

HOTEL REPUTATION IN THE HOSPITALITY INDUSTRY



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

Dissertation

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B.Sc. International Hospitality Management

TITLE

Hotel Reputation In The Hospitality
Industry

Declaration

We, Group 08 declare that this dissertation and the work presented in it are our own and has been generated by us as the result of our own original research.

Research Title: HOTEL REPUTATION IN THE HOTEL INDUSTRY

We confirm that:

1. This work was done wholly or mainly while in candidature for a B. Sc. International Hospitality Management at V M Salgaocar Institute of International Hospitality Education;
2. Where we have quoted from the work of others, the source is always given. With the exception of such quotations, this dissertation is entirely our own work;
3. We have acknowledged all main sources of help;
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Abstract

The success of a hotel is significantly influenced by hotel reputation and hotel image, two ideas that are closely intertwined. The term "hotel reputation" describes the general impression that visitors have of a hotel based on their interactions and experiences with the hotel's amenities and services. The level of service, cleanliness, comfort, and cost can all have an impact on how this perception is formed.

The branding, marketing, and visual identity of a hotel are all part of what is referred to as its hotel image, on the other hand. This can incorporate things like the hotel's logo, website, and marketing initiatives. A good hotel reputation can significantly affect how a hotel is perceived since happy customers are more inclined to spread the word about their excellent stays, which could lead to more bookings. Like this, a positive hotel image can draw in new business and keep returning visitors.

Both a positive hotel reputation and a positive hotel image are essential for hotels to succeed in today's fiercely competitive hospitality sector. In order to improve their reputation and image and eventually increase their prospects of long-term success, hotels should concentrate on offering great service and amenities as well as building a strong, consistent brand identity.

Chapter 1

INTRODUCTION

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Chapter 1

INTRODUCTION

Monitoring and influencing how your hotel is viewed online are the main goals of hotel reputation management. Monitoring review websites, participating in social media, optimizing your site for search, and many other things are all part of it. To put it another way, maintaining a positive internet reputation for your hotel is crucial to its overall business and can significantly impact how it competes with its rivals.

The word hotel image can mean different things to different people.

Boo (2003) uses the image in a broad context, defining it as the expression of ‘all objective knowledge, impressions, prejudice, and emotional thoughts an individual or group has of a particular object or place’.

Kotler (1991) describes it as the set of beliefs, ideas, and reproduced with impressions that an individual has about an entity.

Image is also believed to be the net result of the interaction of a person’s beliefs, ideas, feelings, expectations, and impressions about an object (Bhattacharjee, 2008).

1.1. Background

The act of extending a warm welcome and attending to a customer's basic needs is known as hospitality. The hospitality sector includes a large range of companies that offer services to clients. The sector can be divided into three main subsectors: accommodation, food and drink, and travel and tourism. One aspect of the service sector is hospitality. It basically entails dealing with customer satisfaction and meeting visitor needs. For both temporary occupants and members of the visiting public, the hospitality sector offers lodging, meals, and personal services. As long as humans have needed to travel vast distances that required an overnight stay, hotels have existed. Even before the first highways were constructed, these buildings were constructed beside commercial routes that were used by travelers. The oldest lodging facilities, known as inns, probably provided little more than a protected area, frequently by a water source. It was common practice for people to offer their houses as a resting spot for weary travelers in many different places of the world.

1.1.1. Hotels

Monitoring and influencing how your hotel is viewed online are the main goals of hotel reputation management. Monitoring review websites, participating in social media, optimizing your site for search, and many other things are all part of it. To put it another way, maintaining a positive internet reputation for your hotel is crucial to its overall business and can significantly impact how it competes with its rivals. The best location to visually represent your brand and give it a voice when communicating with your fans is on social media. Consistency is essential to growing and keeping your community of planners and your target audience given the deluge of content accessible on every social media platform.

