



**THE IMPACT OF BRAND ATTITUDE ON PURCHASE INTENTION
AND BRAND LOYALTY:
A CASE STUDY OF HIGH-END HOTELS**

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A handwritten signature in black ink, appearing to be 'Jomphong' followed by a stylized flourish.

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ABSTRACT

Title: The impact of brand attitude on purchase intention and brand loyalty: a case study of high-end hotels

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In recent years, high-end hotel industry in China, the largest market in developing countries, has developed rapidly and the market performance of a number of multinational hotel groups in China has seen a substantial increase. Since Sheraton Beijing Great Wall Hotel opened in 1985, Sheraton has become the first international five-star high-end chain hotel in China. After three decades, all the international hotel giants of the high-end hotel brand have landed in China, China's local five-star hotel has also developed in full swing. However, with a development history of 30 years, the five-star high-end hotel begins to encounter multiple difficulties. Firstly, the domestic business consumption has greatly declined because of the strict control of official consumption conducted by the new government. At the same time, the number of five-star hotel which is under construction and newly-built is becoming larger and larger; as a result, high-end hotel market has changed from the original blue ocean market to red sea market. The main customer of high-end hotel is business and official people with higher consumption demand. With its superior quality of service and a large area of luxury decoration, high-end hotel is greatly different from ordinary hotel both in the internal service and external image. Under the impact of a highly saturated market, continuously increasing new hotels and Internet model, high-end hotel is facing a more serious form of business. From the

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Unconsciously, two years of graduate life is coming to an end, and now I come to final stage of graduate dissertation.

How time flies, two years of graduate life is coming to an end. Having suffered a lot from finding a job, I deeply appreciate the peace and thinking when writing paper. Looking back two years of school life, for those who help me, guide me, and inspire me, my heart is full of gratitude. First of all, I would like to thank my instructor Assoc Professor Li, Chiao-Ming, from whom I benefited care and guidance during my graduate study. As a teacher, he helped me a lot with my study; as the elder, he cared about my life and made me feel warm. I would like to express my sincere respect and gratitude to Mr. Li! I would also like to thank my alma mater where I live for 2 years- Siam University in Thailand. It provide me a broad learning platform, and offered me a chance to learn new things and enrich myself. Particularly, I feel most grateful to my parents, whom I can never repay. They are the strong backing on my way to learning, and when I am confused, they never hesitate to help me. There's no doubt that their selfless love and care is the driving force for me.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Since the reform and opening up, China's market economy has developed rapidly, and people's living standards have been greatly improved. Buying power has been expanding, and China has become the world's largest consumer market. Calculating GDP by per capita purchasing power parity, China's GDP has surpassed the United States, becoming the world's largest market. Various types of hotel in China continue to expand their geographical territory, and economic hotels, China's local hotel management companies, high-end hotels, hotel service industry with distinctive characteristics will gradually make China's hotel market into a market with different consumption characteristics. The positioning of the hotel industry tends to be more stringent. China's many local hotel groups have gradually been more diversified, aimed to cover the business of low-end, mid-range, high-end hotel. As the competition of hotel industry is becoming increasingly intensive, the brand positioning has become an important subject for the large hotel groups. A more successful hotel management group must be second to none in the brand influence certainly, for which consumers choose this hotel. In the modern management theory, the core subject of hotel management is the building of the hotel brand, and a good brand is important for a hotel to be outstanding. Through a stronger brand building, the hotel can take lead in the industry, enhance the brand influence among the consumers, so as to further increase its existing market share.

The brand influence of a hotel is determined by various aspects. The first is the service, with service as the core competitiveness, service attitude of a hotel is

related to its image among the consumers. A good image is necessary to stand out, and the image is built through consumer evaluation from the outside world, such as response capabilities in dealing with emergency, communication skills with the public. A good hotel brand must make the consumer feel warm. The building and image of the brand will mainly embody the capability of the hotel in consumer communication and solutions. In the process of building brand influence, the price sensitivity and the lifestyle consistency of consumer will have an impact on the brand construction of the hotel. In order to establish a better brand image, the hotel should be based on a more comprehensive service quality.

1.2 Research Objective

In recent years, with the rise of high-end hotel service industry, the research on service brand has aroused widespread concern at home and abroad. But compared to tangible products, the academic research on high-end hotel is still in its infancy. Although the principle of high-end hotel service is basically similar to tangible product, the invisibility, heterogeneity, and the fragmentation of production and consumption determine that the management of high-end hotel brand is different from that of tangible product. For the study of the relationship between brand recognition and brand loyalty, most of the literature focus on customer satisfaction and customer loyalty, not considering the impact of brand recognition on brand loyalty. At the same time, most literature on the moderating variables of customer satisfaction and customer loyalty is limited to qualitative analysis and less quantitative research; there are more foreign scholars than domestic scholars. This paper will select the high-end hotel service industry as the research object, study the relationship between customer satisfaction and brand loyalty, and regulatory effect on customer satisfaction and brand loyalty from the consumer characteristics and conversion costs, as well as impart on brand recognition of a variety of factors. It is hoped that the research can

make up for the shortcomings of previous studies and provide concrete guidance for improving the service quality and customer loyalty of high-end service enterprises.

1.3 Research Meaning

At present, China's domestic high-end hotel service industry is developing rapidly, and various types of high-end hotel continue to emerge. In some well developed areas, high-end hotel service even oversupplies. With serious homogenization of high-end hotel service industry, how to occupy the victory position in the fierce competition? We believe that it is necessary to be based on brand building and differentiation services, and differentiation of hotel is more and more important for the customers. Especially for high-end customers, whether the hotel can provide differentiated service to build a new brand image has become the root reason why they choose the hotel. Based on this we begin with hotel service and building of brand image, believing that the hotel's service quality, communication and public image will affect the customer satisfaction, brand recognition and brand loyalty. Customer's lifestyle consistency and price sensitivity will affect customer satisfaction; customer satisfaction will affect brand satisfaction; brand satisfaction affects brand loyalty to high-end hotel. Based on the construction of this model, we think about how to build a high-end hotel brand image.

1.4 Theoretical Framework

Brand strategy with brand recognition management and brand loyalty as the core has become the main means for high-end five star hotels to gain competitive advantage. Customer-based brand recognition emphasizes the important status of customers' perceptions of brand, because those who value highly of the brand would like to keep emotional relationship with the brand. Li Qiang (2014) believes that charm of high-end five-star hotel brand not only comes from the positive evaluation to the brand recognition, but also from the positive relationship between customers

and the brand, and the significance of brand to hotel is reflected in its influence on customer behavior. Wang Jiaqiang (2016) under the framework of "brand recognition - brand loyalty - customer re-purchase behavior," tries to open up new ideas for high-end five-star hotel brand management by studying the influence of the hotel brand recognition, brand loyalty on customer repurchase behavior. Accordingly, this paper assumes that the customer's perception of the hotel brand will indirectly affect the customer's repurchase behavior by affecting the relationship between the customers and the brand, and the customer's perception of the brand will directly affect the customer's repurchase behavior. (Song Yuzhi, 2016) through literature review and empirical study, this paper divides the hotel brand recognition into seven factors: brand awareness, brand reputation, product and service image, user image, company image, technical quality and function quality. And here comes the following conclusion: 1. Brand awareness, brand reputation, product and service image, user image, corporate image and functional quality, will indirectly affect the customer re-purchase behavior by affecting the brand loyalty; 2. Only the product and service image and functional quality will have a direct impact on customer repurchase; 3. brand loyalty has a direct impact on customer repurchase behavior; 4. In terms of the combined effect on the customer re-purchase behavior, factors that have more effect are: product and service image, functional quality and brand loyalty; 5. Technical quality has no significant impact on customer repurchase behavior. According to the conclusion from empirical research, this paper divides the factors that affect the redistribution of high-end five-star hotel customers into "sensitive elements", "transitive elements" and "basic elements", and provides the corresponding countermeasures for high-end five-star hotel brand management. (Deng Longxi, 2)

CHAPTER 2

Literature review

2.1 Correlation theory of independent variable

Brand awareness is an important part of brand equity, and it is a standard to measure consumers' understanding and comprehension of brand connotation and value. Brand recognition is a manifestation of the company's competitiveness, and sometimes it becomes a core competitiveness. Especially in the mass consumer goods market, the quality of products and services provided by competitors is not very different, purchasing behavior of customers is related to the familiarity of the brand. With the continuous upgrading of consumer demand, people's demand for hotel products tends to be more personalized, diversified (Zhou Yannan, 2013). High-end five-star hotel came into being, and it came to the fore in the competition by virtue of its distinctive theme characteristics, gradually becoming a new favorite in the market. (Zhang Jingyu, 2008) At the same time, many hotels have raised the banner of "cultural theme", and more high-end five-star hotels are being imitated. Creating a unique brand association and efficient brand management are worthy of academic and industry in-depth discussion. (Zhou Qian, 2012) mainly studies the relationship between brand association and customer satisfaction, brand awareness and behavior intention of high-end five-star hotels, to provide some guidance and suggestions for the sustainable development of high-end five-star hotels. Based on customer satisfaction, brand awareness and behavior intention, this paper takes consumer brand choice model as the core basis, and combines the semi-structured interview conclusion with the characteristics of high-end five-star hotel to construct the model and develop the hypothesis. The main conclusions are as follows: 1, high-end five-star

hotel brand association includes five dimensions, and they are quality assurance association, personality recognition association, social identity association, status highlight association and theme perception association. There are some differences among customers of different age, occupation and occupancy purposes on the perception of research variables of high-end five star hotel, but there is no difference among between those of different gender and educational background. 3, high-end five-star hotel theme perception association can not only directly affect the behavior intention, but also affect the behavior intention through customer satisfaction, brand awareness; quality assurance association and personality recognition association can not only directly affect the behavior intention, but also affect the behavior intention through the customer satisfaction, unable to influence the behavior intention through the brand cognition; social identity association can only affect the behavior intention through the customer satisfaction or the brand cognition, unable directly affect the behavior intention; the position manifestation association can only affect the behavior intention through the brand cognition, unable to directly affect the behavior intention and indirectly affect the behavior through customer satisfaction. (An Qiqi, 2016) According to the empirical research conclusion, this paper will put forward five basic suggestions for high-end five-star hotel brand management, namely: 1, select the target market and enhance customer value. 2, ensure hotel quality, and make firm foundation for development. 3, create the theme characteristics to maintain the competitive advantage. 4, highlight the hotel personality to attract customers. 5, be concerned about social identity, and maintain the reputation of the hotel (Guo Jiahao 2014).

2.2 Correlation Theory of Dependent variable

Trust embodies a behavioral intention for the brand, which has an impact on purchase intention in the consumer purchase decision-making process. Due to the consumer's satisfaction with the product experience, brand loyalty makes the

customers repurchase the products. From the study of behavioral and attitudinal viewpoints of brand loyalty, we can see that brand loyalty also affects the purchase intention to a certain extent in the process of purchase decision.

In this paper, brand value cognition is defined as the judgment of the intrinsic value of the brand through the experience or expectation of the product, the perceived benefit and the brand emotion. He et al believe that consumer purchase intention comes from the consumer's cognition of the benefits or value gained. Therefore, we have enough reasons to believe that consumers' brand value cognition will further produce purchase intention, that is, brand value cognition has an impact on consumers' purchase intention. Perceived quality is the cognition and evaluation of consumers' quality level based on subjective judgment of brand product. In today's market competition, consumers tend to grasp limited product information. Under the condition of incomplete information, the visible aspects of the product act as clues to transfer potential quality information and form the perceived quality of the consumers and directly affect their purchase intention and behavior. The importance of perceived quality is that it has a positive and direct impact on consumer purchasing intention. Perceived value maximization perspective refers to that in the process of decision making, consumers will give priority to goods or services with greatest perceived value, and there is a positive relationship between perceived value and purchase intention, the greater the perceived value is, the stronger the consumers' purchase intention is. Et, al. believe that Brand trust is the confidence expectation to the specific brand reliability and the brand behavior intention of the customer facing the risk.

