement of better services among the customers (Velooso, Fernandes & Magueta, 2017).

The service quality is the unique process that needs to be considered by the management of the hotel industry in the country of Malaysia. This is the fourth antecedents in the hotel image that enhances the better growth of services among the consumers. In order to carry out the hotel business, the enhancement of better service quality is the prime factors that need to be focused on the organization. The manager of the hotel sectors needs to focus on the requirements of the customer and the exact dimension of the service quality. The enhancement of better service quality helps to meet the demand of consumers with the unique products quality. The hotel sectors need to focus on the engagement of unique services that is completely different from the existing hotel sectors existing in the country of Malaysia (Saeidi, Sofian, Saeidi, Saeidi & Saeidi, 2015).

Regardless of the wide appropriation of online networking by both tourism customers and providers as of late (Chung and Buhalis, 2008; Leung, Lee, and Law, 2011), the fruitful routine with regards to controlling and overseeing web-based social networking still remains to a great extent obscure to professionals and researchers. In perspective of the expanding significance of web-based social networking and the nonattendance of a survey article via web-based networking media in the tourism and

cordiality setting, this exploration will investigate how online networking impact hotel image in Malaysia. Online networking is separated into three classes which are firm-produced correspondence, user created correspondence and WOM.

Additionally, it is significant for hotel industry to look for any chances to increase superiority with receive assortment techniques. However, specialists concur that create client unwaveringness has demonstrated as the most supported system and cost have a negative effect to association's medium and long haul productivity (Ernst and Young, 1996) and as an outcomes influence hotel image. Specialists announced that to pull in new clients cost a firm five times than to achieve existing client. An expansion of 5% client faithfulness will build an association's benefit of 25%-85%. Therefore, this examination will explore whether hotel image will build client reliability and how consumer loyalty intercede the connection between hotel image and consumer satisfaction.

### **1.3 Research Questions**

To react the examination issues, this exploration endeavors to analyze the elements that impact hotel (corporate) image and its connections on consumer loyalty and customer satisfaction in the Malaysia lodging industry. Henceforth, research question will be exhibited and defined in the Malaysian setting for this research:

1. Do social media communication, Word-of-mouth and service quality have an effect on hotel image towards hotel in Malaysia?
2. Any connection between hotel image and consumer loyalty?
3. Any connection between hotel image and customer satisfaction?
4. Any connection between consumer loyalty and customer satisfaction?
5. Any interceding impact of customer satisfaction on the connection between hotel image and consumer loyalty?



## **1.4 Research Aims/ Objectives**

With the distinguished issue articulation and research inquiries as a primary concern, this examination intends to decide factors that impact hotel image in Malaysia hotel industry, and to investigate the connection between hotel image, consumer loyalty and client unwaveringness. Keeping in mind the end goal to accomplish the point, various research destinations have been planned. These targets are expressed as beneath:

- Objective 1. To examine the influence of social media communication, word-of-mouth and service quality on hotel image in Malaysia
- Objective 2. To evaluate the interrelationship between hotel image, customer satisfaction and customer loyalty.

## **1.5 Hypotheses**

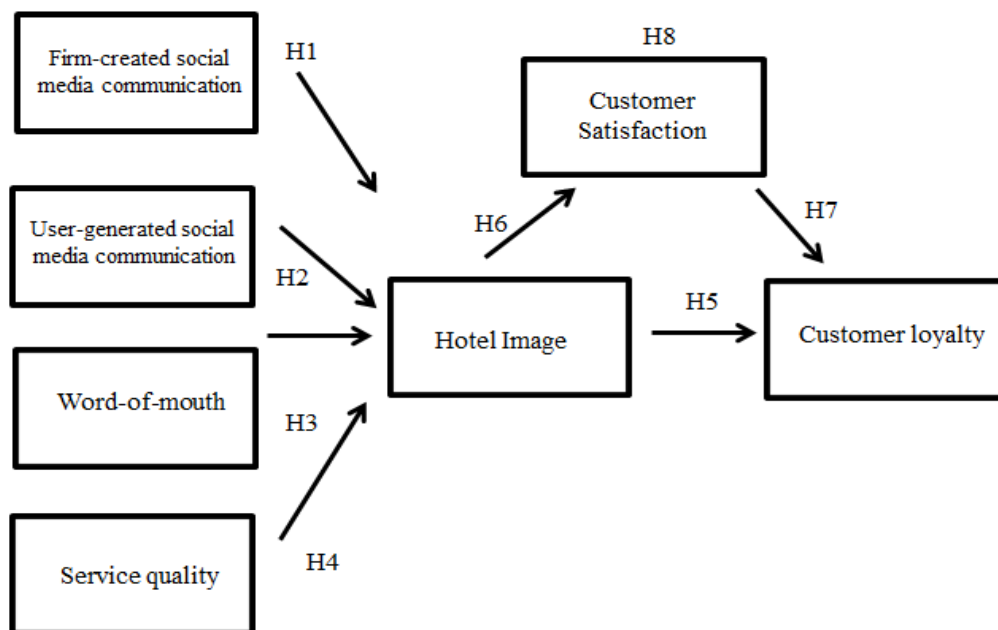
In the research, theoretical framework has been used. Service quality is a connected with appraisal that mirrors the customer's impression of specific estimations of services. It evaluates reliability, responsiveness, affirmation, sensitivity and physical resources. Satisfaction is affected by impression of service quality, and cost and also situational parts and individual factors. Services quality impacts purchaser faithfulness by giving execution. For example, if customers believe they have entered Hilton Hotel, they will get sustenance, advantage, surprising wherever the same, paying little respect to the range of the cabin. From this time forward, service quality impact customer satisfaction and purchaser fulfillment will provoke augmentation or decrease of hotel image.

Web-based social networking is a sort of electronic correspondence, (for instance, Web goals) through which people makes online gatherings to share information, contemplations, singular messages, et cetera. For instance, Websites and applications dedicated to get-togethers, microblogging, individual to individual correspondence, social bookmarking, social curation, and wikis are among the differing sorts of web based systems administration. A portion of the online networking that broadly utilized by individuals these days are Facebook, Instagram, Twitter, Pinterest and some more.

Web-based social networking is transforming into an essential bit of life online as social destination. In business, online networking is used to promote things, propel brands, connect with current customers and develop new business. While Social media showcasing (SMM) exploits individual to individual correspondence to empower an association to grow stamp introduction and enlarge customer reach. The goal is as a general rule to make content adequately persuading that customer will bestow it to their relational associations. Hence, neighborliness industry likewise utilizes this strategy to pull in individual consideration, help hotel image and execution.

Word-of-mouth (WOM) has been appeared as the most compelling and overwhelming asset of data in building up an image. The energy of WOM has been investigated for a very long while in the promoting field. Yet, existing exploration in tourism is constrained. Consequently, WOM turns into a vital part of the basic leadership process as it decreases vulnerability. WOM is especially critical for cordiality suppliers whose offerings are to a great extent elusive and experience or assurance based .In hotel and tourism, clients depend intensely on the guidance and recommendations from other people who have encountered the administration.

In view of the detail investigation of past specialists in a similar industry, the examination structure for this examination is:



### **Hotel image (corporate):**

These four antecedents deliver a better hotel image in the entire hotel industry at the time of carrying out of business. The proper hotel image provides the customer satisfaction and retains the customer loyalty. The prosperous growth of the hotel sector reflects the customer satisfaction and customer loyalty at the time of delivering a better form of services among the customers. The hotel industry needs to manage the staff members to enhance a unique form of services among the customers. The services gained by the customers from the hotel sectors helps to meet the demand of the customers. The management of hotel sector provides the feedback from the customers that helps to identify the important services, which needs to arrange in such a manner to increase the productivity. The customer loyalty can be easily influenced by the providing of better hotel image through managing of the four antecedents. The satisfaction of the consumers develops the better relationship between the consumer loyalty and the hotel image (Jian Jane Zhang & Zhenxing Mao, 2012).

### **Hypotheses development**

- H1: Firm-created social media communication has positive direct effect on hotel image
- H2: User-generated social media communication has positive direct effect on hotel image
- H3: Word-of-mouth communication has positive direct effect on hotel image
- H4: Service quality has positive direct effect on hotel image
- H5: Hotel image has positive direct effect on customer loyalty
- H6: Hotel image has positive direct effect on customer satisfaction
- H7: Customer satisfaction has positive direct effect on customer loyalty
- H8: Customer satisfaction mediated the relationship between hotel image and customer loyalty

## **1.6 Significance of study**

Firstly, lodging industry has been contributed largely to the Malaysia tourism industry (Tourism Malaysia, 2009). Due to this reason, hotel industry is more aggressively to

improve its products and services to serve more customers. Hence, in this paper, we will determine what factors that affect the customer to visit the hotel and find out ways to improve their image. In the meantime, address out the functional ramifications by suggesting viable and pertinent administrative techniques for the hotel business in Malaysia.

The significance of the above commitments will additionally upgrade the advancement of advertising administration hypothesis and the lodging (corporate) image procedures in Malaysia hotel industry. Plus, the proposed result of this exploration would likewise profit tourism advertisers and DMOs (Destination Marketing Organizations) particularly Tourism Malaysia in creating and promoting the tourism business in Malaysia. This exploration legitimizes need of spending plan to advance friendliness for tourism industry in Malaysia. In addition, this move can likewise help hotel in lessening their operational overhead particularly with regards to advertising through unmistakable advancement of hotel image and consumer satisfaction.

Other than that, tourism is a very new industry in Malaysia and it absences of solid campaigning exertion (Mahpar,2003). Mr Peter Semone, VP of Pacific Asia Travel Associate (PATA) said that lone this current five to ten years individuals tend to consider tourism important as a scholarly train in Malaysia. He additionally expressed that "without scholastic and research underpins, it is hard to contend and legitimize that tourism is critical". Henceforth, Ministry of Culture, Arts and Tourism can't get the monetary allowance to advance tourism (Mahpar,2003). Thus, the results of this examination can give more observational proof on the significance of lodging administrators in tourism industry and to decide the successful approaches to enhance hotel. This commitment can enhance the improvement of advertising procedures and hypotheses in inn industry in Malaysia as well.

## **1.7 Outline of Research**

This examination comprises of five parts. Section 1 gives a diagram and foundation of this exploration. This section additionally recognizes inquire about issues by diagram the hole found in writing of online networking correspondence, firm and user

produced web-based social networking correspondence, WOM and service quality in the hotel business. The goals of this examination and centrality of study are likewise talked about in Chapter 1.

Section 2 convey the review of ideas in online networking correspondence, firm and user created web-based social networking correspondence, WOM and service quality, lodging picture, customer loyalty and customer satisfaction and their connections in the hotel business in view of the pertinent and dependable written works. Other than that, it displays the observational investigations and hypothetical establishment to help this examination.

Section 3 outlines explore approach of the exploration. Scope that have been talked about in this part incorporate research plan, information gathering, information investigation technique and so on. Furthermore, this section additionally depicts how hotel visitors are chosen to partake in this examination. The estimations of factors additionally examined in this part.

Section 4 of this examination will introduce the discoveries of the investigation in light of the outcomes that are gotten from the factual tests. The discoveries will likewise be with exchanges in view of the discoveries from the priors' exploration.

Section 5 which is the last section will finish up the entire research with the rundown from the discoveries and a few proposals will be exhibited. The suggestions will incorporate the proposition for the stage of administrative and future research. At last, my individual view will likewise be incorporated.

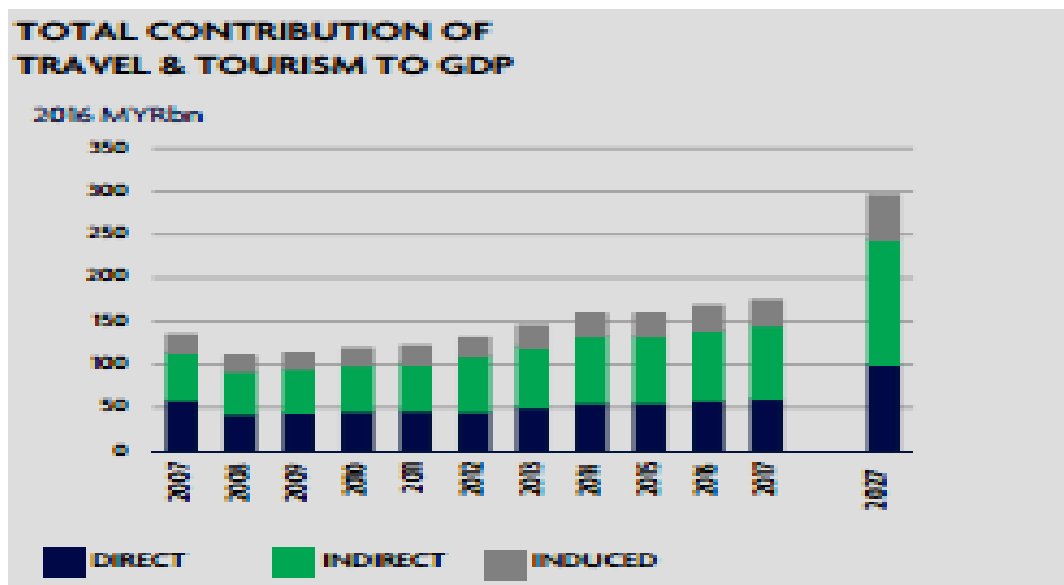
## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

As per findings hotel industry in Malaysia has been a major contributor towards economic growth and development of country (Kasimet *al.* 2014). The reason for such saying deals with the fact that Malaysia is among the list of countries that are having higher number of tourist footfall. Tourism and hospitality has been major source for Malaysia's economy. However, in recent year, the tourist footfall and hospitality service uptake in Malaysia has decreased due to rising level of competition from other countries and better services being provided by them (Bourantaet *al.* 2017).