1.1.1.1 Types of hotels

- Budget hotels
- Business hotels
- Bed & Breakfast hotels
- Motels
- Airport hotels
- Resorts
- Boutique hotels
- Transit hotels
- Hostels
- Inns
- Ecotels
- Chain hotels

1.1.1. Types of Customers

Families- Families are a mainstay of the hotel industry, and they typically have the same priorities today as they did generations earlier.

Tourist- The hotel is an experience for a certain kind of consumer, mainly tourists. All ancillary services are necessary to the enjoyment of a visitor's stay since they are drawn to the comforts that the

establishment offers.

Travelers- This kind of customer is an eager consumer of knowledge about the local way of life, someone who is interested in learning about the most unusual and unknown places, how to travel on their own, as well as the kinds of events that might take place while they are away.

Business- This type of executive customer has extremely precise requirements for goods that allow them to go about their daily lives and has access to all the technology needed for work.

Luxury- This client seeks out exclusive, one-of-a-kind experiences, excellent, restricted services, and benefits not available to the general public.

1.1.2. Mediating factor – Customer Satisfaction

Customer satisfaction is a metric that evaluates a company's customers' level of satisfaction with its goods, services, and abilities. Information about customer satisfaction, such as surveys and ratings, can assist a business in deciding how best to adjust or improve its goods and services. Customer satisfaction must be a company's priority.

1.1.3. Moderating factor – Hotel Reputation

Hotel reputation emerges as an intangible asset which differentiates a hotel from others and attracts customers to repurchase and willingly pay higher price for products (Loo and Davies, 2006, Jayawardena et al., 2013). Reputation is defined as a perception of past actions and future behavior is viewed not in isolation, but rather in the context of what others are doing in the marketplace (CIMA, 2007: 6).

1.1.4. Background theory

- **Corporate Reputation Theory**

This study contributes the knowledge in corporate reputation theory. As mentioned above, in many studies, the concepts of corporate image and reputation have traditionally been combined and thus been viewed as a single construct, so most researchers only tested either corporate image or corporate reputation. Although Walker (2010), in his literature review, has pointed out that corporate reputation is the total of all identities (based on

the perceptions of internal stake- holders) and images (based on the perceptions of external stake- holders), little studies have empirically verified this argument.

1.1.5. Stakeholders

Independent hotel owners or quality managers at major chains should be motivated or concerned by negative remarks from online sources! Today, everybody who has a thought about a good or service can easily share it on social media. Before selecting "Book," customers frequently look up hotel evaluations on their web channels. Because the impact of positive or negative visitor evaluations on hotel income is significant, travelers who write hotel reviews and share their personal experiences may generate concern for hospitality professionals. Since it immediately affects client preference and directly affects financial results, every hotel management needs to pay attention to this new sector that is becoming increasingly significant in their daily operations.

1.2. Operations Definition

- Independent Variable

Service Quality: Service can be defined in many ways depending on which area the term is being used. An author defines service as “any intangible act or performance that one party offers to another that does not result in the ownership of anything” (Kotler & Keller, 2009, p.789). In all, service can also be defined as an intangible offer by one party to another in exchange of money for pleasure. Quality is one of the things that consumers look for in an offer, which service happens to be one (Solomon 2009, p. 413).

- Mediating variable

Customer Satisfaction: Customer satisfaction is a metric that measures a company's customers' level of satisfaction with its goods, services, and capabilities. Information about customer satisfaction, such as surveys and ratings, can assist a business in deciding how best to adjust or enhance its goods and services.

- Dependent variable

Customer Loyalty: In the business context, loyalty is the customer’s commitment to do business with a particular organization which effects in repeat purchases of goods and services of that organization. (Bose, Rao

2011). The basic philosophies of relationship marketing assume that company-customer interactions and strategies can earn and keep the loyalty of customers. (Rizan, Warokka, Listyawati 2014) .

1.3. Significance of the study

This study successfully evaluates the relationship between hotel image and hotel reputation. When a guest experiences a good quality of service from a hotel with a good hotel image, he/she will perceive everything well as expectation and impress a good hotel reputation. Therefore, a good hotel image is a major source of a good hotel reputation. The clarification of hotel image and reputation could explain their roles and would provide a significant contribution to the hospitality literature.