With the rapid development of economic globalization, science and technology, and the information exchange greatly shorten the distance between people and people, country and country, making individual, government and enterprises face a more uncertain and unpredictable changing motion . (Frederica, 2012) Since the 21st century, the world has entered a crisis-prone era with a wide variety and

continuously increasing intensity the degree of crisis, and the high incidence of crisis makes all organizations impossible to guard against. With the deepening of public awareness and the increasing of media reports, the importance of corporate behavior in public crisis has become increasingly prominent. Crisis has brought a huge threat to the survival and development of enterprises, but also contains a steady stream of development opportunities, both of which let the organization deeply experience the "roller coaster" like strategic shift. To realize the transformation from "danger" to "opportunity", and to achieve the goal of crisis public relation, the wisdom and strategy of entrepreneurs are needed. Only by adhering to the principle of "public first, time first, efficiency first, communication first", at the moment of crisis, the excellent enterprises that choose to tide over difficulties with the people will win the favor of the public and enhance their image and stand out among many enterprises; however, the enterprises with both mediocrity and speculation should not only suffer from the image damage by the crisis, but also likely to be deprived the chance of survival and even hinder the process of solving the crisis.(Helena, 2014) .In terms the public image shaping of the high-end hotel service industry, we learn about issue mainly from several aspects, "online score and comment about the hotel, social network activities sponsored by hotel, hotel public image and effective and timely reply from customer service center, providing regular electronic data about loyalty program".(Megan, 2011)

2.3 Correlation Theory of Variable Relation

1. Brand equity and brand loyalty

Brand Equity is one of the most promising marketing concepts that emerged in the 1980s. Keller (1993) pointed out that customer based brand equity is the differentiated response to marketing activities caused by customer brand knowledge. KVzquez, Rio and IgleSias (2002) described customer-based brand equity as the total

utility of branding and consumption, including functional utility and symbolic utility. Brady, Cronin, Fox and Roehm (2008) distinguished brand loyalty from brand equity. Brand loyalty is the intention of consumer repurchase, and is the result of brand equity, not the component. Brand equity includes Brand image and Brand familiarity. Although the existing literature believes customer-based brand equity has multidimensional structure, but it is worth noting that most of the existing brand equity model is based on tangible products, and whether it is applicable to service is worthwhile to study. Because service is intangible, indivisible and heterogeneous, the brand equity of service brand is different from that of tangible product in terms of component dimensions. CaSS and Grace (2004) thought that service brand equity included employee, equipment, experience and word-of-mouth. Based on the research of early service industry, Ekind(2008) proposed that customer-based service brand asset included Physical quality and Staff behaviors. In addition, Loughlin and Szmigin (2006) also believed that successful brand not only met the functional needs of consumers, but also met the symbolic needs, among which, Ideal Self-congruence, Brand identification and lifestyle-congruence can evaluate the symbolic consumption of service (Johnson, Herrmann and Huber, 2006). Based on the existing research literature, we come to a conclusion that customer-based service brand equity includes Service quality, Ideal Self-congruence, (Brand identification and lifestyle-congruence. And Service quality includes Physical quality and Staff behaviors.

2. Relationship between communication and public image and customer satisfaction

With the continuous innovation of information technology, the gradual maturity of network communication equipment, and the vigorous development of customer perception based on this, the hotel image is the "driving force" of information dissemination in the increasingly complex humanities and social environment. For the crisis management of the high-end hotel service industry, the public's awakening of their own interests, the weak capacity of the high-end hotel

service industry crisis management and the surge of customer perceived experience have caused the high frequency of crisis, the increasing scope of influence and out-of-control of the impact. Therefore, the research on the crisis communication strategy of high-end hotel service industry based on the perception of customers is the inevitable choice to resolve the crisis. The crisis in the high-end hotel service industry is not only due to the external environment, but also to the internal part of high-end hotel service industry, which is usually the result of the interaction between objective factors and subjective human factors. Therefore, the reasons for the crisis, the stage of the crisis and the needs and emotional or psychological changes of the stakeholders in the crisis are the decisive factors that the high-end hotel service industry can not ignore when choosing the crisis communication strategy. Accurate and timely crisis communication can significantly increase the likelihood of a "chance" and help reduce the "dangerous" component of the crisis. However, the crisis communication is not a simple problem. Only the comprehensive use of a variety of communication strategies, the use of "cocktail therapy" can better help the high-end hotel resolve the crisis in a timely and effective way, reduce the continuing impact of the crisis and enhance customer satisfaction.

3. Relationship between price sensitivity and customer satisfaction

In economic theory, price-sensitivity is expressed as customer demand elasticity function, that is the change of product demand caused by price change. Because of the high dynamic and uncertainty of the market, this quantitative data can not be directly used as the basis for formulating marketing strategies, and sometimes it can even mislead the enterprises to make business strategy. The study of consumer price psychology and understanding of the factors affecting consumer price sensitivity can enable enterprises to master more initiative in marketing activities, but also produce more practical significance. In terms of fierce price competition faced by high-end hotels, customers are more sensitive to the hotel's price and market positioning. In addition, the competition price of each hotel gradually becomes clear

under the Internet mode, so the small range price fluctuation will affect the operation and management of the hotel industry. Therefore, from the practical point of view, although the service buyers of high-end hotels have higher bargain power, they are still sensitive to price changes.

4. Relationship between service quality and customer satisfaction

The existing literature shows that service quality is a prerequisite for customer satisfaction and that service quality has a significant impact on customer satisfaction (Dabliolkar, 2000). For the composition of service quality, the current well-known model is Parasuraman (1985) SERVQUAL model, which describes service quality as a composition of tangibles, reliability, responsiveness, assurance and empathy. However, the SERVQUAL model also has some limitations, that is, there is no evidence to show whether the model is applicable to a particular service sector (Buttle, 1996). Gronroos (1984) put forward a two-dimension service quality model which believes that service quality includes technical quality and functional quality. Technical quality is the net result of service evaluation, and functional quality is a subjective evaluation of service interaction. Ekinci (2001) and Madananoghx (2004) have also found that the two-dimension service quality model is more effective than the SERVQUAL model when it comes to hotel industry. According to the related literature at home and abroad (Brady & Cronin, 2001; Ekinci et al., 2008) and the research object of this paper, we will use Physical quality) and Staff behaviors to measure K value, Ekinci (2008); an empirical study of Ekinci(2008) also shows that Physical quality and Staff behaviors has a significant impact on customer satisfaction.

5. relationship between lifestyle congruence and customer satisfaction

Existing research shows that in the tourism and hotel industry, the ideal lifestyle congruence is closely related to customer satisfaction. Through the study of tourist destinations, Chon (1992) found that lifestyle congruence is closely related with customer satisfaction. Through empirical research Bigne and Sanchez (2001) also pointed out that the Self-congruence and Destination image have a significant

impact on customer satisfaction. Ekinci (2008) found that in the hotel industry, Actual self-congruence and Ideal self-congruence have an impact on customer satisfaction, and only Ideal self-congruence has a significant impact on customer satisfaction.

6. Relationship between brand identification and brand loyalty

Kim (2001) found that when Brand identification enhanced customer awareness of the achievement, the customer would be satisfied with the brand. Previous studies have also shown that brand identification can produce symbolic interaction, emotional ties and brand loyalty. Keller (2009) pointed out that 94% of Harley-Davidson motorcycle buyers built relationship with the brand; they not only appreciated the quality of Harley-Davidson motorcycles, but also they wanted to become a part of the Harley family.

Solomon (2002) argued that lifestyle was made up of shared values, tastes, and patterns of consumption. He sees the brand and brand environment as a way of life, believing that The higher the fitting degree between Brand image and consumer lifestyle, the more satisfied customers will be. Solomon (2002) also believed that lifestyle branding referred to the purchase of a brand related to a specific lifestyle, and also pointed out that the brand that matched the recognizable lifestyle could increase customer satisfaction. Research results of Nam, EkindWhyatt (2011) also showed that lifestyle congruence had a significant impact on customer satisfaction.

7. Relationship between customer satisfaction and brand loyalty

Some of the existing literature examines the relationship between customer satisfaction and brand loyalty of service industry. Rust and Zahorik (1993) have found that customer satisfaction is closely related to brand loyalty through research in retail banking and hotel industry. The study of MCDougall (1994) showed that customer satisfaction had a significant impact on brand loyalty in dental clinics, car repair shops, restaurants and barber shop. ErdS (2012) verified the relationship between brand loyalty, brand trust, perceived value, perceived quality, customer satisfaction, brand image by studying the influencing factors of brand loyalty, which found that customer

satisfaction, brand image and perceived quality had a significant influence on brand loyalty; brand trust and perceived value had a significant influence on customer satisfaction. In addition, some study confirmed the close relationship between customer satisfaction and brand loyalty, such as FaUllant (2008) , Lin and Wang (2006), Yoon and UySal (2005) l28l et al.

2.4 Research hypothesis

According to the above content, this paper further puts forward the following hypothesis:

Hypothesis 1 Price sensitivity and lifestyle congruence affect each other

Hypothesis 2 Service quality and communication and public image affect each other

Hypothesis 3 Service quality has a significant impact on customer satisfaction

Hypothesis 4 Lifestyle congruence has a significant impact on customer satisfaction

Hypothesis 5 Price sensitivity has a significant impact on customer satisfaction

Hypothesis 6 Communication and public image have a significant impact on customer satisfaction

Hypothesis 7 Service quality has a significant impact on perceived quality

Hypothesis 8 Customer satisfaction has a significant impact on perceived quality
Hypothesis 9 Communication and public image have a significant impact on perceived quality

Hypothesis 10 Service quality has a significant impact on brand loyalty

Hypothesis 11 Brand attitude has a significant impact on brand loyalty

Hypothesis 12 Communication and public image have a significant impact on brand loyalty

CHAPTER 3

Research Methods

3.1 Research design

Based on the theoretical model and the hypothesis of the influence of perceived quality on the consumer purchase intention, this paper collected and sorted out the literature and designed the questionnaire for the relevant variables. On the basis of questionnaire information, the descriptive statistical analysis of the data was carried out, and the reliability and validity of the questionnaire were tested.

This study mainly adopted the following research methods:

3.1.1 Investigation method.

3.1.2 Literature analysis.

3.1.3 Case analysis

3.2 Research Tools

Questionnaire survey was used to collect data. The questionnaire has 64 questions, including 1-4 for demographic statistics, 5-8 to understand the customer reservation channels, 9-36 to investigate customer evaluation on hotel service characteristics, 37-41 to investigate customer evaluation on communication and public relation image of hotel, 42-46 to investigate customer lifestyle congruence degree, 47-51 to investigate customer price sensitivity, 52-55 to investigate customer satisfaction with the hotel, 56-59 to investigate the customer perceived quality degree on the hotel, 60-64 to investigate the degree of customer loyalty to the hotel brand.

3.3 Data collection methods

3.3.1 Questionnaire survey

This study mainly collected the data through the questionnaire survey. A total of 300 physical and network questionnaires were issued and 272 were recycled. In the questionnaire recycled, there was a total of 21 invalid and incomplete questionnaires which were excluded; and 39 copies which were finished carelessly or with same answers to most questions were invalid and excluded.

3.3.2 Sample selection

High-end hotel in China mainly refers to five-star hotel. In mainland China and Hong Kong, Macao and Taiwan regions, five-star hotel type is various, including those opened by the international hotel management group, those local five-star hotels invested by Chinese hotel management group, such as Wanda, Huazhu, Jinjiang Star. So with such a wide range of hotel types, we choose to start the investigation and analysis from the following hotels :

1. Intercontinental Hotels Group

Intercontinental Hotels Group was established in 1777, the world's largest and most widely spread professional hotel management group, with many internationally renowned hotel brands like Intercontinental, Crowne Plaza, Holiday Inn and more than 60 years of international hotel management experience. At the same time, InterContinental Hotels group has more guest room (up to 650000) than any other hotels in the world, and its multinational business scope is the most widely distributed in nearly 100 countries, and in China it becomes a Ultra Hotel group for the hotels it takes over, including in 25 provinces, autonomous regions and municipalities of mainland China.