Figure 1: Graph indicating contribution of tourism and hospitality to Malaysia's Economy



(Source: Lahap, O'Mahony&Dalrymple, 2016)

## **2.1 Corporate image (hotel image)**

As per findings from several literature works taken into consideration for this research study it has been observed that corporate image plays a major role in success of business in hotel industry. According to Selnes (2013), corporate image is considered to be one of the most important assets in every organisation. On the basis of study, it is this corporate image which helps hotel industry to attract customer and tourists for availing their service (Bouranta *et al.* 2017). It is known fact that in present day world hotel services are selected on the basis of their outlook, facilities and service they provide. According to Liat, Mansori and Huei, (2014), corporate image acts as a major factor of comfort to tourists and it also assures them that they are availing the best service to their knowledge. Maintenance of corporate image is highly essential for hotel industry as it helps in influencing the attitude of customers.

As per findings of Lahap, O'Mahony and Dalrymple (2016), it also helps in influencing attitudes of employees, media analysts, stakeholders and influencers towards hotel industry. For an organisation it is quite difficult to build a corporate image in midst of such great competitive and crowded environment. However, it has been observed that it is more difficult to gain back lost image and customer loyalty. Thus it is extremely necessary for organisations in hotel industry adapt strategies which are effective in retaining corporate image and customer loyalty.

## **2.2 Factors influences corporate image**

As per findings corporate image of an organisation in hotel industry is influenced by several factors. These factors act as a catalyst in promotion of business for organisation in hotel industry. It is vital for organisations to ensure that these factors are taken care of in order to gain profit and enhance their business growth (Cheng & Rashid, 2015). Some of the prominent factors that influences corporate image are social media communication, service quality and customer satisfaction. Brief discussion of how these factors influences corporate image is provided below.

### **2.2.1 Social media communication**

According to Cheng and Rashid (2013), in modern day world communication process over social media is found to be an effective tool in creating brand awareness and development of corporate image. As per findings corporate image can be influenced by use of social media in two ways. One deals with content generated by firm and the other deals with content generated by users. According to Cheng and Rashid (2015), both this process is found to be effective in drawing the attention of people towards availing of service from the Malaysian hotel industry. Hotel industry in Malaysia needs to focus on the presentation of their organisation content, so that they are able to showcase the facilities and services as per the expectation of customers (Lahap, O'Mahony & Dalrymple, 2016).

Firm generated content - it has been observed in this technologically advanced world that people are shifting towards digital services at a very fast rate, making competition stiff for hotel industries to retain their position and potential customers. According to Liat *et al.* (2017), it has been observed that most of the tourists that are travelling to their tourist destination tend to pre-book their hotel so that they do not face difficulty after reaching. Now it becomes essential for organisations in hotel industry to decorate their online content based on the hotel rooms and service they provide focusing on every vital detail (Lahap *et al.* 2016). This will make it easier for customers to get an idea of service they are going to avail.

User generated content - this content generated by users of service from Malaysian hotel industry acts as feedback. According to Kasim *et al.* (2014), this feedback helps hotel industry in both ways one by pointing the areas that needs to be improved and the other dealing with acting as a reliability statement for tourists willing to avail the service. Feedback from previous customer in social media and online website of organisation helps in developing corporate image for hotel industry.

### **2.2.2 Word of mouth (WOM)**

According to Sumaco, Hussain and Imrie (2014), word of mouth is found to be another vital factor which helps in enhancement of corporate image for hotel industry. As per findings most of the hotels in Malaysia are found to have focused on corporate



image development well. Word of mouth plays a significant role in promoting the business as well as corporate image of organisations hotel industry.

Findings indicate that feedback of person to another over service quality and hospitality provided by hotel organisations is more effective in increasing business (Lahap, O'Mahony & Dalrymple, 2016). This is so because people tend to believe more in feedback received from users than any other sources and if a customer likes the service provided organisation he will surely come back for a second time and recommend others to avail services of that particular organisation. This in turn will help in increasing the network chain of hotel service users and also enhance its corporate image. According to Lahap *et al.* (2016), word of mouth has been to be effective in creating and destroying corporate image of organisations in hotel industry. The service experience which customer takes along with them has a deep impact over their perception and influences their word of mouth.

### **2.2.3 Service Quality**

According to Bouranta *et al.* (2017), service quality is another such major factor which influences corporate image development. As per findings it has been obtained that it is customer care and provision of high quality products and services at lower price which helps in creation of corporate image. Service quality of hotel industry matters a lot in development of corporate image. This is so because service is the ultimate end product which is provided to users in hotel industry and provision of poor quality service can have negative impact on perception of customer which may lead to decrease in footfall. In worst cases, tourists provide feedback of service quality to their friends' family and colleagues and forbid them from using service from particular organisation (Kasim *et al.* 2014). This can lead sharp fall in profit margin of organisation and may also affect the entire hotel industry by creating a negative image in mind of tourists. These elements provide opportunities to competitor organisations towards attracting their service at affordable prices. Thus, it is necessary of hotel industry in Malaysia to concentrate on service quality (Dedeoğlu & Demirer, 2015).

Apart from customer care and provision of high quality services and products, organisations in hotel industry need to develop trustworthiness among customers and bring innovation in their operation. According to Saeidi *et al.* (2015), cases have been

observed were trustworthiness have not been maintained in facilities promised and the one provided. Tourists are lured with promise of superior quality service provision while booking hotel rooms and when they visit in actual level of service quality provided is not as promised (Veloso, Fernandes & Magueta, 2017). This causes negative corporate image creation. Thus it is necessary for hotel industry of Malaysia to maintain service quality so that positive response is received from customers.

### **2.3 Customer satisfaction**

As per findings, it has been observed that customer satisfaction is considered to be an important aspect in hotel industry. According to Dedeoğlu & Demirer (2015), hotel industry unlike other industry, focus is given on customer retention. This is so because customers seem to be heart of this industry and negligence to it may result in business failure. It is only through customer satisfaction that organisations in hotel industry can prosper (Kasim *et al.* 2014). On the basis of literary findings, it has been observed that customer satisfaction is interrelated with customer loyalty. This indicates that without customer satisfaction it is almost impossible for organisations in hotel industry to gain loyalty of customers. Moreover, it has been observed that entrance of many investors in hotel industry has been influenced by ability of organisation and their willingness to meet the requirement of customers (Veloso, Fernandes & Magueta, 2017). These facilities are provided to customers at reasonable prices without compromising on the quality of service provided. This helps in increasing the corporate image and business of hotel industry.

As per findings, for an organisation to remain competitive in hotel industry it is essential to meet customer satisfaction (Hsiao *et al.* 2014). It must also track its performance over provision of quality service. This is the place where technology comes in, along with time and advancement in technology several tools have been developed which helps hotel industry to evaluate their performance. It has also helped management of hotel industry to track statistics based on customer satisfaction. Some of the common tool used involves implementation of online survey process in order to monitor customer satisfaction.

According to Ali, Hussain and Ragavan (2014), Benchmarking is considered to be an effective strategy used in hotel industry of Malaysia in order to enhance customer satisfaction. Special care is provided to customers that are using repeated services as a token of loyalty from hotel organisation.

## **2.4 Customer loyalty**

On the basis of literary findings, it has been uncovered that the main reason behind success and failure in business of organisation operating in this industry deals with customer loyalty (Ali, Hussain & Ragavan, 2014). One of the vital elements in retention of customers depends on the quality of service provided. Customer loyalty for an organisation in hotel industry of Malaysia and other parts of the world indicates the effectiveness of stakeholders and management in ensuring customer satisfaction to its clients.

An approach by management towards customer loyalty is capable of improving the competitive nature of hotels in Malaysia (Hsiao *et al.* 2014). In order to gain greater success in customer loyalty and satisfaction, it is essential for management of hotel industry to focus over meeting the needs of the customer. Provision of extra services has also been witnessed to be effective in increasing customer.

According to Kandampully, Zhang and Bilgihan (2015), providing customers with services apart from the ones promised creates a deep impact over their perception and provides them with utmost satisfaction.

Figure 2: Table indicating key drivers of customer loyalty in hotel industry for an organisation

Key Drivers of Customer Loyalty	Average	Sample Goal	Regression Coefficient	Economic Impact*
Comfortable	93.1	94.1	0.672	\$782,058
Welcome	94.2	95.2	0.653	\$759,535
Friendliness / helpfulness of staff	95.5	96.5	0.627	\$729,178
Overall condition of the resort	92.6	93.6	0.617	\$717,924
Attitude of the staff	95.3	96.3	0.572	\$664,948
Value for price	86.2	87.2	0.550	\$640,017
Staff members' can-do attitude	93.0	94.0	0.507	\$590,136
Important	89.3	90.3	0.502	\$584,393
Staff members' knowledge of resort and facilities	92.2	93.2	0.430	\$500,389
Friendliness / helpfulness of front desk staff	92.0	93.0	0.404	\$469,882

(Source: Ali *et al.* 2016)

As per the findings of Ali *et al.* (2016), a lot of effort is being given by organisations in hotel industry in order to understand the need of customers and fulfil them. In this process they often get to learn about various factors that are present and help in influencing customer satisfaction. Based on past records it is wiser for organisations in hotel industry to retain their old customer than spending more money over attracting new customers (Ali, Hussain & Ragavan, 2014).

Efforts must be given by managers to focus on potential customers and compel arrangements based on steadfastness as well as customer loyalty. According to Ali *et al.* (2016), a combined effort of all the stakeholders is required in order to enhance customer loyalty. This in turn will increase business and profit of hotel industry and help the nation's economy to grow and develop further.

## 2.5 Hypothesis Development

### 2.5.1 The relationship between social media communication and hotel image

As for this study, social media communication is classified into two forms which is user generated communication and firm created communication as suggested by Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). As social media is widely used by consumers nowadays, it has become a marketing tool for hoteliers to promote

its hotels. Internet is common to be used as a marketing platform to share and publish information for a firm (O'Connor, 2010)

The user generated communication which is the online reviews, comments and ratings provided by the consumers tend to have positive hotel image (Ford & Bach, 1997). It stated that this information enable hoteliers to enhance its hotel image by improving the hotel management decision making. According Barreda, A., & Bilgihan, A. (2013), user generated communication has a huge impact to the hotel industry where it influences the hotel image. In his study on Trip Advisor, the positive comments for the caring employees positively impact customer impression to the hotel and it lead to the enhancement of hotel image. As the comments given by the consumers have a direct impact to hotel image, hotel managers has the responsibility to monitor it.

According to Litvin et al. (2008) user generated communication act as a crucial role in developing business and marketing strategies, and it do have impact to the hotel image and reputation. It can be used to collect the precious consumer feedback, develop a strong loyalty relationship between consumers and by doing this, it boosts up the image of hotel. Furthermore, bad reviews for a firm will not have any impact to the image of the firm but it gives an opportunity for a firm to do more engagement with consumers (Eyefortravel,2007). If the firm is able to respond to the bad reviews quickly, it can increase the customer satisfaction (Schmallegger and Carson,2008).

While the firm created communication is the effort of the firm on social media to promote its image, purchase intention, customer satisfaction and customer loyalty. It is also one of the best ways to influence consumers mind and raise awareness of the firm. According to Bruhn, M et al, it demonstrated that firm generated communication is significantly influences brand image. As the firm generated communication is fully control and manage by the firm and always target to promote its image in the positive way, hence it creates a positive image of the firm. If the firm communication is helpful and able to answer the questions raise by the consumer then firm created communication will have favorable impact the image of the firm (Yoo et al,2000).