1.4. Research gap

Future research should also see the effects of each factor that comprise of hotel image (contact personnel, physical environment, quality of services) and image congruence (actual, ideal, social, ideal social image congruence) on repeat intention. This can give managers and marketing analysts greater insight on their customer base and what specific areas need improvement. Second, although repeat intention is the first step in understanding the basis of customer loyalty and is a reliable predictor of behavior (Sheeran, 2002), future studies might attempt to better understand how image impacts a wider spectrum, including post purchase behaviors and customer loyalty. Future research might also want to consider the use of more demographic information for analysis of findings.

Third, data from this study was collected from customers of many different types of hotels. It might be more meaningful to concentrate on one type of hotel or one rating of hotels to understand the relationships of the variables more deeply.

Fourth, this study did not consider the effect of the casinos on hotel image and image congruence. It is recommended that future research consider the casino dimension and its effect on hotel image and image congruence.

Lee, G. S. (2003). The role of hotel image and image congruence and their effects on repeat intention in the hotel industry. University of Nevada, Las Vegas.

1.5. Objectives of the Study

This study analyses the hotel reputation and how this is affecting the hotel image, as well as their impact on the perceptions of internal customers at five-star hotels. Hotel reputation management is all about monitoring and influencing how your hotel is perceived online. Therefore, hotel reputation management is critical for the overall growth of the business.

1.6. Hypotheses

H1 = Hotel image has positive effect of hotel reputation.

H2 = Hotel reputation has positive effect of customer satisfaction.

H3 = Hotel image effects customer satisfaction.

1.2. Research Methodology

A. Qualitative Exploratory study

1. Unit of analysis

- The unit of analysis of our study are the HR Managers of our hotel.

2. Sample size

- 3 HR Managers.

3. Sampling method

- Convenience method

4. Period of data collection

- From 2nd January, 2023 to 6th January, 2023

5. Primary or secondary data

- Our primary data is the data that we collected and will be collecting from managers. Our secondary data is the data that we collected from journals, research papers found online and conference proceedings.

6. Data collection

- The data collection tool is the interview method.

7. Data collection procedures

- The data collection procedure that we did for our study is that we went to HR managers and interviewed them with a set of questions.

8. Sample size

- 3 HR Managers.

9. Sampling method

- Convenience method

10. Period of data collection

- From 2nd January, 2023 to 6th January, 2023

11. Primary or secondary data

- Our primary data is the data that we collected and will be collecting from managers. Our secondary data is the data that we collected from journals, research papers found online and conference proceedings.

12. Data collection

- The data collection tool is the interview method.

13. Data collection procedures

- The data collection procedure that we did for our study is that we went to HR managers and interviewed them with a set of questions.

14. Method used for data analysis

- Appropriate statistical analysis

B. Quantitative Exploratory study

1. Unit of analysis

- The unit of analysis of our study are the HR managers of our hotel.

2. Sample size

- 300 Managers

3. Sampling method

- Random sampling method

4. Method used for data analysis

- Appropriate statistical analysis

C. Quantitative Exploratory study

1. Unit of analysis

- The unit of analysis of our study are the HR managers of our hotel.

2. Sample size

- 300 Managers

3. Sampling method

- Random sampling method

4. Period of data collection

- 23rd January 2023 to 23rd February 2023.

5. Primary or secondary data

- The primary data will be called from 300 hotel HR managers.

6. Data collection tool

- The data collection tool is the questionnaire that will be prepared for the 300 managers.

7. Data collection procedures

- Questionnaires will be sent through google forms and shared to the 300 managers which is our sample size.

8. Measurement instruments

- The measurement instruments are made up of 3 sections. They are as follow: -
Section 1 contains Hotel image which has a positive effect on hotel reputation.
Section 2 contains Hotel reputation which has positive effect on customer satisfaction.
Section 1 contains how Hotel image effects customer satisfaction.