InterContinental Hotels Group PLC (IHG) is a global hotel group that operates more than 4,600 hotels and more than 660,000 rooms in more than 100 countries and regions. InterContinental's hotel brands include InterContinental Hotels & Resorts, Holiday Inn, Crowne Plaza Hotels, and Holiday Inn Express and Indigo.

2. Hilton International

Hilton International Hotels Group (HI), is a Hilton Group branch headquartered in the United Kingdom, with the right to use "Hilton" trademarks all over the world except the United states. The Hilton International Hotels Group manages 403 hotels, including 261 Hilton Hotels, 142 Scandinavian hotels targeting mid-end market, and 18 "Conrad" (also known as the "Conrad Hotel") distributed in 12 countries, a joint venture with Hilton Hotels Management Company with the headquarter in the North America. The global marketing alliance with Hilton Hotel Management Company, makes more than 2700 hotels all over the world under both sides, of which more than 500 hotels use Hilton's brand together. The Hilton International Hotels Group has more than 71,000 employees in 80 countries.

3. Starwood Hotels & Resorts Worldwide

Starwood Hotels & Resorts Worldwide is one of the world's largest hotels and entertainment groups, known for its high-end luxury hotels. The group's brands include St. Regis, The Luxury Collection, W Hotels, Le Meridien, Westin, Sheraton,

Aloft, Element, and Four Points. Starwood has an industry-leading and award-winning loyalty program, the SPG Club, where members can earn points and convert them into room accommodation, room upgrade and flights with no date restrictions. Starwood also owns Starwood vacation home ownership company limited by shares, its villa resort hotels and VIP privileges under Starwood's brand create a world-class holiday experience.

4. Marriott International

Marriott International is the world's premier international hotel management company with more than 4,000 hotels and 21 brands in 74 countries and regions. Marriott International is headquartered in Bethesda, Maryland, with approximately 300,000 employees. Its revenue in fiscal 2011 was more than \$12 billion. Marriott Hotels & Resorts, JW Marriott Hotels & Resorts, Renaissance Hotels & Resorts, Courtyard, Residence Inn, Fairfield Inn, TownePlace Suites, SpringHill Suites, Marriott Vacation Club, and Ritz-Carlton.

Through the analysis of consumers of mentioned four hotels, through the construction of relationship between perceived quality and brand loyalty, choice of service quality, lifestyle congruence, price sensitivity, communication and public image, etc. we study the different influence of different hotel branding and marketing strategy on the consumer choice of hotels.

3.4 Data analysis methods

The corresponding questionnaire was designed, and Principal Component Analysis and Linear Regression Analysis were conducted to construct the influence level of each component. Spss 24 software was used for analysis, and the statistical methods used are as follows:

1. Statistical analysis, used to classify customers.
2. Correlation analysis. The correlation analysis is a statistical method to study the relationship between the random variables, to study whether there is a

dependency relation between the phenomena, and to explore the relevant direction and the degree of correlation in the phenomenon of dependency. In this paper, we calculated the mean of corresponding items of service characteristics, communication and public image, lifestyle congruence, price sensitivity, customer satisfaction, perceived quality and brand loyalty to measure the scale.

3. Regression analysis. Regression analysis is a statistical method to determine the quantitative relationship between two or more variables, which was used in this paper to verify the hypothesis.

3.5 Research flow

The research flow of this paper is as follows:

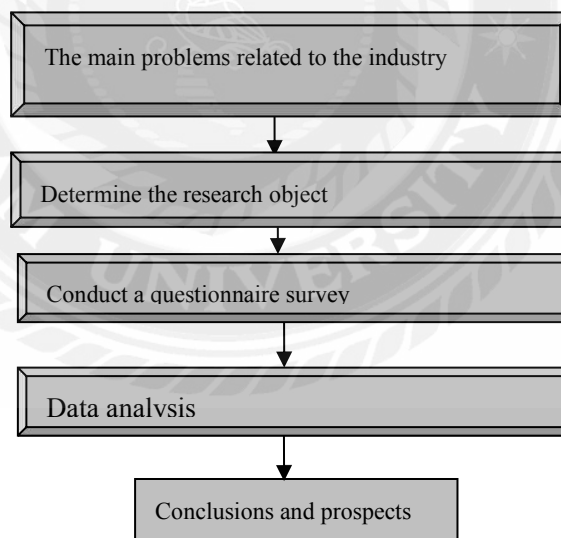


Figure 1 The research flow of this paper

CHAPTER 4

Results and Analysis

4.1 Descriptive statistics

The basic information of the respondents is described, mainly including age, gender, occupation, pre-tax monthly income, frequent flyer reward program of hotel and hotel reservation channel. The results of descriptive statistics mainly include frequency, percentage and so on.

(1) Age

From the age distribution of the respondents, the age is all concentrated between 18 and 30 and between 31 and 50, among which the number of respondents aged between 31 and 50 is slightly larger, and the two parts of respondents account for 100%. No respondents are more than 51 years old.

The age distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	47	44.3	44.3	44.3
	31-50	59	55.7	55.7	100
	Total	106	100	100	

(2) Gender

From the survey of the gender distribution of the respondents, the proportion of male and female respondents was 51.89% and 48.11% respectively, and the gender ratio of sample was very coordinated.

The gender distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	55	51.9	51.9	51.9
	female	51	48.1	48.1	100
	Total	106	100	100	

(3) Occupation

From the occupation distribution of the survey sample, the company manager accounted for the highest proportion, which was more than 50%, followed by white-collar accounting for the 28.3%. In addition, adult students, freelancers and the retired were excluded.

The occupation distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	7	6.6	6.6	6.6
	Company Manager	59	55.7	55.7	62.3
	White Collar	30	28.3	28.3	90.6
	Skilled Worker	9	8.5	8.5	99.1
	Unemployed	1	0.9	0.9	100
	Total	106	100	100	

(4) Pre - tax monthly income

In terms of the pre-tax monthly income, the highest proportion was 10000 ~ 20000RMB, which was close to 50%, followed by 5000 ~ 10000RMB, accounting for 30.2%. 50000RMB accounted for the smallest proportion, with 1.9% of the respondents.

The pre - tax monthly income distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5000 RMB	7	6.6	6.6	6.6
	5000-10000 RMB	32	30.2	30.2	36.8
	10000-20000 RMB	52	49.1	49.1	85.8
	20000-50000 RMB	13	12.3	12.3	98.1
	50000 RMB	2	1.9	1.9	100
	Total	106	100	100	

(5) Frequent flyer reward program

The hotel's frequent flyer reward program distribution showed that the largest proportion of respondents came from the Hilton HHonors, reaching 59.4%, followed by Starwood Preferred Guest, reaching 49.1%, and Marriott Rewards and IHG Rewards Club also reached more than 40%. Respondents from frequent flyer award scheme of other hotels and hotels unknown were surveyed at a very small number, 1.9% and 4.7% respectively. It is obvious that most people know about aware of IHG Rewards Club, Hilton HHonors, Starwood PPreferred Guest and Marriott Rewards.

Frequent flyer reward program distribution

	Frequency	Percent	Valid Percent
IHG Rewards Club	43	40.6	40.6
Hilton Honors	63	59.4	59.4
Starwood Preferred Guest	52	49.1	49.1

Marriott Rewards	49	46.2	46.2
Others	2	1.9	1.9
Unknown	5	4.7	4.7

(6) Hotel reservation channel

The hotel reservation channel distribution showed that the proportion of hotels booked by the official channel was 33%, and the proportion by third-party channels was 67%. It can be seen that most people tend to use the third-party booking channel. In addition, we found that other ways to book hotels were not inclined to use .

Hotel reservation channel distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Official Methods	35	33	33	33
Third Party Booking	71	67	67	100
Total	106	100	100	

In addition, we conducted the survey on booking satisfaction of the official channel, third-party channel and other channels, and the results were as follows:

Hotel booking channel satisfaction analysis

		Official channel	Third party and other channels
N	Valid	106	106
	Missing	0	0
Mean		3.99	4.01
Median		4	4
Mode		4	4

Minimum		1	1
Maximum		5	5

We found that the mean of satisfaction for third parties and other booking channels was higher than that of the official channels, indicating that most respondents were more satisfied with the third parties and other channels booking. In addition, the median, mode, minimum and maximum of these two kinds of channels are the same, indicating that most people are satisfied with them.

4.2 Reliability and validity analysis

4.2.1 Reliability analysis

The reliability analysis is to test the reliability and stability of the questionnaire, that is, through multiple measurements, test the measured results of the consistency and stability. In order to understand the consistency and validity of the questionnaire, we usually carry out the reliability test of the questionnaire. The commonly used reliability test method is "Cronbach" coefficient, that is, the internal consistency reliability. The closer the value of α is to 1, the more stable the questionnaire [1]. In practice, if the α coefficient is greater than 0.6, indicating that the reliability of the index is acceptable [1]. The pre-survey data was introduced into SPSS, and the reliability coefficient of the total scale was 0.883, which indicated that the reliability of the whole questionnaire was quite good. In addition, we carried out the reliability analysis on service quality of Question 9~36, communication and public image of Question 37~41, life style congruence of Question 42~46, price sensitive of Question 47~51, customer satisfaction of Question 52~55, perceived quality of Question 56~59 and brand loyalty Question 60~64, the results of which found that the reliability coefficient was 0.889. Deleting any item, the overall reliability of the questionnaire has not improved, so we will not modify the questionnaire.

Reliability test after deleting items

Item	α after the item removal	Item	α after the item removal	Item	α after the item removal
Q9	0.887	Q28	0.888	Q47	0.885
Q10	0.887	Q29	0.888	Q48	0.887
Q11	0.888	Q30	0.886	Q49	0.89
Q12	0.888	Q31	0.885	Q50	0.89
Q13	0.888	Q32	0.885	Q51	0.887
Q14	0.888	Q33	0.885	Q52	0.887
Q15	0.884	Q34	0.885	Q53	0.887
Q16	0.888	Q35	0.888	Q54	0.888
Q17	0.887	Q36	0.887	Q55	0.886
Q18	0.887	Q37	0.888	Q56	0.889
Q19	0.888	Q38	0.889	Q57	0.887
Q20	0.886	Q39	0.889	Q58	0.889
Q21	0.885	Q40	0.887	Q59	0.889
Q22	0.888	Q41	0.886	Q60	0.887
Q23	0.885	Q42	0.886	Q61	0.887
Q24	0.886	Q43	0.883	Q62	0.889
Q25	0.886	Q44	0.884	Q63	0.887
Q26	0.888	Q45	0.886	Q64	0.887
Q27	0.889	Q46	0.885		

4.2.2 Validity analysis

Reliability and validity have important internal relations, reliability is a necessary condition for validity, that is, when the questionnaire has a degree of reliability, it may not be valid. Validity refers to the degree of proximity between the measured value and the true value, reflecting the true degree of the thing that can be

measured. The validity is divided into content validity, criterion validity and construction validity. Content validity refers to the degree of fitness that reflects the scope and breadth of the measurement tool itself, and is generally assessed by subjective experts. The criterion validity refers to whether the variable can reflect the relationship between variables as expected, including parallel validity and predictive validity; construction validity refers to that the measurement tool can measure the degree of abstract concepts or traits, which is divided into convergence validity and faction validity; construction validity is mainly achieved through factor analysis [2]. In this paper, we use the exploratory factor analysis to test the construction validity of the questionnaire.