Based on above discussion, it has been shown that firm created social media and user generated social media positively influence the image of the firm. Hence, in this study, we will study the relationship between social media communication and hotel image. The hypothesis is developed as below:

H1: Firm created social media communication has positive direct effect on hotel image

H2: User generated social media communication has positive direct effect on hotel image

### **2.5.2 The relationship between Word of mouth communication and hotel image**

Nowadays, people are depending on word of mouth to judge products and services. Even in the lodging industry, it is also plays a crucial role that impact hotel image. According to Jansen et al, 2009, WOM influences customer perception towards brand image. In Jansen et al, 2009 study, it stated that once the implementation of WOM began, there will be positive and negative comments about the firm and it will impact the brand image. Besides, many researchers confirmed that there is a positive relationship between WOM and hotel image (Kandampully et al., 2003; SH Lee et al., 2003; JS Lee & Back, 2009). The positive of WOM from one to another person about the hotel will enhance the consumer perception of hotel and then lead to the increase of hotel image.

In the search of accommodation, consumers tend to get inputs from the someone they know and the opinions given by that person is crucial to form the image about the hotel. Hence, the opinions given by that person will have a direct influence in consumer on the purchase intention based of their perception of hotel image (Crotts,1999). According to Ishida, K., Slevitch, L., & Siamionava, K. (2016), it demonstrated that word of mouth communication is significantly impact hotel image. In the study of Ishida, K., Slevitch, L., & Siamionava, K. (2016), it shown that word of mouth communication has a huge impact to hotel image compare to electronic word of mouth.

Word of mouth communication also has been recognized as one of the most crucial factor that influences hotel image (McCleary,1999). In the study of McCleary (1999), it has investigated the first time visitor tend to search information and advices about the hotel from friends and relatives. By doing this, first time visitor would have good impression about hotel image and hotel image will be improved. Hence, word of mouth is the most trustful contact that consumer has and it does have positively effect to the hotel image when choosing the hotel (McCleary,2009). Moreover, study by

Kim, Y. (2009) showed that negative word of mouth has a negative impact to image. In the study, it can be summarize that negative word of mouth communication with high reliability will cause the decrease of image of the firm.

Thus, more research is needed to support the positive relationship between word of mouth communication and hotel image. Hence, the hypothesis is developed as below:

H3: Word of mouth communication has positive direct effect on hotel image.

### **2.5.3 The relationship between service quality and hotel image**

As hotel image plays an important role to determine the success of lodging industry. Hence, it is vital to determine the factors that affect hotel image. The greater the experiences gained by customers, the greater the image of hotel (Aydin and Ozer, 2005). Still, many researchers have difficulty to find out the relationship between service quality and hotel image. The services provided by hotel mostly are intangible items (Wilkin et al, 2009) and it does cause the difficulty to source out the relationship between service quality and hotel image. Thus, hotelier tends to provide services in physical environment and face to face contact with customer to promote hotel goods and services and by doing this, it creates the positive image to customer (Nguyen,2006). Thus, it has a relationship between service quality and hotel image. The continuously present the services by hotelier have form a good image at the perception of customers (Surprenant and Solomon, 1987). Customers that experiences services over and over again will recognize the hotel service quality and they will have a good image of the hotel ( LeBlanc & Nguyen, 1998)

Besides, image is very complex concept. However, image is influences by two elements which are emotional and factual. These two elements can built up customer impression and hotel image (Hunt and Keaveney ,1992). For instance, hotel employees provide services such as caring action, readiness and willingness to help would improve customer impression and cause a favorable hotel image (Little and Dean, 2006). Hence, there is a positive relationship between service quality and hotel image. The services provided by the employees above are from the emotional effect. This emotional effect will then create an alert to customer about the hotel image (Kandampully, 2000). Many research from Kandampully stated that great service quality provided by the hotel will lead the hotel to gain great hotel image. Ritz Carlton

is a good example. Ritz Carlton will give employee encouragement and recognition if employees provide the excellent services to the customer. It is not only enhances its image but also take care of its image among competitors. It has shown that service quality has a direct impact to hotel image.

In the study of Barreda, A., & Bilgihan, A. (2013), it showed that service quality is positive impact the hotel image. In their study, it stated that if customer is happy with the service quality served by the hoteliers, customer will be more satisfied and then build a positive hotel image.

Furthermore, there is also many researchers found that service quality has a positive impact to hotel image (Kandampully,2000; LeBlanc, 1996,1998). Hence, in this study, we will study the relationship between service quality and hotel image. The hypothesis is developed as below:

H4: Service quality has positive direct effect on hotel image.

#### **2.5.4 The relationship between hotel image and customer loyalty**

As per the findings of Ali, Hussain & Ragavan (2014) it has been reported that hotel image and customer loyalty are interrelated to each other. Hotel image and customer loyalty is related to each other in direct proportion (Velooso, Fernandes & Magueta, 2017). This indicates that with increase in customer loyalty for organisations in hotel industry, the corporate image is expected to increase (Amin et al. 2017). On seeing it the other way round, the increase in corporate image is capable to increase customer loyalty. Providing a brief explanation it can be said that corporate image of is going to increase with increase in number to customers availing the hotel's service (Ayob, Wilson-Evered& McGrath, 2017). Moreover, in the study of Ayob, Wilson-Evered& McGrath (2017), the feedback obtained from customer corporate image will get enhanced as it is the greatest source of reliability for tourists in terms of booking online hotel services.

On the other hand, enhanced corporate image is capable to attracting huge customer base for availing service of hotel industry (Ali, Hussain & Ragavan, 2014). Ali, Hussain and Ragavan (2014) explained that corporate image acts as a major factor of



comfort to tourists and it also assures them that they are availing the best service to their knowledge. Maintenance of corporate image is highly essential for hotel industry as it helps in influencing the attitude of customers (Hapsari et al. 2017). It also helps in influencing attitudes of employees, media analysts, stakeholders and influencers towards hotel industry. As per the findings of Ali, Hussain & Ragavan (2014), for an organisation it is quite difficult to build a corporate image in midst of such great competitive and crowded environment. However, it has been observed that it is more difficult to gain back lost image and customer loyalty.

Thus it is interrelated and beneficial in both ways for organisation to ensure corporate image and customer loyalty. The aforementioned factors are among the several important factors which are considered to be pillars of success for hotel industry.

Hence, in this study, we will study the relationship between hotel image and customer loyalty. The hypothesis is developed as below:

H5: Hotel image has positive direct effect on customer loyalty.

### **2.5.5 The relationship between hotel image and customer satisfaction**

As per the findings of Ali et al. (2016), it has been observed that a lot of focus has been by hotel industry of Malaysia in maintaining its service quality and providing ultimate satisfaction to customers. Moreover, findings indicate that hotel image is related to customer satisfaction (Martínez& del Bosque, 2015). The reason for saying so deals with the fact that customer is considered to be the heart of business in hotel industry and it is essential to meet the need of customer in order to satisfy them.

According to Manhas & Tukamushaba (2015) Success of organisation in hotel industry is deeply related with customer satisfaction (Ayob, Wilson-Evered& McGrath, 2017). It is evident in many cases that customer footfall over hotels has decreased considerably over failure in meeting their needs. It is high time for organisation to think of new strategies and apply them in their business operation in order to satisfy customers with all their needs. According to Ali, Omar & Amin (2013), continuous innovation have been identified as the only way to bring customer satisfaction in hotel industry of Malaysia.

The rising level of competition in hotel industry is forcing organisations to think of innovative ways in which market position as well as potential customers to organisations can be regained (Ali, Hussain & Ragavan, 2014). Findings reflect that hotel image is greatly affected by customer satisfaction provided. If customer is satisfied with service quality provided, it will have a positive impact on brand image of organisation and help it to prosper. However, if poor quality of service is provided to customers, then customer feedback is going to have an adverse effect on image of hotel and on business of organisation in hotel industry (Ali, 2015). This is so because customer feedback over social platform will make tourists aware about poor service quality provided by organisation. Furthermore, it will forbid tourists from service provided by that particular organisation (Velooso, Fernandes & Magueta, 2017).

Moreover it has been observed that entrance of many investors in hotel industry has been influenced by ability of organisation and their willingness to meet the requirement of customers. These facilities are provided to customers at reasonable prices without compromising on the quality of service provided. This helps in increasing the hotel image and business of hotel industry. Thus it is clearly understandable, that image of hotel is directly related to customer satisfaction, and if customers are not satisfied it is difficult to gain their loyalty.

Hence, in this study, we will study the relationship between hotel image and customer satisfaction. The hypothesis is developed as below:

H6: Hotel image has positive direct effect on customer satisfaction

### **2.5.6 The relationship between customer satisfaction and customer loyalty**

As per the findings of Manhas & Tukamushaba(2015), it is indicated that customer loyalty is related to customer satisfaction and both of these factors taken together account for success of an organisation in hotel industry of Malaysia. According to Othman and Hemdi (2014), customer loyalty deals with loyalty and willingness of customers to use hotel service again and again on the basis of hospitality received. On the other hand, customer satisfaction deals with the ability of organisation in hotel industry to understand the needs of customers and provide them with quality service (Ayob, Wilson-Evered & McGrath, 2017). Customers are generally satisfied if the

services promised are provided well and additional perks are gifted with it. It can also be considered as a strategy of hotel organisations effective in increasing business and corporate image. Furthermore it can also be said that increase in customer loyalty for hotel industry in Malaysia is only possible if satisfactory services are provided to customers along with maintenance of quality (Veloso, Fernandes&Magueta, 2017).

Even though fulfil customer needs is vital but it can't stand strong for long as it has no promise that customer will revisit again (Dube et al,1994). However, expert explained that customer satisfaction is the forerunner to customer loyalty (Cronin and Taylor, 1992). Customer satisfaction is significantly impact to customer loyalty (Barsky, 1992). It is indicated that satisfy customer tend to increase customer repeating purchasing behaviour and it leads to the increase of customer loyalty. While in the study of Thompson and Getty (1994) in hotel industry, it demonstrated that the willingness to introduce to others and dedication to stay at the same hotel in future is based on their satisfaction of the services provided by the hotel. Hence, it can be concluded that there is a positive relationship between customer loyalty and satisfaction. Furthermore, in the hospital industry, patients that has high satisfaction would come back again and it has showed their loyalty towards the hospital (Frey, Daly and Woodside, 1989). Thus, customer satisfaction is significantly impact customer loyalty.

Hence, in this study, we will study the relationship between customer loyalty and customer satisfaction. The hypothesis is developed as below:

H7: Customer satisfaction has positive direct effect on customer loyalty

### **2.5.7 The mediating effect of customer satisfaction in the relationship between hotel image and customer loyalty**

As per the findings, customer satisfaction plays a media ting role in establishing a positive relationship between hotel image and customer loyalty. According to Cheng, B. L., and Rashid, Z. A. (2015), the positive relation shared hotel image and customer loyalty can be better explained with the help of an example. Instance of an organization can be taken into consideration which provides poor quality service to its

customers. Moreover, the rooms shown online at the time of booking are different from the ones which are being provided. This difference in service quality promised and the ones provided leave a deep impact on the mind of customer and also creates a bad impression over the organization. As result the customers may post review about service obtained in social media, which has the potential to destroy brand image of organization and forbid others from availing the service of that particular organization (Cheng, B. L., & Rashid, M. Z. A. 2013).

On the other hand if the service quality provided by organization is of superior quality, it will provide satisfaction to potential customers and help organization in retaining them. Furthermore, customer loyalty will help organization in gaining positive feedback from customers and this in turn will increase the corporate image of organization through various social media platform (Kandampully, J., Zhang, T., & Bilgihan, A. 2015).

According to Veloso, Fernandes and Magueta (2017), customer loyalty can only be gained after provision of customer satisfaction. If organizations are unable to provide then customer will provide negative feedback about the organization which in turn will hamper its hotel image. As per findings, customer satisfaction is being witnessed to provide organization success in the past to many organizations. It is considered as the main element for retaining of potential customers. With the help of customer satisfaction loyalty of customer towards organization will increase. This increase in loyalty will boost the corporate or hotel image and help it to prosper.

Hence, in this study, we will study the mediating effect of customer satisfaction in the relationship between hotel image and customer loyalty.

The hypothesis is developed as below:

H8: Customer satisfaction mediated the relationship between hotel image and customer loyalty.

## **CHAPTER 3**

### **RESEARCH MEHODOLOGY**

#### **3.1 Introduction**

The purpose of this chapter is to describe the research design and methodology that will be used to test the hypotheses developed for this study. The first section of the chapter will highlight the overviews of the research design. Subsequently, the discussion of sampling technique and its size will also be presented. This then follows by the discussion on questionnaire development and data collection procedures. This chapter will ends with a discussion on the proposed statistical analyses for the study.