9. Period of data collection

- 23rd January 2023 to 23rd February 2023.

10. Primary or secondary data

- The primary data will be called from 300 hotel HR managers.

11. Data collection tool

- The data collection tool is the questionnaire that will be prepared for the 300 managers.

12. Data collection procedures

- Questionnaires will be sent through google forms and shared to the 300 managers which is our sample size.

13. Measurement instruments

- The measurement instruments are made up of 3 sections. They are as follow: -

Section 1 contains Hotel image which has a positive effect on hotel reputation.

Section 2 contains Hotel reputation which has positive effect on customer satisfaction.

Section 3 contains how Hotel image effects customer satisfaction.

14. Method used for data analysis

- Method used is appropriate statistical analysis.

1.3. Scope of the study

The scope of this is going to benefit the managers of the hotel, the brand along with the employees.

1.4. Limitations

Several limitations exist in this study. First, the study focused on only two dimensions (hotel image and image congruence) that affect repeat intention. As hotel image and image congruence may not be sufficient to generate repeat intention alone, future studies can include different types of variables, such as price and prior experience, that may cause repeat patronage in the hotel industry. Additional items measuring each construct might also be incorporated for further study.

Lee, G. S. (2003). The role of hotel image and image congruence and their effects on repeat intention in the hotel industry. University of Nevada, Las Vegas.

1.5. Managerial Implications

This study is going to help the Managers of the hotel, the brand of the hotel along with the employees.

Reputation management should be one of the main areas of focus for hotels, no matter if it is an independent hotel or a hotel chain. Every hotel manager needs to pay attention to this new area that is increasingly important in their daily business, as it directly affects customer choice, directly impacts their financial results

In terms of revenue management, competent hotel reputation management can give your resort a competitive edge. On the other hand, a bad online reputation could result in significant losses.

https://www.linkedin.com/pulse/importance-good-reputation-management-your-hotel-alex-moura-1f?trk=articles_directory

1.6. Organization of the dissertation report

- Introduction
- Literature review
- methodology
- Data analysis
- Conclusion

Chapter 2

LITERATURE

REVIEW

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Chapter 2 – Literature review

2.1. Independent variable – service quality

2.1.1. Hotels –

An institution known as a hotel offers short-term, paid lodging. A hotel room's amenities can vary from a small room with a low-quality mattress to a large suite with larger, better-quality beds, a dresser, a refrigerator, and other kitchen appliances, as well as upholstered chairs, a flat-screen television, and in-suite bathrooms. Small, less expensive motels might only provide the most fundamental amenities and services to their guests. A swimming pool, a business centre with computers, printers, and other office supplies, childcare, conference and event venues, tennis or basketball fields, a gym, restaurants, a day spa, and social function services are just a few of the extra amenities that larger, more expensive hotels may offer.

Types of Hotels

- **Business hotels –**

Business hotels are lodgings found in urban cores or commercial areas. Corporate travellers who make up the target market for these hotels value their time, so they base their decision on the hotel's location. Hotels in the business class provide expert business services, including shuttle services and meeting rooms. Additionally, business hotels offer services like mail delivery, on-demand business event planning, translation, legal counsel, etc., ticket booking for all forms of transportation, currency exchange, and vehicle rental.

- **Airport Hotels –**

Hotels usually target business travellers, people who have overnight layovers or missed flights, and people who work for airlines. Some lodgings offer complimentary transportation to and from the airport. In addition to the standard daily and nightly rates, some airport motels also charge their guests by the hour.

- **Resorts –**

Resorts are frequently places that aim to meet all of a traveller's requirements in one location, including lodging, dining, drinking, shopping, and amusement. Some accommodations, frequently found in well-known vacation spots, are all-inclusive, enabling visitors to pay one fee for an endless supply of services.