We test the degree of information extraction of each index according to the communality test. The greater the communality, the greater the degree of common dependence of the indicator on the common factor, that is, using these common factors to explain the evaluation index is more effective. In general, when the commonality is greater than 0.4, the common factor can be a good explanation of the evaluation index; if the communality is relatively small, it can be deleted according to experience. Exploratory factor analysis can be done with SPSS software, using pre-survey data for analysis, and the results are as follows:

The following table is KMO measure and the Bartlett sphere test results of service quality of Question 9~36, communication and public image of Question 37 ~ 41, lifestyle congruence of Question 42 ~ 46, price sensitive of Question 47 ~ 51, customer satisfaction of Question 52 ~ 55, perceived quality of Question 56 ~ 59, and brand loyalty of Question 60 ~ 64. KMO is the Measure of Sampling Adequace of Kaiser-Meyer-Olkin. When KMO is larger, the more common factor between variables, the more suitable for factor analysis. It is generally assumed when KMO is less than 0.5, it is not suitable for factor analysis. The table shows that the KMO value is 0.624, which is suitable for factor analysis. The significance probability of the

Bartlett sphere test in the table is 0.000, less than 1%, and the data is relevant and is suitable for factor analysis.

Table 2 KMO and Bartlett test

Measure of Sampling Adequace of Kaiser-Meyer-Olkin		0.624
Bartlett's Spherical Test	Approximate chi -square	2900.258
	df	1540
	Sig.	0.000

It can be seen that the communality of the evaluation index factor is greater than 0.4, indicating that information extraction effect of the evaluation index is better, and each indicator is necessary to set.

Communality

Item	Communality	Item	Communality	Item	Communality
Q9	0.723	Q28	0.815	Q47	0.743
Q10	0.734	Q29	0.694	Q48	0.657
Q11	0.622	Q30	0.661	Q49	0.673
Q12	0.721	Q31	0.718	Q50	0.712
Q13	0.725	Q32	0.735	Q51	0.701
Q14	0.76	Q33	0.604	Q52	0.704
Q15	0.678	Q34	0.732	Q53	0.693
Q16	0.563	Q35	0.7	Q54	0.783
Q17	0.77	Q36	0.775	Q55	0.685
Q18	0.654	Q37	0.713	Q56	0.709
Q19	0.634	Q38	0.696	Q57	0.709
Q20	0.702	Q39	0.672	Q58	0.666
Q21	0.67	Q40	0.696	Q59	0.789
Q22	0.688	Q41	0.683	Q60	0.694
Q23	0.648	Q42	0.626	Q61	0.613

Q24	0.768	Q43	0.723	Q62	0.822
Q25	0.791	Q44	0.753	Q63	0.836
Q26	0.685	Q45	0.698	Q64	0.759
Q27	0.707	Q46	0.817		

	price sensitivity	customer satisfaction	perceived quality	brand loyalty
service quality	.312**	.486**	.370**	.427**
communi cation and public image	0.076	0.108	.194*	.219*
lifestyle congruen ce	.472**	.377**	.246*	.300**
price sensitivity	1	-0.002	-0.099	.286**
customer satisfactio n	-0.002	1	.571**	.371**
perceived quality	-0.099	.571**	1	0.132
Brand loyalty	.286**	.371**	0.132	1

	service quality	communication and public image	lifestyle congruence	price sensitivity
service quality	1	.614**	.543**	.312**
communication and public image	.614**	1	0.19	0.076
lifestyle congruence	.543**	0.19	1	.472**
price sensitivity	.312**	0.076	.472**	1
customer satisfaction	.486**	0.108	.377**	-0.002
perceived quality	.370**	.194*	.246*	-0.099
Brand loyalty	.427**	.219*	.300**	.286**

4.3 Correlation analysis

According to the characteristics of the Likert scale, we can measure the following dimensions through the mean of the corresponding items, and they are service quality, communication and public image, lifestyle congruence, price sensitivity, customer satisfaction, perceived quality and brand loyalty. Since these variables are the continuous variables, we have validated the correctness of the model

by Pearson correlation coefficient and its significance. The Pearson correlation coefficients are as follows:

The results of the correlation analysis showed that with the significant level of 1% of the service quality, there was a significant positive correlation between the service quality with communication and public image, lifestyle congruence, price sensitivity, customer satisfaction, perceived quality and brand loyalty. Of course, there is not much economic connection between service quality, price sensitivity and lifestyle congruence, where significant correlation is only a result of statistical analysis, and we do not analyze variables that do not have economic significance. From results of the correlation test of service quality, we found that service quality and communication and public image, customer satisfaction, perceived quality and brand loyalty were significantly positively correlated, which preliminarily showed that hypothesis 2, hypothesis 3, Hypothesis 7 and hypothesis 10 were valid, and indicated that the service quality might interact with communication and public image, and service quality might affect customer satisfaction, perceived quality and brand loyalty.

It does not find a significant correlation between communication and public image and customer satisfaction, and the hypothesis 6 is preliminarily not valid; that is, communication and public image does not affect customer satisfaction. But the communication and the public image has found a 5% significant positive impact on perceived quality and brand loyalty, which preliminarily shows that hypothesis 9 and 12 are valid, indicating that if communication and public image score higher, service quality, perceived quality and brand loyalty will score correspondingly higher, and that communication and public image may affect perceived quality and brand loyalty.

When lifestyle congruence is at 1% significance level, it is significantly positively correlated with price sensitivity and customer satisfaction . It preliminarily shows that hypothesis 1 and 4 are valid, that is, lifestyle congruence and price sensitivity may interact with each other, and lifestyle congruence may affect customer

satisfaction. In addition, life congruence and perceived quality and brand loyalty show an at least 5% positive significance level. But in the economic sense these variables are not much related, and will not be further discussed.

Price sensitivity has not been found to have a significant correlation with customer satisfaction, which preliminarily shows that hypothesis 5 is not valid; that is, price sensitivity does not affect customer satisfaction. But it found that price sensitivity has a significant positive correlation with brand loyalty, which will not be discussed.

There is a significant positive correlation between customer satisfaction and perceived quality at 1% significance level, which preliminarily shows that H8 is valid, and that customer satisfaction may affect perceived quality.

It did not find a significant correlation between perceived quality and brand loyalty, which initially showed that hypothesis 11 was not valid, and that perceived quality would not affect the brand loyalty.

4.4 Regression analysis

Correlation analysis has initially validated Hypothesis 5, Hypothesis 6 and Hypothesis 11 are not valid, and Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, Hypothesis 7, Hypothesis 8, Hypothesis 9, Hypothesis 10 and Hypothesis 12 are valid. In order to further verify whether the above hypothesis is true or not, we use regression analysis to test the above 12 hypotheses.

Hypothesis 1 Price sensitivity and lifestyle congruence affect each other

Firstly, take lifestyle congruence as an independent variable, price sensitivity as a dependent variable, and study whether lifestyle congruence has an impact on price sensitivity; and then take lifestyle congruence as a dependent variable, price sensitivity as an independent variable, and study whether price sensitivity has an effect on lifestyle congruence. The regression results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	1.692		
	lifestyle congruence	.477	.087	.472	5.460	.000

price sensitivity = 1.692 + 0.477 * lifestyle congruence

t (4.970***) (5.460***)

R²=0.215 F=29.807 P=0.000

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	2.188		
	price sensitivity	.467	.086	.472	5.460	.000

lifestyle congruence = 2.188 + 0.467 * price sensitivity

t (7.122***) (5.460***)

R²=0.215 F=29.807 P=0.000

The results of regression analysis showed that lifestyle congruence had a significant effect on price sensitivity, price sensitivity had a significant effect on lifestyle congruence, and the results were 0.477 and 0.467 respectively, which further confirmed the hypothesis H1 was valid.

Hypothesis 2 Service quality and communication and public image affect with each other

We use service quality as the dependent variable, the communication and the public image as the independent variable; and then the service quality as the independent variable, the communication and the public image as the dependent variable to carry out regression analysis and further verify the Hypothesis 2. The regression analysis structure is as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.862	.267		6.973	.000
1 communication and the public image	.524	.066	.614	7.934	.000

service quality = 1.862 + 0.524 * communication and the public image

t (6.973***) (7.934***)

R²=0.371 F=62.942 P=0.000

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.165	.362		3.223	.002
1 service quality	.720	.091	.614	7.934	.000

communication and the public image = 1.165 + 0.720 * service quality

t (3.232***) (7.934***)

R²=0.371 F=62.942 P=0.000

The results show that the communication and the public image has a significant impact on the service quality. The service quality has a significant effect on communication and public image. The coefficient value is 0.524 and 0.729 respectively. It can be seen that the service quality has more influence on communication and public image, further validating the H2 is valid.

Hypothesis 3 Service quality has a significant impact on customer satisfaction

We use the service quality as the independent variable, customer satisfaction as the dependent variable to carry out the regression analysis, and the results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.657	.456		3.634	.000
	service quality	.649	.114	.486	5.670	.000

Thus we can get the regression equation as follows:

$$\text{customer satisfaction} = 1.657 + 0.649 * \text{service quality}$$

$$t (3.634***) (5.670***)$$

$$R^2 = 0.229 \quad F = 32.146 \quad P = 0.000$$

From the above table, we come to the regression analysis results of customer satisfaction on service quality. The results show that impact of service quality on customer satisfaction is significantly positive, further verifying the H3; that is, service quality has a significant impact on customer satisfaction with the coefficient value of 0.649, showing that the service quality has quite deep influence on customer satisfaction.

Hypothesis 4 Lifestyle congruence has a significant impact on customer satisfaction

Take lifestyle congruence as independent variable and customer satisfaction as dependent variable to carry out the regression analysis and verify the H3, with the results as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	3.235	.244		
1 lifestyle congruence	.260	.063	.377	4.145	.000

The results of regression analysis were as follows:

$$\text{customer satisfaction} = 3.235 + 0.260 * \text{lifestyle congruence}$$

t (13.232***) (4.145***)

$$R^2 = 0.134, F = 17.178, P = 0.000$$

The results show that the regression coefficient is significant, indicating that the lifestyle congruence has a significantly positive impact on customer satisfaction, further verifying the H4. The regression coefficient is 0.260, which shows that lifestyle congruence has a certain effect on customer satisfaction, but the effect is not that significant.

Hypothesis 5 Price sensitivity has a significant impact on customer satisfaction

We use the price sensitivity as independent variables, customer satisfaction as the dependent variable to conduct regression analysis to verify the H5, and the regression analysis results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	4.235		
	price sensitivity	-.001	.067	-.002	-.016	.987

The regression equation is as follows:

$$\text{customer satisfaction} = 4.235 - 0.001 * \text{price sensitivity}$$

$$t(17.597^{***}) \quad (0.987)$$

$$R^2 = -0.010, F = 0.000, P = 0.987$$

The regression analysis results show that the regression coefficient is not significant, indicating that price sensitivity does not have a significant effect on customer satisfaction, and that H5 is not valid.

Hypothesis 6 Communication and public image have a significant impact on customer satisfaction

Take communicate and public image as independent variables, customer satisfaction as the dependent variable to conduct regression analysis and further verify H6, and the regression analysis results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	3.738		

communicate and public image	.123	.111	.108	1.104	.272
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The regression equation is as follows:

customer satisfaction = 3.738 + 0.123 * communicate and public image

t (8.325***) (1.104)

R² = 0.002 , F = 1.219 , P = 0.272

The regression analysis results show that the regression coefficient of communication and public image on customer satisfaction is not significant, indicating that communication and public image has not found a significant impact on customer satisfaction, which further verifies that H6 is not valid.

Hypothesis 7 Service quality has a significant impact on Brand attitude

We use service quality as the independent variable, perceived quality as the dependent variable to carry out the regression analysis to verify H7, and the regression results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	2.736	.369		
1 service quality	.377	.093	.370	4.067	.000

The regression equation is as follows:

perceived quality = 2.736 + 0.377 * service quality

t (7.409***) (4.067***)

R² = 0.129 , F = 16.539 , P = 0.000

The results show that service quality has a significant effect on perceived quality, and that it is verified that H7 is valid with coefficient of 0.377.