#### **3.2 Overview of Research Design**

In any research study, research design is an important step to be addressed by the researchers before the study being performed. Research design is defined as the blueprint for the collection, measurement and analysis of data (Burns & Grove, 2003). According to Saunders et al. (2012), the research design should include the research philosophies, approaches, strategies, choices, time horizons and research techniques and its procedures. Due to the nature of the study, this study employed a quantitative methodology based on the positivist philosophies. Moreover, this research also used a cross-sectional study in which the data will be collected from a population at one specific point in time. As for the context of survey methods, Rundle-Thiele (2005) argued that the most common data collection methods in marketing are namely as: (1) self-administered questionnaire, (2) telephone interviews and (3) face-to-face interviews. Among all of these methods, a self-administered questionnaire survey was used for this study. Moreover, it is reported that self-administered questionnaire surveys are effective compare to the rest because it can provide high response rate,

lower cost, does not require any visual aid or face-to-face interview, has a low level of intrusiveness and suitable for the study with a short time period (Bryman& Bell, 2015; Zikmund et al., 2013).

### **3.3 Sampling Design**

According to Veal (2006), defining the target population is the initial step that needs to be address by researcher when designing sampling process. Veal (2006) defines target population as “the total category of subjects which is the focus of attention in a particular research”. The target population for the present study covers all the international tourists who have stayed overnight at the luxury hotels (four star and above) at Federal territories (Kuala Lumpur and Putrajaya), Selangor state and Penang state of Malaysia. These locations were chosen as it has the highest numbers of international tourists and lodges.

Sampling frame is needed if the target population is confirmed. According to Cooper (2006), sample frame is important as it will determine the course of sampling method whether a researcher should use probability sampling or non-probability sampling. The decision to adopt non-probability or probability sampling method is one of the important decisions in the sampling design process. Sekaran (2016) explained non-probability sampling method as a sampling technique that depends on researcher’s judgment whereas probability sampling method is explained as a sampling technique that uses some form of random selection.

As for this study, sampling frame cannot be compiled as the regulation of Malaysia prohibits hotel operators to reveal any information to the public in order to protect the privacy aspect of the guests. Hence, non-probability sampling is used in this paper. According to Zikmund et al. (2013), there are four types of non-probability sampling: snowball sampling, judgmental sampling, convenience sampling, and quota sampling. Out of all the non-probability sampling methods available, judgemental sampling has been adopted for this study.

### **3.3.1 Sample Size**

Sample size refers to the number of units that were chosen from which data were gathered (Lavrakas, 2008). Sekaran (2016) contended that the sample size is vital for research as sufficient samples is reported to have more representativeness when it comes to generalization of the result and to increase the chance of finding to be significant difference. Moreover, determining sample size in a research is a complex and there is no standard agreement to this matter to date. For example, Sekaran (2016) argued that the most appropriate sample size should be larger than 30 and less than 500. Moreover, Hair et al. (2010) reported that the minimum sample for the research is to have at least five (5) times as many observations as there are variables to be analyzed. Tabachnick and Fidell (2001) reported that any sample size above 300 will provide a good statistical result. Besides, the evidence from prior tourism studies Malaysia shows that 150 to 300 respondents will be a good statistical result (e.g. Lau et al., 2005; Poon & Low, 2005, Sidin et al., 2001). Based on the discussion above, therefore, a sample size of 300 was used for this study.

### **3.3.2 Sampling Procedures**

The survey questionnaires were distributed equally to the international tourists at Kuala Lumpur International Airport (KLIA), Kuala Lumpur International Airport 2 (KLIA 2) and Penang International Airport (PEN) using survey questionnaire. These airports were chosen for this study due to high availability of international tourists. The period of data collection is between July and August of 2017. There are two screening criteria being imposed by the researchers in order to obtain reliable responses from the target respondents. The requirements were (1) the respondent must be the international tourist, and (2) he or she has stayed at least one night at the luxury hotel during his/her stay in Malaysia. The respondent who satisfied these requirements were then qualified to participate in this study.

### **3.4 Survey Instrument Development and Operationalization**

A self-administered survey questionnaire is used for the purpose of data collection for this study. According to Cooper (2006), survey questionnaire should be developed with the use of a comprehensive review of related literature, research objectives,

conceptual and operational definitions of the constructs, as well as personal communications with the experts and researchers in the field of study. In this research, a combination of scale-response and closed-ended questions were adopted. The close ended questions is referred to the questions that easier to understand and does not require interviewers intervention such as questions relating to socio-demographic profile. The remaining of the questions relating to the constructs in the study were measure using “Likert” scales. Scale-response questions were adopted as it allows the researcher to use statistical tools for analysis and to measure the intensity of the respondents’ answers (Zikmund et al., 2013).As for this study, 7-point Likert-scale format (e.g. 1 = “Strongly Disagree” and 7 = “Strongly Agree”) was used.

The constructs in this study consists of firm-created social media communication (3 items), user-generated social media communication (3 items), word-of-mouth communication, service quality (5 items), hotel image (10 items), customer satisfaction (4 items) and customer loyalty (7 items). Table 1 demonstrates the sources of the measurement scales and its corresponding items.

Figure 3: List of Measures in this Study

Measure	Authors	Sample of items
Firm-created Social Media	Bruhn et al. (2012)	<ol style="list-style-type: none"> <li>1. The level of this hotel’s social media communications for its image meets my expectations.</li> <li>2. Compared with the very good social media communications of other competing hotels, this hotel’s social media communication for its image performs well.</li> <li>3. I am satisfied with this hotel’s social media communications for its image.</li> </ol>
User-generated Social Media	Bruhn et al. (2012)	<ol style="list-style-type: none"> <li>1. The level of the social media communications feedback expressed by other users about this hotel meets my expectations.</li> <li>2. Compared with the very good social media communications of other users’ feedback about other competing hotel brands, the social media communications of users’ feedback about this hotel performs well.</li> </ol>



		3. I am satisfied with the social media communications feedback expressed by other users about this hotel.
Word-of-Mouth Communication	O'Cass and Grace (2004).	<ol style="list-style-type: none"> <li>1. My family/friends influenced my attitude towards this hotel.</li> <li>2. My family/friends mentioned some things I had not considered about this hotel.</li> <li>3. My family/friends provided some different ideas about this hotel.</li> <li>4. My family/friends influenced my evaluation of this hotel.</li> <li>5. My family/friends helped me make a decision in selecting this hotel.</li> </ol>
Service Quality	Suhartanto (2011)	<ol style="list-style-type: none"> <li>1. The staff of the hotel are trustworthy.</li> <li>2. The staff of the hotel provides service in a timely manner.</li> <li>3. The staff of the hotel performs the service right the first time.</li> <li>4. This hotel provides an environment that is free from danger.</li> <li>5. The staff of the hotel understand my individual needs.</li> </ol>
Hotel Image	Kandampully and Suhartanto (2000)	<ol style="list-style-type: none"> <li>1. The hotel is conveniently located.</li> <li>2. The hotel has up-to-date physical facilities.</li> <li>3. The hotel has attractive interior design.</li> <li>4. The hotel is worth the price I paid.</li> <li>5. The quality of services provided by the hotel is excellent.</li> <li>6. Overall, the employees of the hotel have performed excellently.</li> <li>7. The hotel has distinctive atmosphere.</li> <li>8. The hotel has excellent reputation.</li> <li>9. The hotel has attractive external appearance.</li> <li>10. The hotel has attractive layout.</li> </ol>
Customer Satisfaction	Olorunniwo et al. (2006)	<ol style="list-style-type: none"> <li>1. I am satisfied with my decision to visit this hotel.</li> <li>2. My choice to stay at this hotel was a wise one.</li> <li>3. I think I did the right thing when I chose to stay in this hotel.</li> <li>4. I feel that my experience with this hotel has been enjoyable.</li> </ol>
Customer Loyalty	Skogland and Siguaw (2004)	<ol style="list-style-type: none"> <li>1. I consider myself to be a loyal guest of the hotel.</li> <li>2. If the hotel were to raise the price, I would still patronize the hotel.</li> <li>3. I would not switch even if a competing hotel were to offer a better rate or discount on their services.</li> </ol>

		<ol style="list-style-type: none"> <li>4. In the near future, I intend to use this hotel more often.</li> <li>5. As long as I travel to this area, I do not foresee myself switching to a different hotel.</li> <li>6. I would highly recommend the hotel to my friends and family.</li> <li>7. I am likely to make positive comments about the hotel to my friends and relatives.</li> </ol>
--	--	---

### 3.5 Pilot Test for the Questionnaire

The pilot test is needed to test the questionnaire as it is done by a analyst. The questionnaire was reviewed by five experts from hotel industry and three academics. It was suggested by the experts that two of the questions in the questionnaire to be paraphrased in order to avoid confusion, in which the researcher has amend accordingly. Moreover, the pilot test was conducted on 50 hotel guests as suggested by Sekaran (2016). According to Sekaran (2016), elimination or adaptation is required if the outcome of the reliability tests (alpha is coefficient) is low. As a whole, the outcome from the reliability tests shows that all the constructs have a good alpha coefficient, thus, no further changes required for the questionnaire.

### 3.6 Data Analysis Procedures

According to Sekaran (2016), data analysis played an important role in answering research questions, keeping human bias away from the research conclusion and to project meaningful results for a research. Sekaran (2016) further added that an appropriate data analysis can maintain the meaning and integrity of the research findings. The data analysis procedures in the present study included various statistical analyses such as reliability analysis, descriptive analysis, regressions analysis and mediation analysis. Statistical Package for the Social Sciences (SPSS) version 23 was used to perform the above analyses.

Before data analysis been conducted, the researcher has performed data cleaning of the dataset in order to address matter related to missing values. Moreover, normality test based on the value of skewness and kurtosis was also performed to determine the normality of the data. According to Hair et al. (2010), the date would be considered

normal if the variables in the study fall in the acceptable range value of Kline (2005) claimed that the acceptable range value of the skewness is ( $\pm 3$ ), and the range value of kurtosis is ( $\pm 10$ ).

In addition, the reliability analysis is performed on the measurement scales to examine and determine the internal consistency of the scale. It is reported that item with low internal consistency should be deleted from the scale (Pallant, 2007). Moreover, the acceptable range for internal consistency is measured based on Cronbach's coefficient alpha and the value should be above 0.70 (Pallant, 2007). Moreover, the validity test for the research constructs was conducted using Pearson's product moment correlation analysis. Descriptive statistics via frequency analysis was used to obtain the demographic profile of the respondents. This includes all the questions in section A of the questionnaire.

Subsequently, both linear regression and multiple regressions will be used to test the hypothesized relationship as proposed in the study. Lastly, mediation analysis based on the suggestion of Baron and Kenny (1986) was used to test the mediating effect of service quality in relationship between hotel image and customer loyalty.

### **3.7 Chapter Summary**

This chapter discussed the research methodology used in this study. In this chapter, the research design was reviewed and the sampling method and the data collection procedure have also been justified and explained. Finally, the statistical approaches to the data analysis were outlined.

## **CHAPTER 4**

### **DATA ANALYSIS**

#### **4.1 Introduction**

This chapter presents the results of the data analysis for this study. The objective of this chapter is to test the hypotheses that formed earlier and to achieve the research objectives. This chapter is divided into various sections that include various statistical analyses such as preliminary examination of data, descriptive analysis, reliability and validity tests, regression and mediation analysis. The last section of this chapter will present the summary of results of the findings.

#### **4.2 Preliminary Examination of Data**

This section will present the results of preliminary examination (data screening) for the data collected in this study. It is reported that a good preparation and analysis of the data will have a significant impact on the results of the findings (Sekaran, 2016). Sekaran (2016) further argued that preliminary examination of the data usually involved checking of the normality and missing values of the data. The following subsections will discuss the results of the relevant data screening techniques namely identification of missing data, normality and identifying outlier cases.

##### **4.2.1 Missing Data**

Missing data in a dataset occurs when a respondent failed to answer any of the questions in the questionnaire (Sekaran, 2016). It was also reported that missing value

can have a significant impact on the multivariate data analysis (Hair et al., 2010; Sekaran, 2016; Zikmund et al., 2013). Hence, the researcher addressed the missing value with the use of frequency analysis. It was found that only two samples were found to have missing values. Hence, only 298 usable samples were retained after the deletion of the two cases. The remaining dataset were then proceeds with examination of normality and outliers.