- **Inns –**

As compared to standard or franchise hotels, hotels are typically much smaller. Hotels that are privately or family held frequently give their visitors a comfortable, welcoming atmosphere. Typically, they provide fewer in-room amenities than more well-known hotel companies, so you might discover in Wi-Fi, coffee in the apartment, or a basic breakfast buffet at an inn. To create a distinctive experience, many motels give each room a distinctive design or décor their visitors.

- **Boutique hotels-**

Regular franchise hotels tend to be much larger than boutique hotels. Boutique hotels typically have fewer than 100 rooms and are situated in or near to interesting areas, like the city centre or trendy shopping districts. Boutique hotels can be independent run or part of a larger network but they typically cater to a particular clientele, have a distinctive style, and give thoughtful service.

- **Eco hotels –**

A hotel that focuses on operating in an ecologically friendly and sustainable manner is known as an eco-hotel, also referred to as a green or sustainable hotel. Environmental impact reduction is a top priority at green hotels, which support environmental initiatives like solar energy and waste reduction.

- **Casino hotels –**

The hotel is connected within the casino. They typically provide access to their own casino, overnight lodging, and a variety of eateries, bars, activities, and shops for their visitors

Classification of Hotels:

- **1-star hotels –**

The bare necessities are provided in a one-star hotel, including a bed and fresh sheets, a working bathroom (occasionally shared), and self-service food and beverage options. The cost of using the hotel's additional amenities is typically borne by the visitor. As a result, it is appropriate for travelers on a budget who seek out fundamental facilities and services.

- **2- star hotels –**

In addition to the comfort and hygiene necessities, a 2-star hotel offers considerably better and more appealing guest amenities than a 1-star hotel. The motel may be better furnished and its amenities and bedsheets may be of higher quality. Therefore, it is appropriate for budget travelers seeking a hotel in a convenient location with slightly more amenities and higher service standards.

- **3-star hotels-**

A three-star hotel is one that offers above-average facilities, better service, and appealing physical characteristics. Three-star hotels strive to satisfy guests needs and offer a pleasurable stay. These hotels are frequently found close to busy highways, airports, commercial districts, and other handy locations. As a result, they offer their short-term visitors a quick, productive, yet pleasant stay.

- **4- star hotels-**

A four-star hotel is one that offers its visitors deluxe treatment and an experience that is above average. A 4 Star hotel offers a wider variety of amenities and a superior level of style. The goal of all service guidelines is to satisfy the customer. These hotels typically have eating areas, upscale amenities like on-site gyms, and swimming pools, and are close to city centers. Aparthotels, resorts, and specialty hotels can all be categorized as 4-star accommodations.

- **5-star hotels –**

A hotel that offers a five-star experience through all its methods of operation is known as a five-star hotel. A five-star hotel is designed to provide the best possible service to its patrons. As a

result, everything in the hotel, from the exterior to the tableware, should be of the highest calibre and level of precision. The goal should be to give the customer the best experience possible, so the service employees should be highly trained. It is crucial to provide exceptional degrees of proactive service and customer care. Large-scale hotels, boutique hotels, and retreats can all be categorized as 5-star hotel.

Why are hotels important?

Hotels are a crucial component of the tourism and hospitality industries because they offer travelers comfort and convenience by providing them a place to stay while they explore new places. The hotel has additional features like a restaurant, a swimming area, and Spa and exercise center to improve the quality of your vacation. Restaurants also stimulate the local economy by employing people to work for them or a connected industry. Lastly, hotels frequently act as locations for business gatherings or events, drawing people together bringing people from all over the globe together to work on a project or concept.

2.1.1.1. History of Research in this Area

Researchers pay a lot of attention to service quality for example, Parasuraman, 1988; Markovic, S. (2005); Cronin, J. and Taylor, S. (1994). The proportion of the service industry in a developing nation is typically higher in the national gross output. Following the industrial revolution, the services needed for commerce and services not related to trade (Example: The quality of doctors, attorneys, instructors, etc., has greatly increased. then the service Global market competition is growing and taking form. Like production Organizations and service organizations encompass a lot of people, which is why service providers, as opposed to manufacturing companies, interact directly with customers on how well the staff is satisfied, the organization's overall performance will rely satisfies customer needs through superior service excellence.