Hypothesis 8 Customer satisfaction has a significant impact on Brand attitude

We use customer satisfaction as the independent variable, perceived quality as the dependent variable to carry out regression analysis and verify whether customer satisfaction has a significant impact on perceived quality. The regression results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	2.390		
	customer satisfaction	.435	.061	.571	7.093	.000

Thus we can get the regression equation as follows:

perceived quality = 2.390 + 0.435 * customer satisfaction

t (9.148***) (7.093***)

R² = 0.320 , F = 50.317 , P = 0.000

The regression analysis results show that the regression coefficient is significant, indicating that customer satisfaction has a significant effect on perceived quality, further verifying H5. The impact is 0.435, moderate.

Hypothesis 9 Communication and public image have a significant impact on Brand attitude

We use communication and public image as independent variables, perceived quality as the dependent variable to conduct regression analysis and verify H9, and the results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.553	.338		10.524	.000
1 communication and public image	.169	.083	.194	2.020	.046

Thus we can get the regression equation as follows:

perceived quality = 3.553 + 0.169 * communication and public image

(10.524***) (2.020**)

R²=0.029 , F=4.081 , P=0.046

The regression analysis results show that at 5% significant level, the regression coefficient is significant, indicating that communication and public image has significant influence on perceived quality and further verify H9 . The coefficient is 0.169.

Hypothesis 10 Service quality has a significant impact on brand loyalty

Similarly, take service quality as an independent variable, brand loyalty as a dependent variable to carry out regression analysis and verify H10. The regression analysis results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	1	(Constant)	1.356			.524
	service quality	.632	.131	.427	4.809	.000

The regression equation is as follows:

$$\text{brand loyalty} = 1.356 + 0.632 * \text{service quality}$$

$$t \quad (2.588^{**}) \quad (4.809^{***})$$

$$R^2=0.029, F=4.081, P=0.046$$

The regression analysis results show that the regression coefficient is significant at 1% significant level, indicating that service quality has a significant effect on brand loyalty and that H9 is valid. The coefficient is 0.632, showing service quality has great impact on the brand loyalty.

Hypothesis 11 Brand attitude has a significant impact on brand loyalty

Similarly, we use the perceived quality as an independent variable, brand loyalty as a dependent variable to construct the regression model and test H6. The regression results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	1	(Constant)	3.052			.602

perceived quality	.192	.142	.132	1.359	.177
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The regression equation is as follows:

$$\text{brand loyalty} = 3.052 + 0.192 * \text{perceived quality}$$

$$t (5.071***) \quad (1.359)$$

$$R^2 = 0.008 , F = 1.846 , P = 0.177$$

The regression results show that the regression coefficient is not significant, indicating that perceived quality has no significant effect on brand loyalty, and that H6 is not valid.

Hypothesis 12 Communication and public image have a significant impact on brand loyalty

We use communication and the public image as the independent variable, brand loyalty as the dependent variable to carry out regression analysis and verify H12. The regression results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.754	.490		5.627	.000
1 communication and the public image	.276	.121	.219	2.284	.024

The regression equation is as follows:

$$\text{brand loyalty} = 2.754 + 0.276 * \text{communication and the public image}$$

$$t (5.627***) \quad (2.284**)$$

$$R^2 = 0.039 , F = 5.216 , P = 0.0024$$

The regression results showed that the regression coefficient was significant at the 5% significance level, indicating that the communication and the public image had a significant effect on the brand loyalty. H12 was invalid with coefficient of 0.276.

4.5 Hypothesis validation

Hypothesis	Influence coefficient	Significance level
Lifestyle congruence → Price sensitivity	0.477	0.000
Price sensitivity → Lifestyle congruence	0.467	0.000
Service quality and public image → Communication	0.720	0.000
Communication and public image → Service quality	0.524	0.000
Service quality → customer satisfaction	0.649	0.000
Lifestyle congruence → customer satisfaction	0.260	0.000
Price sensitivity → customer satisfaction	-0.001	0.987
Communication and public image → Customer satisfaction	0.123	0.272
Service quality → Brand attitude	0.377	0.000
customer satisfaction → Brand attitude	0.435	0.000
Communication and public image →	0.169	0.046

Brand attitude		
Service quality → Brand loyalty	0.632	0.000
Brand attitude → Brand loyalty	0.192	0.177
Communication and public image → Brand loyalty	0.276	0.024

From the above table, we can see that the coefficient of influence of price sensitivity and lifestyle congruence is not very different, indicating that interactive influence of them is not very different; the impact coefficient of service quality on the communication and public image is 0.720, greater than the impact coefficient of communication and public image on service quality, which is 0.524, indicating that the service quality has greater effect on the communication and the public image; coefficients of service quality, lifestyle congruence, price sensitivity and communication and public image on customer satisfaction are 0.649 , 0.260 , -0.001 and 0.123, showing that service quality has the greatest impact on customer satisfaction, followed by the lifestyle congruence. Coefficients of service quality, customer satisfaction and communication and public image on perceived quality are 0.377,0.435 and 0.169, indicating that customer satisfaction has the greatest impact on the perceived quality, followed by service quality and communication and public image; coefficients of service quality, perceived quality and communication and public image on brand loyalty are 0.632,0.192 and 0.276, indicating that the service quality has the greatest impact on brand loyalty, followed by communication and public image.

CHAPTER 4

Results and Analysis

4.1 Descriptive statistics

The basic information of the respondents is described, mainly including age, gender, occupation, pre-tax monthly income, frequent flyer reward program of hotel and hotel reservation channel. The results of descriptive statistics mainly include frequency, percentage and so on.

(1) Age

From the age distribution of the respondents, the age is all concentrated between 18 and 30 and between 31 and 50, among which the number of respondents aged between 31 and 50 is slightly larger, and the two parts of respondents account for 100%. No respondents are more than 51 years old.

The age distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	47	44.3	44.3	44.3
	31-50	59	55.7	55.7	100
	Total	106	100	100	

(2) Gender

From the survey of the gender distribution of the respondents, the proportion of male and female respondents was 51.89% and 48.11% respectively, and the gender ratio of sample was very coordinated.

The gender distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	55	51.9	51.9	51.9
	female	51	48.1	48.1	100
	Total	106	100	100	

(3) Occupation

From the occupation distribution of the survey sample, the company manager accounted for the highest proportion, which was more than 50%, followed by white-collar accounting for the 28.3%. In addition, adult students, freelancers and the retired were excluded.

The occupation distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	7	6.6	6.6	6.6
	Company Manager	59	55.7	55.7	62.3
	White Collar	30	28.3	28.3	90.6
	Skilled Worker	9	8.5	8.5	99.1
	Unemployed	1	0.9	0.9	100
	Total	106	100	100	

(4) Pre - tax monthly income

In terms of the pre-tax monthly income, the highest proportion was 10000 ~ 20000RMB, which was close to 50%, followed by 5000 ~ 10000RMB, accounting for 30.2%. 50000RMB accounted for the smallest proportion, with 1.9% of the respondents.

The pre - tax monthly income distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5000 RMB	7	6.6	6.6	6.6
	5000-10000 RMB	32	30.2	30.2	36.8
	10000-20000 RMB	52	49.1	49.1	85.8
	20000-50000 RMB	13	12.3	12.3	98.1
	50000 RMB	2	1.9	1.9	100
	Total	106	100	100	

(5) Frequent flyer reward program

The hotel's frequent flyer reward program distribution showed that the largest proportion of respondents came from the Hilton HHonors, reaching 59.4%, followed by Starwood Preferred Guest, reaching 49.1%, and Marriott Rewards and IHG Rewards Club also reached more than 40%. Respondents from frequent flyer award scheme of other hotels and hotels unknown were surveyed at a very small number, 1.9% and 4.7% respectively. It is obvious that most people know about aware of IHG Rewards Club, Hilton HHonors, Starwood PPreferred Guest and Marriott Rewards.

Frequent flyer reward program distribution

	Frequency	Percent	Valid Percent
IHG Rewards Club	43	40.6	40.6
Hilton Honors	63	59.4	59.4
Starwood	52	49.1	49.1

Preferred Guest			
Marriott Rewards	49	46.2	46.2
Others	2	1.9	1.9
Unknown	5	4.7	4.7

(6) Hotel reservation channel

The hotel reservation channel distribution showed that the proportion of hotels booked by the official channel was 33%, and the proportion by third-party channels was 67%. It can be seen that most people tend to use the third-party booking channel. In addition, we found that other ways to book hotels were not inclined to use .

Hotel reservation channel distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Official Methods	35	33	33	33
Third Party Booking	71	67	67	100
Total	106	100	100	

In addition, we conducted the survey on booking satisfaction of the official channel, third-party channel and other channels, and the results were as follows:

Hotel booking channel satisfaction analysis

		Official channel	Third party and other channels
N	Valid	106	106
	Missing	0	0
Mean		3.99	4.01
Median		4	4

Mode		4	4
Minimum		1	1
Maximum		5	5

We found that the mean of satisfaction for third parties and other booking channels was higher than that of the official channels, indicating that most respondents were more satisfied with the third parties and other channels booking. In addition, the median, mode, minimum and maximum of these two kinds of channels are the same, indicating that most people are satisfied with them.

4.2 Reliability and validity analysis

4.2.1 Reliability analysis

The reliability analysis is to test the reliability and stability of the questionnaire, that is, through multiple measurements, test the measured results of the consistency and stability. In order to understand the consistency and validity of the questionnaire, we usually carry out the reliability test of the questionnaire. The commonly used reliability test method is "Cronbach" coefficient, that is, the internal consistency reliability. The closer the value of α is to 1, the more stable the questionnaire [1]. In practice, if the α coefficient is greater than 0.6, indicating that the reliability of the index is acceptable [1]. The pre-survey data was introduced into SPSS, and the reliability coefficient of the total scale was 0.883, which indicated that the reliability of the whole questionnaire was quite good. In addition, we carried out the reliability analysis on service quality of Question 9~36, communication and public image of Question 37~41, life style congruence of Question 42~46, price sensitive of Question 47~51, customer satisfaction of Question 52~55 ,perceived quality of Question 56~59 and brand loyalty Question 60~64, the results of which found that the reliability coefficient was 0.889. Deleting any item, the overall reliability of the questionnaire has not improved, so we will not modify the questionnaire.

Reliability test after deleting items

Item	α after the item removal	Item	α after the item removal	Item	α after the item removal
Q9	0.887	Q28	0.888	Q47	0.885
Q10	0.887	Q29	0.888	Q48	0.887
Q11	0.888	Q30	0.886	Q49	0.89
Q12	0.888	Q31	0.885	Q50	0.89
Q13	0.888	Q32	0.885	Q51	0.887
Q14	0.888	Q33	0.885	Q52	0.887
Q15	0.884	Q34	0.885	Q53	0.887
Q16	0.888	Q35	0.888	Q54	0.888
Q17	0.887	Q36	0.887	Q55	0.886
Q18	0.887	Q37	0.888	Q56	0.889
Q19	0.888	Q38	0.889	Q57	0.887
Q20	0.886	Q39	0.889	Q58	0.889
Q21	0.885	Q40	0.887	Q59	0.889
Q22	0.888	Q41	0.886	Q60	0.887
Q23	0.885	Q42	0.886	Q61	0.887
Q24	0.886	Q43	0.883	Q62	0.889
Q25	0.886	Q44	0.884	Q63	0.887
Q26	0.888	Q45	0.886	Q64	0.887
Q27	0.889	Q46	0.885		

4.2.2 Validity analysis

Reliability and validity have important internal relations, reliability is a necessary condition for validity, that is, when the questionnaire has a degree of reliability, it may not be valid. Validity refers to the degree of proximity between the

measured value and the true value, reflecting the true degree of the thing that can be measured. The validity is divided into content validity, criterion validity and construction validity. Content validity refers to the degree of fitness that reflects the scope and breadth of the measurement tool itself, and is generally assessed by subjective experts. The criterion validity refers to whether the variable can reflect the relationship between variables as expected, including parallel validity and predictive validity; construction validity refers to that the measurement tool can measure the degree of abstract concepts or traits, which is divided into convergence validity and faction validity; construction validity is mainly achieved through factor analysis [2]. In this paper, we use the exploratory factor analysis to test the construction validity of the questionnaire.