#### 4.2.2 Assessment of Normality

Normality in the data is often referred as a conventional assumption in the estimation process (Bai& Ng, 2005). Since that this research will be using regression analysis, the issue of data normality was considered as a critical issue that should be attended by the researcher. According to Tabachnick and Fidell (2001), the normality of the data can be accessed with the use of normal distribution and “skewness and kurtosis” test. According to Hall and Wang (2005), skewness can be explained as measure of symmetry of the data whereas kurtosis can be explained as the level of “peakness” for the data. Moreover, the data will be considered normally distributed if the values of skewness and kurtosis fall in the range between -2 and +2 (George &Mallery, 2010). Based on the results in Table 2, all the values of skewness for each of the research constructs in this study were ranging from -0.784 to -0.180 and kurtosis were ranging from -0.604 to 0.089, which suggested that the data for this study is normal distributed.

Table 1: Skewness and Kurtosis values for the Research Constructs

<b>Variables</b>	<b>Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
Firm-created social media	3	-0.784	0.089
User-generated social media	3	-0.390	-0.255
Word-of-mouth communication	5	-0.341	-0.207
Service Quality	5	-0.331	-0.604
Hotel image	10	-0.356	-0.531
Customer Satisfaction	4	-0.391	-0.395
Customer loyalty	7	-0.180	-0.091

### 4.3 Sample Demographics

Table 2 demonstrates the demographic profiles of the respondents who participated in the research study. Based on the statistic of Table 2, it was found that most of the respondents were female (50.7 %) compare to the male respondents (49.3 %). Moreover, most of the respondents were married (72.1 %), fall in age range between 46 to 55 years (27.0 %) and has a bachelor's degree (34.2 %). In terms of country of residence, most of the tourists were from Indonesia and China; and have visited Malaysia twice (40.6 %). Majority of tourists also arranged their trip with the used of travel websites(52.0 %) and visited Malaysia for leisure purpose (62.8 %).

Table 2: Respondents' Demographic Profile

<b>Variable</b>	<b>Classification</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	49.3
	Female	50.7
<b>Marital</b>	Single	21.8
	Married	72.1
	Widowed	3.0
	Divorced	2.7
	Others	0.3
<b>Age Group</b>	25 years old and below	2.7
	26 – 35 years old	18.0
	36 – 45 years old	27.0
	46 – 55 years old	27.3
	56 – 65 years old	19.7
	above 65 years old	5.3
<b>Educational Level</b>	High school or below	15.1
	Certificate or Diploma	27.5
	Professional certificate	10.4
	Bachelor's degree	34.2
	Postgraduate education	11.1
	Others	1.7
<b>Country of Residence</b>	Indonesia	28.5
	China	22.8
	Singapore	9.1
	South Korea	7.0
	India	6.4
	Australia	9.4
	United Kingdom	4.7
	Saudi Arabia	4.7
	Vietnam	1.7

	Thailand	2.3
	Iran	2.0
	Pakistan	1.3
<b>Numbers of Trips</b>	First time	36.6
	2 times	40.6
	3 times	12.4
	4 times	8.7
	more than 4 times	1.7
<b>Trip Arrangement</b>	Directly with the hotel	40.6
	Through travel websites (such as booking.com, agoda.com, taveloka.com, etc.)	52.0
	Through tour agency of your country of residence	4.7
	Others	2.7
<b>Purpose of Visit</b>	Leisure	62.8
	Conference or Seminar	3.7
	Visit Friends and Relatives	21.8
	Business	3.7
	Transit	6.0
	Others	2.0

#### 4.4 Validating of Constructs

This section will validate the measurement of the constructs adopted in this study (firm-created social media communication, user-generated social media communication, word-of-mouth communication, service quality, hotel image, customer satisfaction and customer loyalty) with the use of reliability analysis (Cronbach's Alpha) and validity test (Pearson product moment correlation analysis). Based on Table 2, all the constructs were considered to be reliable as the value of Cronbach's Alpha for the constructs are above the threshold value of 0.70.

As for the context of validity test, Pearson product moment correlation analysis was used to test the validity of measurement constructs. The statistical method can be conducted by correlating each item of the constructs scores with the totally score. There were two conditions that need to be met in order for the items valid: (1) Items that are significantly correlated with the total score and (2) the total score are greater than the critical value ( $r$ ). Since that there was 298 respondents involved in this study, hence, the critical value ( $r$ ) is 0.115 based on 95 percent confidence level. The product moment correlation analysis for the present study found that all the items for

the constructs are significantly related to the total scores of its respective constructs. Moreover, the total scores of the constructs items (in Table 3) are greater than the critical value of 0.115. Thus, all the measurement items for the constructs in this study are assumed to be valid.

Table 3: Reliability and Validity tests for the Research Constructs

<b>Variables</b>	<b>Items</b>	<b>Cronbach's Alpha</b>	<b>Range of Total score*</b>
Firm-created social media	3	0.880	0.865-0.919
User-generated social media	3	0.872	0.875-0.902
Word-of-mouth communication	5	0.891	0.753-0.883
Service Quality	5	0.915	0.851-0.878
Hotel image	10	0.948	0.695-0.871
Customer Satisfaction	4	0.940	0.910-0.932
Customer loyalty	7	0.904	0.712-0.851

Notes: \* generated from Pearson product moment correlation analysis for individuals items with its respective construct.

## **4.5 Hypotheses Testing**

### **4.5.1 Multi Linear Regression Analysis**

Multiple regression method was used to examine the factors (firm-created social media, user-generated social media, word-of-mouth communication and service quality) that influence hotel image. Specifically, H1, H2, H3 and H4 were addressed in this section. The  $R^2$  of 0.692 shows that almost 70% of the variation in evaluation of hotel image was explained by the regression model. Table 4 reported that both firm created social media ( $\beta= 0.310$ ) and service quality ( $\beta= 0.373$ ) have a significant positive direct effect on hotel image at 99% confidence level. On the other hand, user-generated social media ( $\beta= 0.108$ ) and word-of-mouth communication ( $\beta= 0.122$ ) have a significant positive direct effect on hotel image at 95% confidence level. In summary, H1, H2, H3 and H4 were supported.



Table 4: Result of Multiple Regressions

Model (R <sup>2</sup> = 0.692)	Standardized Coefficients		p-value
	Beta	t	
(Constant)		-3.225	0.002*
firm-created social media	0.310	5.964	.000**
user-generated social media	0.108	2.024	0.044*
word-of-mouth communication	0.122	2.012	0.045*
service quality	0.373	5.621	0.000**

Notes: The dependent variable is hotel image, \*\* p value < 0.001, \* p value < 0.5

#### 4.5.2 Simple Linear Regression Analysis

Simple linear regression method was used to the examine H5 (Hotel image has positive direct effect on customer loyalty), H6 (Hotel image has positive direct effect on customer satisfaction) and H7 (Customer satisfaction has positive direct effect on customer loyalty). Table 5 shows that hotel image has a significant impact on customer loyalty ( $\beta = 0.724$ , p value < 0.001) and customer satisfaction ( $\beta = 0.840$ , p value < 0.001). Moreover, it was also found that customer satisfaction was strongly associated with customer loyalty ( $\beta = 0.697$ , p value < 0.001).

Table 5: Result of Linear Regressions

Hypotheses	Standardized Coefficients		
	Beta	t	p-value
H5: Hotel image → customer loyalty	0.724	18.044	0.000**
H6: Hotel image → customer satisfaction	0.840	26.631	0.000**
H7: Customer satisfaction → customer loyalty	0.697	16.729	0.000**

Notes: \*\* p value < 0.001

#### 4.5.3 Testing the Mediation Effect

The proposed research model for this study indicates that service quality have a potential mediation effect on the relationship between hotel image customer loyalty. Referring to the suggestion by Baron and Kenny (1986), the role of mediator in this study is will only be established if the predictor variable (*hotel image*) have a significant effect on criterion variable (*customer loyalty*) and on the mediator variable (*customer satisfaction*); and the mediator variable (*customer satisfaction*) has a significant influence on criterion variable (*customer loyalty*). The full mediation only

takes place if the relationship between hotel image and customer loyalty become insignificant with the inclusion of customer satisfaction. Moreover, partial mediation effect will only take place if the strength of the effect of hotel image on customer loyalty reduced but still remained significant with the inclusion of customer satisfaction in the analysis.

As for hypothesis 8 (to examine the mediating effect of customer satisfaction on the relationship between hotel image and customer loyalty), Table 6 shows that all the mediating conditions as required by Baron and Kenny (1986) were fulfilled. Specifically, hotel image has a significant positive direct effect on both customer loyalty and customer satisfaction (as shown in Model A and Model B); customer satisfaction has a significant positive direct effect on customer loyalty (Model C). However, with the inclusion of customer satisfaction on the relationship between hotel image and customer loyalty (Model D), the strength of the relationship weakened from 0.724 in model A to 0.469 in model D and thus partial mediation is assumed. This explained that hotel image has an indirect effect on customer loyalty via customer satisfaction. Hypothesis 8 for this study is hence supported.

Table 6: Mediation Analysis

	Standardized Coefficients		p-value
	Beta	t	
<b>Model A (dependent variable: customer loyalty)</b>			
Hotel image	0.724	18.044	0.000**
<b>Model B (dependent variable: customer satisfaction)</b>			
Hotel image	0.840	26.631	0.000**
<b>Model C (dependent variable: customer loyalty)</b>			
Customer satisfaction	0.697	16.729	0.000**
<b>Model D (predictor: customer loyalty)</b>			
Customer satisfaction	0.303	4.213	0.000**
Hotel Image	0.469	6.526	0.000**

Notes: \*\* p value < 0.001, \* p value < 0.5

## 4.6 Chapter Summary

The present chapter investigated the hypotheses outlined in Chapter 2 with the use of SPSS. The study found that firm-created social media communication, user-generated social media communication, word-of-mouth communication and service quality have a direct positive influence on hotel image. Likewise, hotel image was also found to have a direct positive influence on both customer satisfaction and customer loyalty. The findings also revealed that customer satisfaction has a positive influence on customer loyalty and partially mediate the relationship between the hotel image and customer loyalty. In an attempt to organize the results, a condensed summary of the study's major findings is displayed in Table 7.

Table 7: Summary of Main Findings

<b>Hypothesized Relationship</b>	<b>Results</b>
H1: Firm-created social media communication has positive direct effect on hotel image	Supported
H2: User-generated social media communication has positive direct effect on hotel image	Supported
H3: Word-of-mouth communication has positive direct effect on hotel image	Supported
H4: Service quality has positive direct effect on hotel image	Supported
H5: Hotel image has positive direct effect on customer loyalty	Supported
H6: Hotel image has positive direct effect on customer satisfaction	Supported
H7: Customer satisfaction has positive direct effect on customer loyalty	Supported
H8: Customer satisfaction mediated the relationship between hotel image and customer loyalty	Supported

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 Summary of statistical analysis**

On the basis of study it has been obtained that the hypothesis framed for this research study are effective and the supporters the research to considerable extent. As a summary of the findings from multiple regressions conducted and the statistical data obtained, it can be said that corporate image matters a lot in hospitality industry. It is based on this corporate image that customers are drawn towards an organization. Increasing the hotel image or corporate image will help hotels in Malaysia to attract customers and expand their business. As per findings and statistics it has been observed that firm created social media communication has a direct and positive impact on hotel image as it helps in attracting clients by its application as an effective marketing strategy, making people aware of quality service provided by organisation at an affordable price will draw their attention and compel them to avail the services.

Becoming a buzz in social media helps in increasing corporate image. The description of facilities which will be provided over customer service creates an urge among social media users to know more and avail the service. It has also been found that user generated social media communication has helped hotel industry in increasing their sales by 30%. The user generated content generally includes reviews that are obtained from clients after availing of service from organisation. These review obtained helps in winning the trust of new and potential customers. It is being found that customers usually search for feedback over social media and official website of company to gain knowledge about the service quality. Moreover, available feedback given by clients or customers helps in increasing customer foot fall. 45% of the tourists' survey at

Penang and KLIA airport shows that they have opted for hotel services only after researching over the service quality. After getting review of service quality provided by several organisations, customers make decision about availing the service of an organisation. Talking about customer loyalty it has been observed that, service quality provided by organisation to customers helps in gaining customer satisfaction which in turn increases corporate image. One of the vital elements in retention of customers depends on the quality of service provided. Customer loyalty for an organisation in hotel industry of Malaysia and other parts of the world indicates the effectiveness of stakeholders and management in ensuring customer satisfaction to its clients. An approach by management towards customer loyalty is capable of improving the competitive nature of hotels in Malaysia. Apart from this word of mouth communication also plays an important role in increasing the business of organisation.

The statistical findings also indicate that customer satisfaction has a positive relationship with hotel image. It is only through customer satisfaction that organisations in hotel industry can prosper. On the basis of literary findings, it has been observed that customer satisfaction is interrelated with customer loyalty. This indicates that without customer satisfaction it is almost impossible for organisations in hotel industry to gain loyalty of customers. Moreover it has been observed that entrance of many investors in hotel industry has been influenced by ability of organisation and their willingness to meet the requirement of customers. These facilities are provided to customers at reasonable prices without compromising on the quality of service provided. This helps in increasing the corporate image and business of hotel industry. As per findings, for an organisation to remain competitive in hotel industry it is essential to meet customer satisfaction.