2.1.1.1.1. Evolution of research studies in Independent Variable

Service quality is the cornerstone of service management and is regarded as the lifeblood of hotels (Min & Min, 1996). (Chen, 2008) Customer satisfaction and service excellence are related, and customer satisfaction is related to customers' intention to return (Shi & Su, 2007). (Han, Back & Barrett, 2009). If clients are presented with an effective image, the hotel will

have a competitive advantage (Ryu, Han & Kim, 2008). Three concepts of services—service process, system, and service resources-structure—are created as a result of the service creation process (Edvardsson, 1997). The primary element that only focuses on customer satisfaction is marketing (Flint & Woodruff & Gardial 1997 & Peter & Olson, 1996). Customer happiness is crucial to a hotel's financial success (Nilsson Johnson & Gustafsson, 2001), Because service in the hotel business involves direct contact with customers, customer satisfaction can be a good indicator of service quality in hotels.

2.1.1.1.2. How did Hotels come into Existence

Hospitality has its origins in ancient history and is derived from the Latin word "hopes," which means both stranger and guest. Strangers arriving in a foreign country thousands of years ago had to depend on either their camping skills or a local's kindness when looking for shelter because there were few road networks and travel was difficult. Inns and taverns were the main lodging options for weary travelers during the age of pilgrimage and the establishment of important trade routes across Europe. Until the 18th century, when technological advancement and the introduction of faster, more dependable means of transportation made long distance travel accessible to a broader public, the concept of a hotel constructed solely for the purpose of hosting guests did not exist in Europe. The opening of the first hotels in the modern sense was prompted by the influx of large numbers of foreigners into major towns and their need for lodging. Since then, the industry has experienced a virtually uninterrupted period of growth and global expansion. The background of the hotel industry starts in this manner. Since between 100,000 and 200,000 years ago, when our forebears first appeared on Earth, humans have been hospitable to weary travelers. Years later, hot springs and baths were well-liked destinations for rest and relaxation in the ancient world. They frequently offered a place to slumber. Travelers could stay in temples and abbeys during the Middle Ages. Additionally, during this period, an increasing number of inns and guest houses started to appear along well-travelled trade routes, offering food and lodging to merchants and their horses. The establishment was not what it is today. The development of hotel companies like the Ritz took hundreds of years, demonstrating the prosperity of the developing world.

2.1.2.Independent Variable (service quality)

Service quality can be considered to be a kind of global judgment (Zeithaml, 1988) on the superiority of a given service and thus is considered to be an intangible cue influencing customer satisfaction and post-consumption attitudes (Brady & Robertson, 2001).

However, Cronin and Taylor (1992) stated that service quality can be viewed as an attitudinal construct that a customer rates its service context. So, it is a customer's subjective judgment (Bitner, Booms, & Mohr, 1994).

Thus, service quality in this study is considered as customers' assessment of services offered by a hotel. Some researchers have identified service quality as a consequence of hotel image (Chen & Chen, 2014).

2.2.Dependent variable – Customer loyalty

2.2.1.Definition:

Customer loyalty is a series of behaviours that systematically favour one entity (Watson, IV Beck, Henderson, & Palmatier, 2015). It can be evaluated in a behavioural manner through an understanding of repeat purchasing and the purchasing sequence (Hallowell, 1996).

Also, loyal customers would like to create referrals, offer reference, and provide word-of-mouth (Bowen & Shoemaker, 1998).

Thus, customer loyalty is described as the intention to speak favourably about a hotel, to commend it, and to return to the hotel in the future.

2.5 Mediating variable – Customer Satisfaction

Customer satisfaction is an individual's satisfaction based on the outcome of a service experience (Pizam, Shapoval, & Ellis, 2016).