We test the degree of information extraction of each index according to the communality test. The greater the communality, the greater the degree of common dependence of the indicator on the common factor, that is, using these common factors to explain the evaluation index is more effective. In general, when the commonality is greater than 0.4, the common factor can be a good explanation of the evaluation index; if the communality is relatively small, it can be deleted according to experience. Exploratory factor analysis can be done with SPSS software, using pre-survey data for analysis, and the results are as follows:

The following table is KMO measure and the Bartlett sphere test results of service quality of Question 9~36, communication and public image of Question 37 ~ 41, lifestyle congruence of Question 42 ~ 46, price sensitive of Question 47 ~ 51, customer satisfaction of Question 52 ~ 55, perceived quality of Question 56 ~ 59, and brand loyalty of Question 60 ~ 64. KMO is the Measure of Sampling Adequacy of Kaiser-Meyer-Olkin. When KMO is larger, the more common factor between variables, the more suitable for factor analysis. It is generally assumed when KMO is less than 0.5, it is not suitable for factor analysis. The table shows that the KMO value is 0.624, which is suitable for factor analysis. The significance probability of the

Bartlett sphere test in the table is 0.000, less than 1%, and the data is relevant and is suitable for factor analysis.

Table 2 KMO and Bartlett test

Measure of Sampling Adequace of Kaiser-Meyer-Olkin		0.624
Bartlett's Spherical Test	Approximate chi -square	2900.258
	df	1540
	Sig.	0.000

It can be seen that the communality of the evaluation index factor is greater than 0.4, indicating that information extraction effect of the evaluation index is better, and each indicator is necessary to set.

Communality

Item	Communality	Item	Communality	Item	Communality
Q9	0.723	Q28	0.815	Q47	0.743
Q10	0.734	Q29	0.694	Q48	0.657
Q11	0.622	Q30	0.661	Q49	0.673
Q12	0.721	Q31	0.718	Q50	0.712
Q13	0.725	Q32	0.735	Q51	0.701
Q14	0.76	Q33	0.604	Q52	0.704
Q15	0.678	Q34	0.732	Q53	0.693
Q16	0.563	Q35	0.7	Q54	0.783
Q17	0.77	Q36	0.775	Q55	0.685
Q18	0.654	Q37	0.713	Q56	0.709
Q19	0.634	Q38	0.696	Q57	0.709
Q20	0.702	Q39	0.672	Q58	0.666
Q21	0.67	Q40	0.696	Q59	0.789
Q22	0.688	Q41	0.683	Q60	0.694
Q23	0.648	Q42	0.626	Q61	0.613

Q24	0.768	Q43	0.723	Q62	0.822
Q25	0.791	Q44	0.753	Q63	0.836
Q26	0.685	Q45	0.698	Q64	0.759
Q27	0.707	Q46	0.817		

	price sensitivity	customer satisfaction	perceived quality	brand loyalty
service quality	.312**	.486**	.370**	.427**
communi cation and public image	0.076	0.108	.194*	.219*
lifestyle congruen ce	.472**	.377**	.246*	.300**
price sensitivity	1	-0.002	-0.099	.286**
customer satisfactio n	-0.002	1	.571**	.371**
perceived quality	-0.099	.571**	1	0.132
Brand loyalty	.286**	.371**	0.132	1

	service quality	communication and public image	lifestyle congruence	price sensitivity
service quality	1	.614**	.543**	.312**
communication and public image	.614**	1	0.19	0.076
lifestyle congruence	.543**	0.19	1	.472**
price sensitivity	.312**	0.076	.472**	1
customer satisfaction	.486**	0.108	.377**	-0.002
perceived quality	.370**	.194*	.246*	-0.099
Brand loyalty	.427**	.219*	.300**	.286**

4.3 Correlation analysis

According to the characteristics of the Likert scale, we can measure the following dimensions through the mean of the corresponding items, and they are service quality, communication and public image, lifestyle congruence, price sensitivity, customer satisfaction, perceived quality and brand loyalty. Since these variables are the continuous variables, we have validated the correctness of the model

by Pearson correlation coefficient and its significance. The Pearson correlation coefficients are as follows:

The results of the correlation analysis showed that with the significant level of 1% of the service quality, there was a significant positive correlation between the service quality with communication and public image, lifestyle congruence, price sensitivity, customer satisfaction, perceived quality and brand loyalty. Of course, there is not much economic connection between service quality, price sensitivity and lifestyle congruence, where significant correlation is only a result of statistical analysis, and we do not analyze variables that do not have economic significance. From results of the correlation test of service quality, we found that service quality and communication and public image, customer satisfaction, perceived quality and brand loyalty were significantly positively correlated, which preliminarily showed that hypothesis 2, hypothesis 3, Hypothesis 7 and hypothesis 10 were valid, and indicated that the service quality might interact with communication and public image, and service quality might affect customer satisfaction, perceived quality and brand loyalty.

It does not find a significant correlation between communication and public image and customer satisfaction, and the hypothesis 6 is preliminarily not valid; that is, communication and public image does not affect customer satisfaction. But the communication and the public image has found a 5% significant positive impact on perceived quality and brand loyalty, which preliminarily shows that hypothesis 9 and 12 are valid, indicating that if communication and public image score higher, service quality, perceived quality and brand loyalty will score correspondingly higher, and that communication and public image may affect perceived quality and brand loyalty.

When lifestyle congruence is at 1% significance level, it is significantly positively correlated with price sensitivity and customer satisfaction . It preliminarily shows that hypothesis 1 and 4 are valid, that is, lifestyle congruence and price sensitivity may interact with each other, and lifestyle congruence may affect customer

satisfaction. In addition, life congruence and perceived quality and brand loyalty show an at least 5% positive significance level. But in the economic sense these variables are not much related, and will not be further discussed.

Price sensitivity has not been found to have a significant correlation with customer satisfaction, which preliminarily shows that hypothesis 5 is not valid; that is, price sensitivity does not affect customer satisfaction. But it found that price sensitivity has a significant positive correlation with brand loyalty, which will not be discussed.

There is a significant positive correlation between customer satisfaction and perceived quality at 1% significance level, which preliminarily shows that H8 is valid, and that customer satisfaction may affect perceived quality.

It did not find a significant correlation between perceived quality and brand loyalty, which initially showed that hypothesis 11 was not valid, and that perceived quality would not affect the brand loyalty.

4.4 Regression analysis

Correlation analysis has initially validated Hypothesis 5, Hypothesis 6 and Hypothesis 11 are not valid, and Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, Hypothesis 7, Hypothesis 8, Hypothesis 9, Hypothesis 10 and Hypothesis 12 are valid. In order to further verify whether the above hypothesis is true or not, we use regression analysis to test the above 12 hypotheses.

Hypothesis1 Price sensitivity and lifestyle congruence affect each other

Firstly, take lifestyle congruence as an independent variable, price sensitivity as a dependent variable, and study whether lifestyle congruence has an impact on price sensitivity; and then take lifestyle congruence as a dependent variable, price sensitivity as an independent variable, and study whether price sensitivity has an effect on lifestyle congruence. The regression results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	1.692		
	lifestyle congruence	.477	.087	.472	5.460	.000

$$\text{price sensitivity} = 1.692 + 0.477 * \text{lifestyle congruence}$$

$$t \quad (4.970^{***}) \quad (5.460^{***})$$

$$R^2=0.215 \quad F=29.807 \quad P=0.000$$

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	2.188		
	price sensitivity	.467	.086	.472	5.460	.000

$$\text{lifestyle congruence} = 2.188 + 0.467 * \text{price sensitivity}$$

$$t \quad (7.122^{***}) \quad (5.460^{***})$$

$$R^2=0.215 \quad F=29.807 \quad P=0.000$$

The results of regression analysis showed that lifestyle congruence had a significant effect on price sensitivity, price sensitivity had a significant effect on lifestyle congruence, and the results were 0.477 and 0.467 respectively, which further confirmed the hypothesis H1 was valid.

Hypothesis 2 Service quality and communication and public image affect with each other

We use service quality as the dependent variable, the communication and the public image as the independent variable; and then the service quality as the independent variable, the communication and the public image as the dependent variable to carry out regression analysis and further verify the Hypothesis 2. The regression analysis structure is as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.862	.267		6.973	.000
1 communication and the public image	.524	.066	.614	7.934	.000

$$\text{service quality} = 1.862 + 0.524 * \text{communication and the public image}$$

$$t \quad (6.973^{***}) \quad (7.934^{***})$$

$$R^2=0.371 \quad F=62.942 \quad P=0.000$$

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.165	.362		3.223	.002
1 service quality	.720	.091	.614	7.934	.000

$$\text{communication and the public image} = 1.165 + 0.720 * \text{service quality}$$

$$t \quad (3.232^{***}) \quad (7.934^{***})$$

$$R^2=0.371 \quad F=62.942 \quad P=0.000$$

The results show that the communication and the public image has a significant impact on the service quality. The service quality has a significant effect on communication and public image. The coefficient value is 0.524 and 0.729 respectively. It can be seen that the service quality has more influence on communication and public image, further validating the H2 is valid.

Hypothesis 3 Service quality has a significant impact on customer satisfaction

We use the service quality as the independent variable, customer satisfaction as the dependent variable to carry out the regression analysis, and the results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.657	.456		3.634	.000
	service quality	.649	.114	.486	5.670	.000

Thus we can get the regression equation as follows:

$$\text{customer satisfaction} = 1.657 + 0.649 * \text{service quality}$$

$$t (3.634^{***}) (5.670^{***})$$

$$R^2 = 0.229 \quad F = 32.146 \quad P = 0.000$$

From the above table, we come to the regression analysis results of customer satisfaction on service quality. The results show that impact of service quality on customer satisfaction is significantly positive, further verifying the H3; that is, service quality has a significant impact on customer satisfaction with the coefficient value of 0.649, showing that the service quality has quite deep influence on customer satisfaction.

Hypothesis 4 Lifestyle congruence has a significant impact on customer satisfaction

Take lifestyle congruence as independent variable and customer satisfaction as dependent variable to carry out the regression analysis and verify the H3, with the results as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	3.235	.244		
1 lifestyle congruence	.260	.063	.377	4.145	.000

The results of regression analysis were as follows:

$$\text{customer satisfaction} = 3.235 + 0.260 * \text{lifestyle congruence}$$

t (13.232***) (4.145***)

$$R^2 = 0.134, F = 17.178, P = 0.000$$

The results show that the regression coefficient is significant, indicating that the lifestyle congruence has a significantly positive impact on customer satisfaction, further verifying the H4. The regression coefficient is 0.260, which shows that lifestyle congruence has a certain effect on customer satisfaction, but the effect is not that significant.

Hypothesis 5 Price sensitivity has a significant impact on customer satisfaction

We use the price sensitivity as independent variables, customer satisfaction as the dependent variable to conduct regression analysis to verify the H5, and the regression analysis results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	4.235		
	price sensitivity	-.001	.067	-.002	-.016	.987

The regression equation is as follows:

$$\text{customer satisfaction} = 4.235 - 0.001 * \text{price sensitivity}$$

$$t(17.597^{***}) \quad (0.987)$$

$$R^2 = -0.010, F = 0.000, P = 0.987$$

The regression analysis results show that the regression coefficient is not significant, indicating that price sensitivity does not have a significant effect on customer satisfaction, and that H5 is not valid.