## **5.2 Discussion of finding**

As per the finding of literary articles taken into consideration for review it has been obtained that corporate image plays a major role in attracting customers for increasing growth in business. Corporate image plays a major role in success of business in hotel industry. According to research findings, corporate image is considered to be one of the most important assets in every organisation. This finding is in line with Bouranta et al. (2017), (Kasim et al. 2014). On the basis of study, it is this corporate image

which helps hotel industry to attract customer and tourists for availing their service. It is known fact that in present day world hotel services are selected on the basis of their outlook, facilities and service they provide. As per study, corporate image acts as a major factor of comfort to tourists and it also assures them that they are availing the best service to their knowledge. Maintenance of corporate image is highly essential for hotel industry as it helps in influencing the attitude of customers.

The research findings in this regard have been able exhibit the critical proportion of credibility in their authenticity. Based on such simulations it can be stated that the management of several hotels prevalent in Malaysia need to encourage such activities as integral components of their promotional strategies. For instance, in firm-generated social media communication, as it is essential to heed on the remarks and the reviews of the prospective customers, it is equally important to consider the remarks that potential customers generally make in the virtual portal as written or verbal equivalent of such fecund criticism. On the other hand, the management needs to train their employees to develop the acumen that might lead them to anticipate the specifications of a certain demand from the customers in order to contribute to the notion of customer retention. This is also considered as the integral dimension of the term service quality since most of the tourists attempt to perceive the proportion of quality of services by the means of that.

As per findings, hotel image also helps in influencing attitudes of employees, media analysts, stakeholders and influencers towards hotel industry. For an organisation it is quite difficult to build a corporate image in midst of such great competitive and crowded environment. However, it has been observed that it is more difficult to gain back lost image and customer loyalty. Thus it is extremely necessary for organisations in hotel industry adapt strategies which are effective in retaining corporate image and customer loyalty.

Hotel images are influenced by many factors and statistical study conducted in this research study also indicates that customer satisfaction and customer are associated with hotel image. This finding is in line with Dedeoğlu & Demirer (2015); Saeidi et al. (2015) which indicates that corporate image is considered to be one of the most important assets in every organisation. On the basis of study, it is this corporate image

which helps hotel industry to attract customer and tourists for availing their service. Corporate image acts as a major factor of comfort to tourists and it also assures them that they are availing the best service to their knowledge. Maintenance of corporate image is highly essential for hotel industry as it helps in influencing the attitude of customers; it also helps in influencing attitudes of employees, media analysts, stakeholders and influencers towards hotel industry.

Moreover, the greater is the hotel image, the more it is expected to gain success in its business by increasing the footfall of customer. The factors influencing corporate image are word of mouth, social media communication that are firm generated and user generated content. From the findings it has been obtained that corporate can be increased with the help of social media in two ways one deals with firm generated content while the other deals with user generated content. As the world is growing and technological development are taking place and people are also changing their lifestyle as an impact of this the traditional method of hotel booking procedures are changing and are being replaced by online services.

Kandampully, Zhang & Bilgihan (2015) and Ali et al. (2016), since customers prefer online booking more as it provides facilities like pre-booking and discounts, it is necessary for organisations in hotel industry to provide minute details to customers so that they can evaluate service provided and get attracted towards availing service provided by the hotel industry. As per findings it is necessary to note that several organisations are present in hotel industry of Malaysia thus it is essential for an organisation to develop content of its webpage in such manner that it is capable of attracting customers and provides all details expected by customers. On the other hand user generated contents are those which are generated by user and are commonly termed as feedback.

This feedback provides information about the service quality experienced in a particular hotel and based on this they are rated with star ratings system. This rating system helps generating the corporate image of hotel which is in line with findings of Ali, Hussain & Ragavan (2014). Thus, it can be said that user generated and firm generated content over social media acts as image enhancer and promoter of business. As per findings, it has been found that customer satisfaction and customer loyalty are

interrelated with hotel image. Service quality is another such major factor which influences corporate image development. Findings indicate that it is customer care and provision of high quality products and services at lower price which helps in creation of corporate image. Service quality of hotel industry matters a lot in development of corporate image.

This is so because service is the ultimate end product which is provided to users in hotel industry and provision of poor quality service can have negative impact on perception of customer which may lead to decrease in footfall. In worst cases, tourists provide feedback of service quality to their friends' family and colleagues and forbid them from using service from particular organisation. This can lead sharp fall in profit margin of organisation and may also affect the entire hotel industry by creating a negative image in mind of tourists.

On the basis of literary findings of Martínez & del Bosque (2015) and Manhas & Tukamushaba (2015), it has been observed that customer satisfaction is interrelated with customer loyalty. This indicates that without customer satisfaction it is almost impossible for organisations in hotel industry to gain loyalty of customers. Moreover it has been observed that entrance of many investors in hotel industry has been influenced by ability of organisation and their willingness to meet the requirement of customers. The facilities are provided to customers at reasonable prices without compromising on the quality of service provided. This helps in increasing the corporate image and business of hotel industry. The interrelation obtained between hotel image, customer loyalty and customer satisfaction from SPSS analysis helps in understanding the importance of such factors in gaining success over business in hotel industry.

### **5.3 Implication**

The implication drawn on the basis of findings suggests that customer satisfaction and quality service provision plays a major role in bringing business growth and profit to organizations in hotel industry. Thus it is necessary for organisations to focus on customer satisfaction as it is only way through which business of organisation can prosper. With focus over customer satisfaction hotels will be able increase their corporate image. It will also help in increasing the ratio of positive feedback received



from customers. Since the development in tourism industry is witnessed to be on rise and customer footfall in hotels are increasing on the basis of reliable service provided, exploration of this research study will enable the hotel industry of Malaysia to identify the factors that are essential in order to gain success in business.

As the multiple regression analysis suggests, the factors that have been identified as the prime influencer of the corporate image of hospitality industry (especially hotels) are reliable to frame the apprehensions upon. For instance, the first factor (firm-created social media communication) appears to impart a positive impact on the notions of corporate image. Most of the hotels in the Tourism sector of Malaysia appear to invest a considerable moiety of their annual revenue in promotional purposes while considering social-media as a reliable tool to exhibit their specification of services. Apart from the quality of services and other corporate concern, social media facilitates the promotion of the philosophy that backs the establishment of a corporate brand image.

This exploration will decide the parts of hotel administrations which are critical to clients and help to propose approaches to upgrade the hotel image, consumer loyalty and client satisfaction. The proposed result of this exploration would likewise profit tourism advertisers and DMOs specifically tourism department of Malaysia to promotion of its tourism business. On the basis of findings and analysis it can be said that development of friendly nature and better hospitality service will enable hotel organisations to reduce their overhead cost associated with marketing and advertising. Moreover, it will help in improving the corporate image of organisation in hotel industry ensuring more customer lodgings and footfall.

Apart from the firm-generated social media communication, as per the multiple regression analysis suggests, this study intends to exhibit the potency of user-generated social-media communication as a fecund tool of promotion. Averting the aspect of fetish, this emerging trend intends to celebrate intangible and immediate moments in the virtual portal. However, it is unable to portray a collective overview of the services of the hotel that most of the users are celebrating but it is able to pose a glimpse of that. The viewer, on the other hand, who intends to be associated with the celebration virtually, typically participates in the promotional strategies of the

respective hotel. In this regard, the management of such hotels are typically instructed to encourage such user-generated promotion in order to grasp their dedication and proportion of quality in their services.

The theoretical contribution indicates that corporate image plays major role in business operation for hotel industry. The findings based on theoretical works imply that organisations in Malaysia need to put more focus on service quality and customer satisfaction. This is so because hotel industry is a blooming industry and effective measures taken will help in increasing the customer footfall for organisation.

The findings also intend to point at Word-of-Mouth publicity as one of the prudent tools to establish customer loyalty and subsequent retention. As the validating phase of the hypotheses and the outcomes multiple regression analysis suggests, the quality of service and dedication towards the specifications of customer demands are supposed to be the foundation of word of mouth promotion. It is slightly different from user-generated social media promotion since the latter seems to operate with the constraint of celebrating an immediate moment, which, apart from the gloss, is potentially unable to exhibit an overview of the services of the hotel. On the other hand, the reflections of word of mouth publicity appear to present a cumulative overview of the services provided by a respective hotel and can be considered equivalent to the peer reviews. Most of the hospitality industries, especially in Malaysia are supposed to heed on the inclinations of the word of mouth publicities as the reliable index to judge their standard of services.

In this phase of the study suite, it is a potential exaggeration to mention service quality as an influential variable to anticipate the prospect of the brand image of the hotel. It has been observed regarding the conduction of the interactive sessions that most of the potential tourists perceive the quotient of service quality as a product of the attachment that the exponents of the respective hotel dispenses regarding the nuances of specifications that they seeks in their demands. Moreover, most of the tourists happen to associate the notions of service quality with the acumen of anticipating the demand and specification that they are vulnerable to seek with let them a bash in inconvenient circumstances. In this regard, the management of Malaysian hotels intend to train their attendees with the acumen of anticipating these factors. This is also being viewed as an effective strategy for customer retention as

such attitudes reflects a friendly ambience with the hotel premises and simultaneously ensures consecutive footfalls of the core customers.

The notion of customer satisfaction is also dealt as the underlying or embedded concern of the strategies framed to deal with the remarks of customer retention. As one of the moot objectives of this study is to deal with the notions of service quality as an influential component to enhance the corporate image of the hotel industries, it is imperative for the management to deal with the nuances of customer satisfaction as well.

In summary, the findings of the underlying research happens to heed on several aspects (which has been treated as independent variables) that might supplement to the prosperity of the corporate image which intends to better at each of the phases of strategic employment. In this regard, the intellect seeks refuge to the axioms of strategic management of marketing theories and seems to encourage the quality of service as a cardinal component to flourish within hotel industries. Furthermore, in order to determine the managerial obligations, the findings also intend to heed on the aspects that appear important to retain desired customer turnovers. Moreover, the findings of this study intend to propose prudent and effective micro-marketing strategies in order to ensure seamless facilitation of their upcoming strategies regarding customer retention and brand loyalty of the customers. The noteworthy knowledge and input that this study intends to provide is supposed to administrate a moral and critical understanding of the behaviours of the core consumers while exploring several other aspects that might consolidate the prevalent brand image of the respective hotel and identical hospitality industries.

#### **5.4 Limitation**

Less availability of time for this research study acts as a limitation and data available for the conduction of the research on the internet are not adequate. This is so because the tourism industry of Malaysia is almost new and it will take time for it develops its reputation among foreign as well as domestic tourists. At the same time it is difficult for the researcher to get survey process conducted successfully for conduction of SPSS analysis. This is so because a total of 250 respondents were determined for the

survey process in Penang and Klia airport and most of tourists arriving at the airport were reluctant in completing the survey process. Furthermore, the researcher feels that inclusion of primary qualitative research or interview process would have given more effective information.

This in turn is affecting the efficiency of the data collected. Apart from this budget has also been identified as a limitation towards effective conduction of research study, less allocation budget is preventing the researcher from finding more data for the study. Cases have been observed where trustworthiness have not been maintained in facilities promised and the one provided. Tourists are lured with promise of superior quality service provision while booking hotel rooms and when they visit in actual level of service quality provided is not as promised. This causes negative creation of hotel. Thus it is necessary for hotel industry of Malaysia to maintain service quality so that positive response is received from customers. The factors determined to have an impact on hotel image in this research study needs to be addressed carefully and efficiently so that tourism and hotel industry of Malaysia can gain maximum profit from its visitors across the world.

## **5.5 Recommendation**

On the basis of findings, few recommendations are provided which will help hotel industry of Malaysia to improve its services in order to attract more customers. It has been found it is wiser to retain old customers than making an attempt to gain new customers. This is so because the process of making new customer is more costly and several risk factors play in background threatening the success of business strategy used. On the other hand retaining of old customer is a smart move in order to gain business success because they acts as promoters for business. It is the user generated content and word of mouth which is found to be more effective in drawing customer attention than any other kind of advertisements. Some of the effective recommendation identified is as follows.

The first recommendation is focusing over improvement in service quality will help organisation to create their brand image. It is this brand image which helps in

increasing the loyalty of customer towards an organisation. Service quality can be improved by employing staffs that are having knowledge and skills.

Second recommendation is analysing the market and understanding the requirements of customer to provide satisfaction. This is an essential part of business, without understanding the taste and preference of customers it is difficult to provide quality service and customer satisfaction.