It is a customer's fulfilment response that is either pleasant or unpleasant (Oliver, 1997). Because an assessment process is an essential aspect of customer satisfaction (Back, 2005), therefore this study defines customer satisfaction as an emotional assessment of customer experience in a hotel.

Some researchers indicated hotel image as an antecedent of customer satisfaction (Lahap, Ramli, Said, Radzi, & Zain, 2016).

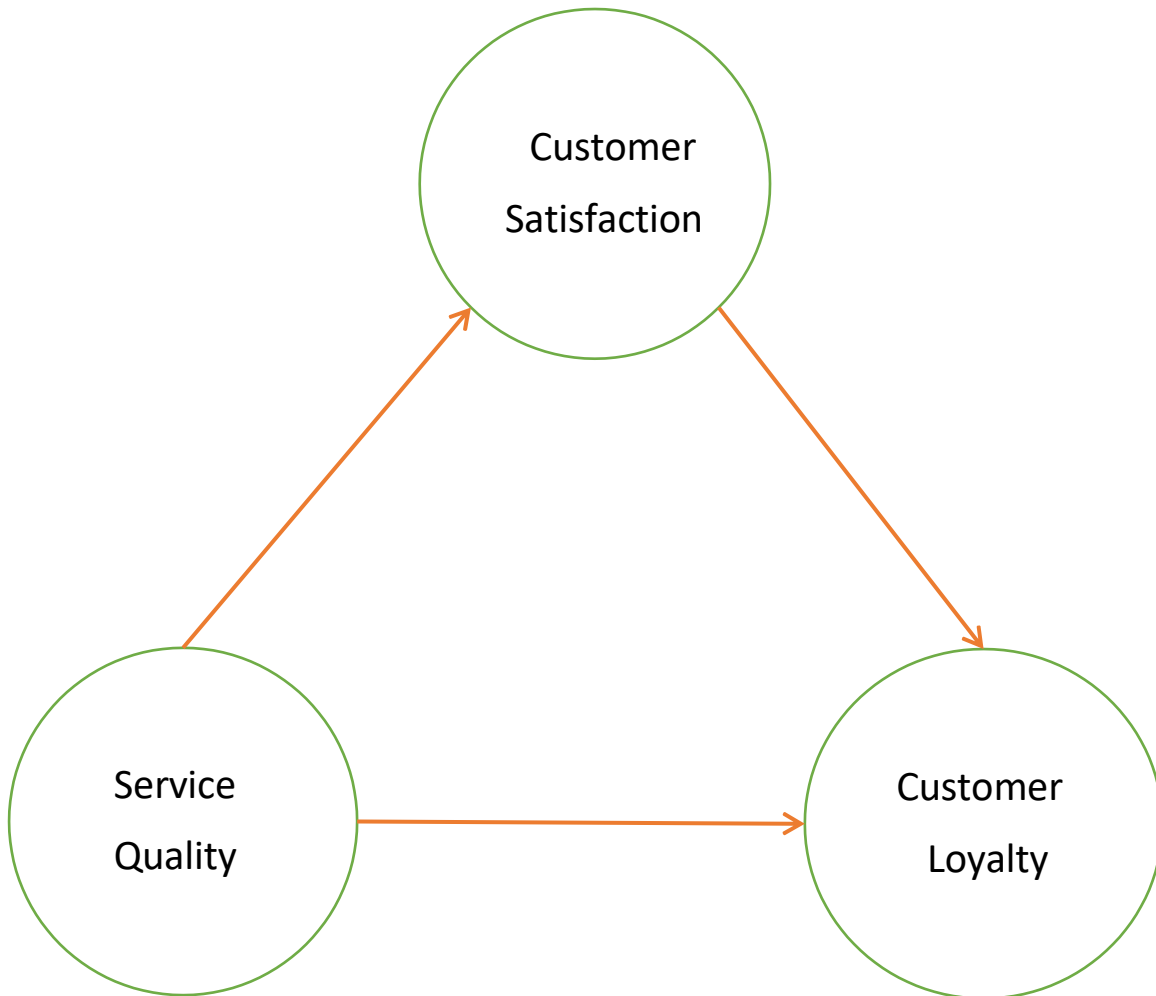
Customer commitment

Customer commitment is defined as an enduring desire to maintain an attachment to a company (Moorman, Zaltman, & Deshpande, 1992). Different researchers categorized commitment into different components (Bansal, Irving, & Taylor, 2004; Keiningham, Frennea, Aksoy, Buoye, & Mittal, 2015; Shukla. Banerjee, Singh, 2016).