Hypothesis 6 Communication and public image have a significant impact on customer satisfaction

Take communicate and public image as independent variables, customer satisfaction as the dependent variable to conduct regression analysis and further verify H6, and the regression analysis results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	3.738		

communicate and public image	.123	.111	.108	1.104	.272
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The regression equation is as follows:

customer satisfaction = 3.738 + 0.123 * communicate and public image

t (8.325***) (1.104)

R² = 0.002 , F = 1.219 , P = 0.272

The regression analysis results show that the regression coefficient of communication and public image on customer satisfaction is not significant, indicating that communication and public image has not found a significant impact on customer satisfaction, which further verifies that H6 is not valid.

Hypothesis 7 Service quality has a significant impact on Brand attitude

We use service quality as the independent variable, perceived quality as the dependent variable to carry out the regression analysis to verify H7, and the regression results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	1	(Constant)	2.736			.369
	service quality	.377	.093	.370	4.067	.000

The regression equation is as follows:

perceived quality = 2.736 + 0.377 * service quality

t (7.409***) (4.067***)

R² = 0.129 , F = 16.539 , P = 0.000

The results show that service quality has a significant effect on perceived quality, and that it is verified that H7 is valid with coefficient of 0.377.

Hypothesis 8 Customer satisfaction has a significant impact on Brand attitude

We use customer satisfaction as the independent variable, perceived quality as the dependent variable to carry out regression analysis and verify whether customer satisfaction has a significant impact on perceived quality. The regression results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.390	.261		9.148	.000
	customer satisfaction	.435	.061	.571	7.093	.000

Thus we can get the regression equation as follows:

perceived quality = 2.390 + 0.435 * customer satisfaction

t (9.148***) (7.093***)

R² = 0.320 , F = 50.317 , P = 0.000

The regression analysis results show that the regression coefficient is significant, indicating that customer satisfaction has a significant effect on perceived quality, further verifying H5. The impact is 0.435, moderate.

Hypothesis 9 Communication and public image have a significant impact on Brand attitude

We use communication and public image as independent variables, perceived quality as the dependent variable to conduct regression analysis and verify H9, and the results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.553	.338		10.524	.000
1 communication and public image	.169	.083	.194	2.020	.046

Thus we can get the regression equation as follows:

perceived quality = 3.553 + 0.169 * communication and public image

(10.524***) (2.020**)

$R^2=0.029$, $F=4.081$, $P=0.046$

The regression analysis results show that at 5% significant level, the regression coefficient is significant, indicating that communication and public image has significant influence on perceived quality and further verify H9 . The coefficient is 0.169.

Hypothesis 10 Service quality has a significant impact on brand loyalty

Similarly, take service quality as an independent variable, brand loyalty as a dependent variable to carry out regression analysis and verify H10. The regression analysis results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	1.356	.524		
1 service quality	.632	.131	.427	2.588 4.809	.011 .000

The regression equation is as follows:

$$\text{brand loyalty} = 1.356 + 0.632 * \text{service quality}$$

$$t \quad (2.588^{**}) \quad (4.809^{***})$$

$$R^2=0.029, F=4.081, P=0.046$$

The regression analysis results show that the regression coefficient is significant at 1% significant level, indicating that service quality has a significant effect on brand loyalty and that H9 is valid. The coefficient is 0.632, showing service quality has great impact on the brand loyalty.

Hypothesis 11 Brand attitude has a significant impact on brand loyalty

Similarly, we use the perceived quality as an independent variable, brand loyalty as a dependent variable to construct the regression model and test H6. The regression results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	3.052	.602		
1				5.071	.000

perceived quality	.192	.142	.132	1.359	.177
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The regression equation is as follows:

$$\text{brand loyalty} = 3.052 + 0.192 * \text{perceived quality}$$

$$t (5.071^{***}) \quad (1.359)$$

$$R^2 = 0.008 , F = 1.846 , P = 0.177$$

The regression results show that the regression coefficient is not significant, indicating that perceived quality has no significant effect on brand loyalty, and that H6 is not valid.

Hypothesis 12 Communication and public image have a significant impact on brand loyalty

We use communication and the public image as the independent variable, brand loyalty as the dependent variable to carry out regression analysis and verify H12. The regression results are as follows:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.754	.490		5.627	.000
1 communication and the public image	.276	.121	.219	2.284	.024

The regression equation is as follows:

$$\text{brand loyalty} = 2.754 + 0.276 * \text{communication and the public image}$$

$$t (5.627^{***}) \quad (2.284^{**})$$

$$R^2 = 0.039 , F = 5.216 , P = 0.0024$$

The regression results showed that the regression coefficient was significant at the 5% significance level, indicating that the communication and the public image had a significant effect on the brand loyalty. H12 was invalid with coefficient of 0.276.

4.5 Hypothesis validation

Hypothesis	Influence coefficient	Significance level
Lifestyle congruence → Price sensitivity	0.477	0.000
Price sensitivity → Lifestyle congruence	0.467	0.000
Service quality and public image → Communication	0.720	0.000
Communication and public image → Service quality	0.524	0.000
Service quality → customer satisfaction	0.649	0.000
Lifestyle congruence → customer satisfaction	0.260	0.000
Price sensitivity → customer satisfaction	-0.001	0.987
Communication and public image → Customer satisfaction	0.123	0.272
Service quality → Brand attitude	0.377	0.000
customer satisfaction → Brand attitude	0.435	0.000
Communication and public image →	0.169	0.046

Brand attitude		
Service quality → Brand loyalty	0.632	0.000
Brand attitude → Brand loyalty	0.192	0.177
Communication and public image → Brand loyalty	0.276	0.024

From the above table, we can see that the coefficient of influence of price sensitivity and lifestyle congruence is not very different, indicating that interactive influence of them is not very different; the impact coefficient of service quality on the communication and public image is 0.720, greater than the impact coefficient of communication and public image on service quality, which is 0.524, indicating that the service quality has greater effect on the communication and the public image; coefficients of service quality, lifestyle congruence, price sensitivity and communication and public image on customer satisfaction are 0.649 , 0.260 , -0.001 and 0.123, showing that service quality has the greatest impact on customer satisfaction, followed by the lifestyle congruence. Coefficients of service quality, customer satisfaction and communication and public image on perceived quality are 0.377,0.435 and 0.169, indicating that customer satisfaction has the greatest impact on the perceived quality, followed by service quality and communication and public image; coefficients of service quality, perceived quality and communication and public image on brand loyalty are 0.632,0.192 and 0.276, indicating that the service quality has the greatest impact on brand loyalty, followed by communication and public image.

CHAPTER 5

Conclusions and suggestions

5.1 Conclusions

In this paper, the empirical research method is used to study the relationship between customer-based service brand equity, customer satisfaction and brand loyalty, and examine the moderating role of communication and public image and consumer characteristics in customer satisfaction and brand loyalty, as well as the impact of various variables on perceived quality. Specific conclusions are as follows:

First of all, based on the research at home and abroad, this paper designs a scale for measuring customer-based service brand asset. Through exploratory factor analysis, this paper has obtained the constituent dimension of customer-based service brand asset, including service quality, price sensitivity, communication and public image, and lifestyle congruence, whose reliability has been measured. Furthermore, use confirmatory factor analysis to prove that customer-based service brand asset scale has sufficient validity. The result also shows that, customer-based service brand asset includes both functional components (service quality, communication and public image), as well as symbolic ones (lifestyle congruence, price sensitivity).

Secondly, based on the theoretical model, this paper validates the influence of customer-based service brand asset on customer satisfaction and brand loyalty. Empirical results show that perceived quality and lifestyle congruence have significant influence on customer satisfaction. Perceived quality, brand identification, and lifestyle congruence have significant influence on brand loyalty.

Thirdly, this paper validates the mediation effect of customer satisfaction both on perceived quality and brand loyalty, and lifestyle congruence and brand loyalty. Empirical results show that customer satisfaction is a mediator in the relationship between perceived quality and brand loyalty and at the same time, it plays some intermediary role in the relationship between lifestyle congruence and brand loyalty. Previous studies have shown that customer-based brand asset has a direct impact on brand loyalty, and the results of this paper also show that customer satisfaction partially mediates the effect of customer-based service brand asset on brand loyalty, which can be new supplement to previous studies.

Finally, this paper verifies the regression effect of communication and public image and consumer characteristics on customer satisfaction and brand loyalty. Empirical results show that communication and public image have moderating effects on the relationship between customer satisfaction and brand loyalty, but the moderating effect is not significant; consumer characteristics has partial moderating effect on the relationship between customer satisfaction and brand loyalty; gender, and age have a significant moderating effect on customer satisfaction and brand loyalty; educational background and income have no significant moderating effect on customer satisfaction and brand loyalty. It also shows that in the service industry, the demand and experience of service for consumers of different genders will be different; for male customers, female customers, different service should be provided to increase customer satisfaction and enhance brand loyalty. , Different age groups of consumers are also different in the service needs and experience; older consumers may be more likely to seek stability rather than change because of their habits, which reminds the service providers that, for different age groups of consumers, it is necessary to provide more different products and service. The data is analyzed and the following results are obtained.

1. Price sensitivity and lifestyle congruence influence each other; lifestyle congruence has a significant impact on price sensitivity , and vice versa. And there is little difference in influence intensity;

2. There are bidirectional effects between service quality and communication and public image; communication and public image has significant influence on service quality, and vice versa. Service quality has a greater impact on communication and public image;

3. Service quality and lifestyle congruence have a significant impact on customer satisfaction, and the impact of service quality on customer satisfaction is greater than that of lifestyle congruence;

4. It does not find that price sensitivity or communication and public image has a significant impact on customer satisfaction, indicating that price sensitivity and communication and public image are not important factors affecting customer satisfaction;

5. Service quality, customer satisfaction and communication and public image have significant influence on perceived quality, and communication and public image has less influence on perceived quality;

6. Service quality, communication and public image have a significantly positive impact on brand loyalty, and service quality has greater impact;

7. Perceived quality does not find a significant impact on brand loyalty, indicating that perceived quality is not an important factor affecting brand loyalty.

5.2 Research limitations

5.2.1 Limitations of the sample

The sample is the basis of the data survey, but because of the short collection time, lack of funds and other reasons, a small number of data was collected, which may have a certain impact on the measurement results.

5.2.2 Limitations of questionnaire

The related scale is limited for reference, and there are few similar research at home and abroad, so it can not cover all the influencing factors, which leads to the limitations of questionnaire.

5.3 Suggestions

The hotel is a composite of multiple businesses and multiple departments. In order to meet the diverse needs of different types of guests, it has formed complex business and complicated affairs of the hotel; to ensure the provision of first-class service, we must establish a sense of hotel management. Through the hotel management process, management functions are implemented; in order to achieve the desired business objectives, this paper put forward a few suggestions about the hotel management, in hope of improving the hotel management.

Shaping the distinctive brand image

Corporate brand and product brand are consistent, and the hotel should actively promote the construction of brand image, make systematic company CIS development strategy, namely the establishment of Mind Identity(MI), Behavior Identification (BI) and Visual Identification (VI), and unity of the trademark, logo, the design and packaging of various items. This kind of logo will facilitate the international people to recognize the concept of serving the global market and internationalization strategy of the hotel; at the same time, in accordance with Chinese tradition, the palace is the distinguished residence, meaning the hotel can meet international standards and hospitality of Chinese style and make guests feel at home.

2. Improving brand awareness through a variety of means

High end hotels pay more attention to the combination of various marketing media and various marketing methods in strengthening brand promotion. First of all,

fully implement the three-dimensional marketing of hotel brand. For one hand, invest in brand promotion in the traditional marketing media such as TV broadcast, travel magazine, brochure, poster, outdoor advertisement, etc...

For another hand, use Internet-focused high-tech marketing tools to promote the hotel brand, as well as the introduction of advanced GenaRes booking system, the development of central reservation system (CRS), and the construction of multi-language and real-time booking.