The third recommendation is providing customers with extra perks like free WIFI and room cleaning facilities along with complimentary breakfast. This is seen to be an effective strategy which has been used by various organisations in hotel industry across the world. It acts as a major attraction for customer towards availing of service from a particular organisation.

The fourth recommendation is making special arrangements for customers that are availing the service for second time. This recommendation is measurable as improvement in service quality will improve the corporate image of organisations in hotel industry of Malaysia. Thus increasing the number of footfall or customer base. This recommendation is achievable as success has been gained hotel industry in different part of world over implementation of such recommendation.

## **5.6 Conclusion**

This section provides an overview of the findings obtained from statistical data and helps in gaining knowledge over the influential factors that are essential for bringing growth and success to business. From this chapter effectiveness and supportive nature of Hypothesis are determined. These provide hotel industry management to identify the areas that needs to be focused in order to enhance their corporate image and loyalty of customer towards them. Findings from the literature and implications are discussed in this section to provide better knowledge to readers. Furthermore research limitations and recommendations are also discussed to help Malaysian Hotel gain momentum and attract more tourists to avail their service.

## REFERENCES

- Ali, F., & Omar, R. (2014). Determinants of Customer Experience and Resulting Satisfaction and Revisit Intentions: PLS-SEM Approach towards Malaysian Resort Hotels. *Asia-Pacific Journal Of Innovation In Hospitality And Tourism (APJIHT)*, 3(2). <http://dx.doi.org/10.7603/s40930-014-0010-2>
- Ali, F., Hussain, K., & Ragavan, N. (2014). Memorable Customer Experience: Examining the Effects of Customers Experience on Memories and Loyalty in Malaysian Resort Hotels. *Procedia - Social And Behavioral Sciences*, 144, 273-279. <http://dx.doi.org/10.1016/j.sbspro.2014.07.296>
- Ali, F., Zhou, Y., Hussain, K., Nair, P., & Ragavan, N. (2016). Does higher education service quality effect student satisfaction, image and loyalty?. *Quality Assurance In Education*, 24(1), 70-94. <http://dx.doi.org/10.1108/qaе-02-2014-0008>
- Amin, M., Amin, M., Aldakhil, A. M., Aldakhil, A. M., Wu, C., Wu, C., ... & Cobanoglu, C. (2017). The structural relationship between TQM, employee satisfaction and hotel performance. *International Journal of Contemporary Hospitality Management*, 29(4), 1256-1278. <http://dx.doi.org/10.1080/19368623.2016.615017>
- Ayob, F., Wilson-Evered, E., & McGrath, M. (2017). An empirical study of the web presence model to evaluate the web features of Small-and-Medium-Sized Hotels (SMHs) in the Malaysian hotel industry. *CAUTHE 2017: Time For Big Ideas? Re-thinking The Field For Tomorrow*, 205. <http://dx.doi.org/10.1108/ijchm-12014-0151>
- Back, K., & Parks, S. (2003). A Brand Loyalty Model Involving Cognitive, Affective, and Conative Brand Loyalty and Customer Satisfaction. *Journal Of Hospitality & Tourism Research*, 27(4), 419-435. <http://dx.doi.org/10.1177/10963480030274003>

- Bacon, T., & Pugh, D. (2004). Ritz-Carlton and EMC: The gold standards in operational behavioral differentiation. *Journal Of Organizational Excellence*, 23(2), 61-76. <http://dx.doi.org/10.1002/npr.20009>
- Bai, J., & Ng, S. (2005). Tests for Skewness, Kurtosis, and Normality for Time Series Data. *Journal Of Business & Economic Statistics*, 23(1), 49-60. <http://dx.doi.org/10.1198/073500104000000271>
- Baron, R., & Kenny, D. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal Of Personality And Social Psychology*, 51(6), 1173-1182. <http://dx.doi.org/10.1037//0022-3514.51.6.1173>
- Becker, B., Berry, L., & Parasuraman, A. (1992). Marketing Services: Competing Through Quality. *Journal Of Marketing*, 56(2), 132. <http://dx.doi.org/10.2307/1252050>
- Bouranta, N., Bouranta, N., Psomas, E. L., Psomas, E. L., Pantouvakis, A., & Pantouvakis, A. (2017). Identifying the critical determinants of TQM and their impact on company performance: Evidence from the hotel industry of Greece. *The TQM Journal*, 29(1), 147-166. <http://dx.doi.org/10.1108/ijchm-03-2014-4151>
- Bruhn, M., Schoenmueller, V., & Schäfer, D. (2012). Are social media replacing traditional media in terms of brand equity creation?. *Management Research Review*, 35(9), 770-790. <http://dx.doi.org/10.1108/01409171211255948>
- C.-H.Wangetal(2012).Total quality management, market orientation and hotel performance: The moderating effects of external environmental factors *International Journal of Hospitality Management* 31(2012)119–129 <http://dx.doi.org/10.1080/19368623.2011.615017>
- Catterall, M. (2000). Research Methods for Business Students20002by Mark

Saunders, Philip Lewis and Adrian Thornhill 2nd edition. Research Methods for Business Students. Harlow, Essex: Pearson Education 2000. , ISBN: ISBN 0-273- 63977- 3 £22.99. Qualitative Market Research: *An International Journal*, 3(4), 215-218. <http://dx.doi.org/10.1108/qmr.2000.3.4.215.2>

Cheng, B. L., & Rashid, M. Z. A. (2013). An investigation on the relationship between Service Quality and Customer Loyalty: A mediating role of Customer Satisfaction. *Archives Of Business Research*, 5(5). <http://dx.doi.org/10.14738/abr.2012.1202>

Cheng, B. L., & Rashid, M. Z. A. (2013). Service Quality and the Mediating Effect of Corporate Image on the Relationship between Customer Satisfaction and Customer Loyalty in the Malaysian Hotel Industry. *Gadjah Mada International Journal of Business*, 15(2). <http://dx.doi.org/10.1108/ijchm-03-2014-0151>

Cheng, B. L., & Rashid, Z. A. (2015). The Associations Between Service Quality, Corporate Image, Customer Satisfaction, and Loyalty: Evidence From the Malaysian Hotel Industry. *Journal Of Hospitality Marketing & Management*, 23(3), 314-326. <http://dx.doi.org/10.1080/19368623.2014.0815>

Cheng, B. L., & Rashid, Z. A. (2015). Interrelationships of Service Quality, Customer Satisfaction, Corporate Image and Customer Loyalty of Malaysian Hotel Industry. In *Cultural Tourism in a Digital Era* (pp. 37-38). Springer, Cham. <http://dx.doi.org/10.1108/ijchm-03-2014-2151>

D. Jani, H. Han (2014). Personality, satisfaction, image, ambience, and loyalty: Testing their relationships in the hotel industry, *International Journal of Hospitality Management* 37 (2014) 11– 20 <http://dx.doi.org/10.1080/19368623.2013.615017>

Dedeoğlu, B., & Demirer, H. (2015). Differences in service quality perceptions of stakeholders in the hotel industry. *International Journal Of Contemporary Hospitality Management*, 27(1), 130-146. <http://dx.doi.org/10.1108/ijchm-08-2013-0350>



- Direct from dell: Strategies that revolutionized an industry. (1999). *Organizational Dynamics*, 28(2), 89-90. [http://dx.doi.org/10.1016/s0090-2616\(00\)80019-4](http://dx.doi.org/10.1016/s0090-2616(00)80019-4)
- Evanschitzky, H., & Wunderlich, M. (2006). An Examination of Moderator Effects in the Four-Stage Loyalty Model. *Journal Of Service Research*, 8(4), 330-345. <http://dx.doi.org/10.1177/1094670506286325>
- Gronroos, C. (1983). *Strategic management and marketing in the service sector*, Cambridge, MA <http://dx.doi.org/10.1080/19368623.1982.615017>
- Hapsari, R., Clemes, M., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal Of Quality And Service Sciences*, 9(1), 21-40. <http://dx.doi.org/10.1108/ijqss-07-2016-0048>
- Hsiao, T., Chuang, C., Kuo, N., & Yu, S. (2014). Establishing attributes of an environmental management system for green hotel evaluation. *International Journal Of Hospitality Management*, 36, 197-208. <http://dx.doi.org/10.1016/j.ijhm.2013.09.005>
- Kandampully, J., & Hu, H. (2007). Do hoteliers need to manage image to retain loyal customers?. *International Journal Of Contemporary Hospitality Management*, 19(6), 435-443. <http://dx.doi.org/10.1108/09596110710775101>
- 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. <http://dx.doi.org/10.1108/09596110010342559>
- 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. <http://dx.doi.org/10.1108/09596110010342559>

- Kandampully, J., & Suhartanto, D. (2003). The Role of Customer Satisfaction and Image in Gaining Customer Loyalty in the Hotel Industry. *Journal Of Hospitality & Leisure Marketing, 10(1-2)*, 3-25. [http://dx.doi.org/10.1300/j150v10n01\\_02](http://dx.doi.org/10.1300/j150v10n01_02)
- Kandampully, J., Zhang, T., & Bilgihan, A. (2015). Customer loyalty: a review and future directions with a special focus on the hospitality industry. *International Journal Of Contemporary Hospitality Management, 27(3)*, 379-414. <http://dx.doi.org/10.1108/ijchm-03-2014-0151>
- Kang, G. (2006). The hierarchical structure of service quality: integration of technical and functional quality. *Managing Service Quality: An International Journal, 16(1)*, 37-50. <http://dx.doi.org/10.1108/09604520610639955>
- Kasim, A., Gursoy, D., Okumus, F., & Wong, A. (2014). The importance of water management in hotels: a framework for sustainability through innovation. *Journal of Sustainable Tourism, 22(7)*, 1090-1107. <http://dx.doi.org/10.14738/abr.55.3452>
- Kim, H., & Law, R. (2015). Smartphones in Tourism and Hospitality Marketing: A Literature Review. *Journal Of Travel & Tourism Marketing, 32(6)*, 692-711. <http://dx.doi.org/10.1080/10548408.2014.943458>
- Kuo, Y.-F., Wub, C.-M., & Deng, W.-J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior, 25*, 887-896. <http://dx.doi.org/10.1080/19368623.2008.615017>
- Lahap, J., Ramli, N. S., Radzi, S. M., Said, N. M., & Zain, R. A. (2016). Brand Image towards Customer's Satisfaction: A Focus on the Malaysian Hotel Sector <http://dx.doi.org/10.14738/abr.55.3452>
- Lee, Y. L., & Hing, N. (1995). Measuring quality in restaurant operations: an application of the SERVQUAL instrument. *International Journal of Hospitality*

*Management*, 14 (3-4), 293-310.

<http://dx.doi.org/10.1080/19368623.1994.615017>

Leninkumar, V. (2017). An investigation on the relationship between Service Quality and Customer Loyalty: A mediating role of Customer Satisfaction. *Archives Of Business Research*, 5(5). <http://dx.doi.org/10.14738/abr.55.3152>

Liat, C. B., Mansori, S., & Huei, C. T. (2014). The associations between service quality, corporate image, customer satisfaction, and loyalty: Evidence from the Malaysian hotel industry. *Journal of Hospitality Marketing & Management*, 23(3), 314-326. <http://dx.doi.org/10.14738/452.3452>

Liat, C. B., Mansori, S., Chuan, G. C., & Imrie, B. C. (2017). Hotel Service Recovery and Service Quality: Influences of Corporate Image and Generational Differences in the Relationship between Customer Satisfaction and Loyalty. *Journal of Global Marketing*, 30(1), 42-51  
<http://dx.doi.org/10.14738/abr.55.2016.12.15>

Liat, C., Mansori, S., & Huei, C. (2014). The Associations Between Service Quality, Corporate Image, Customer Satisfaction, and Loyalty: Evidence From the Malaysian Hotel Industry. *Journal Of Hospitality Marketing & Management*, 23(3), 314-326. <http://dx.doi.org/10.1080/19368623.2013.796867>

Manhas, P. S., & Tukamushaba, E. K. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*, 45, 77-87. <http://dx.doi.org/10.14738/abr.2014.0717>

Martínez, P., & del Bosque, I. R. (2015). Explaining Consumer Behavior in the Hospitality Industry: CSR Associations and Corporate Image. *In Handbook of Research on Global Hospitality and Tourism Management (pp. 501-519)*. IGI Global <http://dx.doi.org/10.14738/abr.2014.0515>

Mikic Little, M., & Dean, A. (2006). Links between service climate, employee commitment and employees' service quality capability. *Managing Service*

Quality: *An International Journal*, 16(5), 460-476.

<http://dx.doi.org/10.1108/09604520610686133>

Nan Chen & Daniel C. Funk (2010) Exploring Destination Image, Experience and Revisit Intention: A Comparison of Sport and Non-Sport Tourist Perceptions, *Journal of Sport & Tourism*, 15:3, 239-259, DOI: 10.1080/14775085.2010.513148

Natarajan, K. (2016). Climate Adaptation Skill Building among Smallholder Farmers - An Experimental Study on Effective Skill Training Methods in South Indian Villages. *Asian Journal Of Agricultural Extension, Economics & Sociology*, 10(4), 1-13. <http://dx.doi.org/10.9734/ajaees/2016/23883>

O'Neill, M., Watson, H., & McKenna, M. (1994). Service Quality in the Northern Ireland Hospitality Industry. *Managing Service Quality: An International Journal*, 4(3), 36-40. <http://dx.doi.org/10.1108/09604529410057765>

O'Cass, A., & Grace, D. (2004). Exploring consumer experiences with a service brand. *Journal Of Product & Brand Management*, 13(4), 257-268. <http://dx.doi.org/10.1108/10610420410546961>

Okidarsyah, M. (2017). The Effect Of Service Quality, Corporate Image, Customer Satisfaction And Switching Barrier On Customer Loyalty (The Insurance Company Case Study). *Jurnal Teknobisnis*, 7(1), 69. <http://dx.doi.org/10.12962/j24609463.v7i1.2427>

Olorunniwo, F., Hsu, M., & Udo, G. (2006). Service quality, customer satisfaction, and behavioral intentions in the service factory. *Journal Of Services Marketing*, 20(1), 59-72. <http://dx.doi.org/10.1108/08876040610646581>

Othman, N. Z., & Hemdi, M. A. (2014). Predictors of guest retention: Investigating the role of hotel's corporate social responsibility activities and brand image. *Theory and Practice in Hospitality and Tourism Research*, 139 <http://dx.doi.org/10.1080/19368623.2013.0217>

- Paul, W., & Geoffrey N., S. (2009). Value, Stisfaction And Behavioral Intentions In An Adventure Tourism Context. *Annals of Tourism Research*, 36 (3), 413-438.  
<http://dx.doi.org/10.1080/19368623.2008.615017>
- Reinsel, G. (1998). Elements of Multivariate Time Series Analysis, 2nd Edition. *Biometrics*, 54(2), 798. <http://dx.doi.org/10.2307/3109798>
- Rhoades, D. (2006). Growth, customer service and profitability Southwest style. *Managing Service Quality: An International Journal*, 16(5), 538-547.  
<http://dx.doi.org/10.1108/09604520610686160>
- S.C. (Shawn) Jang, R. Feng (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction ,*Tourism Management* 28 (2007) 580–590  
<http://dx.doi.org/10.1080/19368623.2006.615017>
- Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P., & Saaeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of Business Research*, 68(2), 341-350.  
<http://dx.doi.org/10.1080/19368623.2014.796867>
- Saleha, F., & Ryanb, C. (1992). Client perceptions of hotels: A multi-attribute approach. *Tourism Management*, 13 (2), 163-168.  
<http://dx.doi.org/10.1080/19368623.1991.615017>
- Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of marketing*, 27(9), 19-35. <http://dx.doi.org/10.1002/jtr.1992>.
- Skogland, I., & Siguaw, J. (2004). Are Your Satisfied Customers Loyal?. *Cornell Hotel And Restaurant Administration Quarterly*, 45(3), 221-234.  
<http://dx.doi.org/10.1177/0010880404265231>

- SPSS survival manual: a step by step guide to data analysis using IBM SPSS. (2013). *Australian And New Zealand Journal Of Public Health*, 37(6), 597-598. <http://dx.doi.org/10.1111/1753-6405.12166>
- Sumaco, F. T., Hussain, K., & Imrie, B. C. (2014). Perceptions of Malaysian Hotel Managers: The Relationship Between Hotel Branding and National Culture Values. <http://dx.doi.org/10.14738/abr.2013.0402>
- T.Y. Choi, R. Chu (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry, *International Journal of Hospitality Management* 20 (2001) 277–297 <http://dx.doi.org/10.1080/19368623.2000.615017>
- Tang, Y. H., Amran, A., & Goh, Y. N. (2014). Environmental Management Practices of Hotels in Malaysia: Stakeholder Perspective. *International Journal Of Tourism Research*, 16(6), 586-595. <http://dx.doi.org/10.1002/jtr.2013.0902>
- Thompson, K. (1994). Structural model of relations among quality, satisfaction, and recommending behavior in lodging decisions. *Structural Equation Modeling: A Multidisciplinary Journal*, 1(2), 146-160. <http://dx.doi.org/10.1080/10705519409539969>
- Veloso, C. M., Fernandes, P. O., & Magueta, D. M. (2017, May). Impact OF Service Quality, Brand Image, Perceived Value, Customers' Satisfaction and Behavioural Intentions In The Traditional Retailing In The North Of Portugal. *In Book of Proceedings* 24(16), 2357-2362. <http://dx.doi.org/10.2016/rcm.4656>
- W.G. Kim et al. (2015). The effectiveness of managing social media on hotel performance , *International Journal of Hospitality Management* 44 (2015) 165–171 <http://dx.doi.org/10.1080/19368623.2014.615017>
- Winterton, J. (2008). Review: Business Research Methods ALAN BRYMAN and EMMA BELL. Oxford: Oxford University Press, 2007. ISBN 9780199284986. *Management Learning*, 39(5), 628-632.

<http://dx.doi.org/10.1177/13505076080390050804>

Zhang, J., & Mao, Z. (2012). Image of All Hotel Scales on Travel Blogs: Its Impact on Customer Loyalty. *Journal Of Hospitality Marketing & Management*, 21(2), 113-131. <http://dx.doi.org/10.1080/19368623.2011.615017>



---

## MEASURING THE FACTOR THAT INFLUENCE HOTEL (CORPORATE) IMAGE TOWARDS HOTEL IN MALAYSIA

---

### PURPOSE OF THE SURVEY

This study aims to identify service quality, social media communication and word-of-mouth communication has an impact on hotel image, customer satisfaction and customer loyalty in the Malaysian Hotel Industry.

### DURATION OF THE SURVEY

10 - 20 minutes

### WHAT YOU REQUIRED TO DO

Please answer all the questions based on the current hotel (only 4 star hotel and above) that you are currently staying. Your participation and opinion are very critical to the success of this survey. For your information, it is a 7-point scale consist of 1=Strongly disagree, 2=Disagree, 3=Disagree somewhat, 4=Neither agree nor disagree, 5= Agree somewhat, 6= Agree and 7=Strongly agree.

### CONFIDENTIALITY

The data collected is solely for research purposes. It will be stored in a password secured laptop and will be destroyed 3 years after the completion of the project. Your confidentiality is highly valued and therefore you will remain anonymous. No personal data will be identifiable in any reports.



## **Section A: General Information**

Please tick (✓) on the appropriate box or fill in the blank for each of the questions given below.

### **1. What is your gender?**

( ) Male ( ) Female

### **2. What is your marital status?**

( ) Single ( ) Married  
( ) Widowed ( ) Others (*please specify*) \_\_\_\_\_  
( ) Divorced

### **3. What is your age group?**

( ) 25 years old and below ( ) 46 – 55 years old  
( ) 26 – 35 years old ( ) 56 – 65 years old  
( ) 36 – 45 years old ( ) above 65 years old

### **4. What is your highest educational level?**

( ) High school or below ( ) Bachelor's degree  
( ) Certificate or Diploma ( ) Postgraduate education  
( ) Professional certificate ( ) Others (*please specify*) \_\_\_\_\_

### **5. What is your country of residence?**

---

### **6. How many times have you traveled to Malaysia including this trip?**

( ) First time ( ) 4 times  
( ) 2 times ( ) more than 4 times (*please specify*) \_\_\_\_\_  
( ) 3 times

### **7. How did you arrange for this trip?**

( ) Directly with the hotel  
( ) Through travel websites (such as booking.com, agoda.com, taveloka.com, etc.)  
( ) Through tour agency of your country of residence  
( ) Others (*please specify*) \_\_\_\_\_

### **8. Which of the following best describes the purpose of your visit?**

( ) Leisure ( ) Business  
( ) Conference or Seminar ( ) Transit  
( ) Visit Friends and Relatives ( ) Others (*please specify*) \_\_\_\_\_

**Section B: Perceptions of the Hotel**

The following section relates to your perceptions of the hotel that you are currently visiting. For each of the statements listed below, please rate how much you agree or disagree by circling the number that represents your opinion the most.

**Social Media Communications**

No	Statements	Strongly disagree —————> Strongly agree						
1	The level of this hotel's social media communications for its image meets my expectations.	1	2	3	4	5	6	7
2	Compared with the very good social media communications of other competing hotels, this hotel's social media communication for its image performs well.	1	2	3	4	5	6	7
3	I am satisfied with this hotel's social media communications for its image.	1	2	3	4	5	6	7
4	The level of the social media communications feedback expressed by other users about this hotel meets my expectations.	1	2	3	4	5	6	7
5	Compared with the very good social media communications of other users' feedback about other competing hotel brands, the social media communications of users' feedback about this hotel performs well.	1	2	3	4	5	6	7
6	I am satisfied with the social media communications feedback expressed by other users about this hotel.	1	2	3	4	5	6	7

**Word-of-Mouth Communication**

No	Statements	Strongly disagree —————> Strongly agree						
1	My family/friends influenced my attitude towards this hotel.	1	2	3	4	5	6	7
2	My family/friends mentioned some things I had not considered about this hotel.	1	2	3	4	5	6	7
3	My family/friends provided some different ideas about this hotel.	1	2	3	4	5	6	7
4	My family/friends influenced my evaluation of this hotel.	1	2	3	4	5	6	7
5	My family/friends helped me make a decision in selecting this hotel.	1	2	3	4	5	6	7

**Service Quality**

No	Statements	Strongly disagree —————> Strongly agree						
1	The staff of the hotel are trustworthy	1	2	3	4	5	6	7
2	The staff of the hotel provides service in a timely manner	1	2	3	4	5	6	7
3	The staff of the hotel performs the service right the first time	1	2	3	4	5	6	7
4	This hotel provides an environment that is free from danger	1	2	3	4	5	6	7
5	The staff of the hotel understand my individual needs	1	2	3	4	5	6	7

### Price Reasonableness

No	Statements	Strongly disagree → Strongly agree						
1	I think the pricing of the hotel that I just visited is reasonable.	1	2	3	4	5	6	7
2	The price of the hotel is appropriate.	1	2	3	4	5	6	7
3	Overall, the price charged by this hotel is relatively inexpensive.	1	2	3	4	5	6	7

### Hotel Image

No	Statements	Strongly disagree → Strongly agree						
1	The hotel is conveniently located.	1	2	3	4	5	6	7
2	The hotel has up-to-date physical facilities.	1	2	3	4	5	6	7
3	The hotel has attractive interior design.	1	2	3	4	5	6	7
4	The hotel is worth the price I paid.	1	2	3	4	5	6	7
5	The quality of services provided by the hotel is excellent.	1	2	3	4	5	6	7
6	Overall, the employees of the hotel have performed excellently.	1	2	3	4	5	6	7
7	The hotel has distinctive atmosphere.	1	2	3	4	5	6	7
8	The hotel has excellent reputation.	1	2	3	4	5	6	7
9	The hotel has attractive external appearance.	1	2	3	4	5	6	7
10	The hotel has attractive layout.	1	2	3	4	5	6	7

### Customer Satisfaction

No	Statements	Strongly disagree → Strongly agree						
1	I am satisfied with my decision to visit this hotel.	1	2	3	4	5	6	7
2	My choice to stay at this hotel was a wise one.	1	2	3	4	5	6	7
3	I think I did the right thing when I chose to stay in this hotel.	1	2	3	4	5	6	7
4	I feel that my experience with this hotel has been enjoyable.	1	2	3	4	5	6	7

### Customer Loyalty

No	Statements	Strongly disagree → Strongly agree						
1	I consider myself to be a loyal guest of the hotel.	1	2	3	4	5	6	7
2	If the hotel were to raise the price, I would still patronize the hotel.	1	2	3	4	5	6	7
3	I would not switch even if a competing hotel were to offer a better rate or discount on their services.	1	2	3	4	5	6	7
4	In the near future, I intend to use this hotel more often.	1	2	3	4	5	6	7
5	As long as I travel to this area, I do not foresee myself switching to a different hotel.	1	2	3	4	5	6	7
6	I would highly recommend the hotel to my friends and family.	1	2	3	4	5	6	7
7	I am likely to make positive comments about the hotel to my friends and relatives.	1	2	3	4	5	6	7

Thank you for your time, cooperation, and participation in this research study.  
Malaysia, Truly Asia.