3. Sparing no effort to run the brand and maintain a good brand image

This is the most important point, because the hotel belongs to service industry, which is aimed to make profit by providing service. It should be clear that guests get "value for money" service for their money; guests are the source of the hotel's survival, and the hotel must pay respect to the guests, stand in their position, and provide first-class service. And the service here should be proactive, that is, when guests come to the hotel, the staff should proactively serve the guests, rather than waiting for them to ask for services, which has a big difference. I find that many hotels in China can not do this and they provide the passive service, which is the the specific performance of lack of service awareness. If hotel can do this, it will leave a deep impression on the guests and make them feel at home.

We all know the importance of service, but how to provide good service? I think the following steps should be done:

1, To improve the service quality, details matter a lot. Details make a difference! The service quality is determined by details; only when the details of the service are well done, can the guests feel the existence of the service. Because the hotel services are generally the same, only subtleties can show the level of management, which can make it distinguish from other competitors and catch customers' eyes. If the guest visits the same hotel a year later, his name and preference can be remembered by front desk and everything is well arranged, he will definitely feel very surprised!

2, Establish standard service procedures. When setting up service procedures, firstly determine the order and detail of service procedures, for example, from the booking -> check in -> check out -> room cleaning -> occupancy, unify each action, language, time, appliances as well as the solution of emergency. These should be manifested in the form of rules and regulations. With the service rules to unify the service work, achieve the standardization of service quality, normalization of posts and serialization and systematization of procedures. Ask employees to do it well!

3, do a good job of staff training. Competition between the quality of service is mainly the quality of the staff competition, it is difficult to imagine, not a well-trained staff to have high-quality services. Ask employees to understand from the ideological good, action done well. 3, Pay attention to staff training. Competition between the service quality is mainly the competition of staff quality, and it is difficult to imagine high-quality services can be provided without well-trained staff. Ask employees to understand the ideal and take good action.

4, The persistent implementation of a good program will improve the work. This is extremely important, and the rules and regulations are formulated. But if it has been well implemented or just for a short time, it is nothing.

5, Do a good job in information collection. Of course, what I am saying here is legal information collection, such as customer registration information, the effect of the service, whether the guests are satisfied with the service, customers' suggestions and advice. These are very important. Because the customer mobility of hotels is very strong, and the connection of the customer with the hotels is very weak. It can be said that before the occupancy, there is no connection between customers and the hotel. If we have collected the customer's registration information and we give a greeting on his birthday, the effect will be very good. In addition, pay attention to the comments of customers, especially complainment. And maintain the good aspects and correct the unsatisfying aspects. The same mistake should not occur on the same guest, which indicates the failure of management. This is what should be careful.

The gap between similar hotels is on the details. Hotel function is the same, and there is not much difference in the same type of hotel with the main difference in the details. This requires a detailed classification for the customer groups, and to provide the appropriate personalized service, so as to reflect the characteristics and innovation. The success of the hotel depends on the accumulation of detail, which is accumulated through the daily procedures and reflecting service procedures and standards, especially in the solution of a certain case. Pay attention to every detail, otherwise it will fail due to small detail. Market competition is increasingly fierce, and profit margins is gradually narrowed. Advanced and regular market research is necessary so as to make appropriate adjustments according to their own advantages and disadvantages, which is innovation. This innovation often determines the occupancy rate and profitability, which is very important.

Expand customer base. The customer is the source of the profit of hotel. There is nothing without customer resources. So expanding customer base is the most important in management. In the process of customer expansion, I think we should pay attention to the following aspects.

Provide high quality service. Reputation is one of our important ways to expand customer base.

In the process of customer expansion, it's better to provide VIPs with some preferential policies and personalized service, which can make VIPs feel exclusive here. For some long-term, important VIP customers, price concessions are inadequate, and humanized service is also important (of course, it should be legal), which can make them feel different and ensure occupancy rate in slack season.

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Appendix

Appendix: Questionnaire

The Hotel Booking Methods and Post-Staying Experience

1、 What is your Age?

- 18
- 19-30
- 31-50
- >50

2、 Gender

- Male
- Female

3、 Occupation

- Business
- Company Manager
- White Collar
- Skilled Worker
- Adult Student
- Self-employed
- Unemployed
- Retired
- Other _____

4、 Income Range before Tax per Month

- 5000 RMB
- 5000-10000 RMB
- 10000-20000 RMB
- 20000-50000 RMB
- 50000 RMB

5、 Do you know any one of the Frequent Customer Program of the Hotel?

(Multi-Choices)

- IHG Reward
- Hilton HHonors
- Starwood SPG
- Marriott Rewards
- Others _____
- Not Known

6、 What is your booking method?

- Official Methods(Web,Apps,etc)
- Third Party Booking (Such as Booking.com)
- _____

Please Answer the following question 7、 8 on a scale of 0-5. Representation of the scale is as follows:

Score	Verbal Equivalent
分	

1	Strongly Dissatisfied
2	Dissatisfied
3	Neither Satisfied or Dissatisfied
4	Satisfied
5	Strongly Satisfied

7、 How do you rate your official booking?

Score 分

8 、 How do you rate your third party or other booking after staying?

Score 分

Please Score the following factors (9-42) on a scale of 0-5. Representation of the scale is as follows:

Score	Verbal Equivalent
1	Totally Negligible
2	Negligible
3	Doesn't Matter
4	Attention
5	Highly Attention

Service Quality

9、 Offer hygienic meals

Score

1	2	3	4	5
---	---	---	---	---

 分

10、 Offer general and emergency medical services

Score

1	2	3	4	5
---	---	---	---	---

 分

11、 Offer speedy services

Score

1	2	3	4	5
---	---	---	---	---

 分

12、 Offer fast check-in and out services

Score

1	2	3	4	5
---	---	---	---	---

 分

13、 Decent and uniform appearance of service staffs

Score

1	2	3	4	5
---	---	---	---	---

 分

14、 Good communication skill of service staffs

Score

1	2	3	4	5
---	---	---	---	---

 分

15、 Staffs are willing to help guests

Score

1	2	3	4	5
---	---	---	---	---

 分

16、 Staffs can handle the complaints properly

Score

1	2	3	4	5
---	---	---	---	---

 分

17 、 Staffs know the local attractions and activities

Score

1	2	3	4	5
---	---	---	---	---

 分

18、 Provide additional benefits for elite members

Score

1	2	3	4	5
---	---	---	---	---

 分

19、 Staffs can remember elite members' name and preference

Score

1	2	3	4	5
---	---	---	---	---

 分

20、 Offer welcome drink or fruit for elite member

Score

1	2	3	4	5
---	---	---	---	---

 分

21、 Offer late check out service for elite member

Score

1	2	3	4	5
---	---	---	---	---

 分

22、 Offer room upgrade for elite member

Score

1	2	3	4	5
---	---	---	---	---

 分

23、 Offer bonus reward points for elite member

Score

1	2	3	4	5
---	---	---	---	---

 分

24、 Offer free breakfast for elite member

Score

1	2	3	4	5
---	---	---	---	---

 分

25、 Room Cleanness

Score

1	2	3	4	5
---	---	---	---	---

 分

26 、 Provide multiple choice about bed set (Pillow type 、 quilt amount)

Score

1	2	3	4	5
---	---	---	---	---

 分

27、 Offer completed room facilities (TV、 Coffee、 Tea、 Hair Dryer、 Toiletries、
etc.)

Score

1	2	3	4	5
---	---	---	---	---

 分

28、 Offer 24 hour check-in service

Score

1	2	3	4	5
---	---	---	---	---

 分

29 、 Offer laundry service

Score

1	2	3	4	5
---	---	---	---	---

 分

30、 Have gym in the hotel

Score

1	2	3	4	5
---	---	---	---	---

 分

31、 Have Spa in the hotel

Score

1	2	3	4	5
---	---	---	---	---

 分

32 、 Have swimming pool in the hotel

Score

1	2	3	4	5
---	---	---	---	---

 分

33、 Offer Valet parking service

Score

1	2	3	4	5
---	---	---	---	---

 分

34 、 Offer special service for elder or disable guest

Score

1	2	3	4	5
---	---	---	---	---

 分

35、 Have the secure surrounding

Score

1	2	3	4	5
---	---	---	---	---

 分

36、 Well-maintained facilities

Score

1	2	3	4	5
---	---	---	---	---

 分

Communication and Public Relation

37、 Previous rating and comment online

Score 分

38、 Events of hotel on social media

Score 分

39、 Public relation of hotel

Score 分

40、 Offer on-time and effective response of customer service centre

Score 分

41、 Provide periodic loyalty program e-newsletter

Score 分

Please Score the following statement (43-42)on a scale of 0-5. Representation of the scale is as follows:

Score	Verbal Equivalent
1	Strongly Disagree
2	Disagree
3	Doesn't Matter
4	Agree
5	Strongly Agree

Life-style Congruence

42、 I generally book the same hotel brand when I plan my staying.

Score

1	2	3	4	5
---	---	---	---	---

 分

43、 Once I made a choice on which hotel brand to stay, I am willing to continue to choose it without taking other brands into consideration..

Score

1	2	3	4	5
---	---	---	---	---

 分

44 、 Once I get used to one hotel brand, I hate to switch to other brands.

Score

1	2	3	4	5
---	---	---	---	---

 分

45、 If I like one hotel brand, I seldom switch from it just to try something different.

Score

1	2	3	4	5
---	---	---	---	---

 分

46、 Even though there are a lot of hotel in my next visit, I always tend to choose the same hotel brand.

Score

1	2	3	4	5
---	---	---	---	---

 分

Price Sensitivity

47 、 Join the Loyalty Reward Program could help to save a lot of money.

Score

1	2	3	4	5
---	---	---	---	---

 分

48、 Book directly with Hotels will help me save money.

Score

1	2	3	4	5
---	---	---	---	---

 分

49、 I will choose the cheaper same level hotels not in the good location compare the more expensive one in the good location.

Score

1	2	3	4	5
---	---	---	---	---

 分

50 、 I will not pay for extra service in the hotel.

Score

1	2	3	4	5
---	---	---	---	---

 分

51、 If hotel offer me the discount for service failure, I will feel satisfied.

Score

1	2	3	4	5
---	---	---	---	---

 分

Customer Satisfaction 客户满意度

52、 I am very satisfied with the service provided by the hotel in stay last time.

Score

1	2	3	4	5
---	---	---	---	---

 分

53 、 The hotel I stay last time does a good job to satisfy my needs.

Score

1	2	3	4	5
---	---	---	---	---

 分

54、 I believe choose the hotel I stay last time is usually a very satisfying experience.

Score

1	2	3	4	5
---	---	---	---	---

 分

55、 I think I made the right decision when I decided to choose the hotel I stay last time.

Score

1	2	3	4	5
---	---	---	---	---

 分

Brand Attitude

56 、 Overall, I think the hotel I stay last time is good.

Score

1	2	3	4	5
---	---	---	---	---

 分

57 、 Overall, I think the hotel I stay last time is very attractive.

Score

1	2	3	4	5
---	---	---	---	---

 分

58、 Overall, I think the hotel I stay last time is desirable. 。

Score

1	2	3	4	5
---	---	---	---	---

 分

59 、 Overall, I think the hotel I stay last time is extremely likeable.

Score

1	2	3	4	5
---	---	---	---	---

 分

Brand Loyalty

60、 I will make the plan to stay in the hotel satisfied me last time, even though the condition of it is not the prefect one towards the new plan.

Score

1	2	3	4	5
---	---	---	---	---

 分

61、 I will promote the hotel I feel good which I used to stay to others.

Score

1	2	3	4	5
---	---	---	---	---

 分

62、 I will make the plan to stay in the hotel just to finish the bonus reward events, even though I do not need to stay in the hotels.

Score

1	2	3	4	5
---	---	---	---	---

 分

63、 I will make the plan to stay in the hotel just to keep my Loyalty Reward Program statue, even though I do not need to stay in the hotels.

Score

1	2	3	4	5
---	---	---	---	---

 分

64、 I consider myself to be loyal to the hotel brand I like.

Score

1	2	3	4	5
---	---	---	---	---

 分

Thank You So Much!