However, marketing researchers frequently employ affective commitment in a number of different contexts (e.g., channels, sales, services) (Jones Fox, Taylor, & Fabrigar, 2010). In this study, customer commitment is an emotional attachment to a hotel.

2.12. Overall Model

MODEL- HOTEL REPUTATION



2.14 Hypotheses:

H1 = Hotel image has positive effect of hotel reputation.

H2 = Hotel reputation has positive effect of customer satisfaction

H3 = Hotel image effects customer satisfaction

Chapter 3

METHODOLOGY

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INTRODUCTION

To systematically examine a research issue, a research technique is used, which includes selecting the unit of analysis, gathering data, analyzing the data, and drawing conclusions. Just a few of the specifics of the research methodology are given in this chapter, including the research design, the unit of analysis, the sampling technique, a description of the tools, the data gathering process, and the data analysis process.

3.1 RESEARCH DESIGN & APPROACH

In order to accomplish the intended goals, this research is conducted in two stages.

Section 1 presents examples and discusses the qualitative methodology used to demonstrate that our intended model achieves its goal.

Section 2: In this section, the quantitative methodology used to evaluate the model-based hypotheses is described.

3.2 SECTION.I.

QUALITATIVE STUDY – CASE ANALYSIS

The primary objectives of the study were to ascertain whether the mediating variable derived from the unit of analysis could explain the relationship between the IV and DV of the unit of analysis and whether using user-generated content in social media was a successful tactic for promoting more environmentally friendly behavior in tourism.

A comprehensive review of the literature led to the initial discovery of this, which hinted at a potential relationship between the dimensions being studied—pro-environment behavior, pro-environment UGC involvement, personal norms, social norms, and environmental responsibility.

To better comprehend the relationship that was hypothesized, a qualitative analysis of the Impact of User Generated Content was carried out at the following hotels.

Hotel 1

Hotel 2

Hotel 3

After the case studies, cross-case analysis was done to compare the answers from different unit of analysis.

3.2.1 PROTOCOL FOR THE CASE STUDIES

A protocol was first designed and followed in carrying out the Case Study of the above-mentioned hotel managers for analysis as follows:

3.2.1.1. OBJECTIVE:

1. To capture the hypothesized relationship in fuller context

3.2.1.2. METHODOLOGY:

Holloway (2008) advises using straightforward semi-structured interviews because they can be used to discover participants' thoughts, feelings, and perceptions—information that was found to be important in this research. Inquiry-based conversations included managers and guests. The locals were urged to give thorough answers. The respondents' job, residence, age, gender, and use of social media were all covered in the semi-structured interviews. The researcher explicitly asked the tenants if user-generated content influenced their choice of lodging.

1. UNIT OF ANALYSIS

We went to three hotels in south Goa. The aim of this research is to see whether the customers are getting satisfied with the service provided and if the image of the hotel is accurate also whether they are very loyal to the hospitality industry. This research also establishes whether it is possible to identify the relationship between service quality and customer satisfaction and to demonstrate how various service quality dimensions affect customer satisfaction levels in hotels, which in turn affects the quality of the hotel's other services and products. As the service provider in this instance, the hotels, we begin the research by interviewing them first.

3.2.1.4 SAMPLE FRAME:

The sampling frame of this study consists of a set of a minimum of 3 semi- structured interviews of managers of hotels in Goa, conducted from 2nd January 2023 to 6th January 2023.

Polit and beck (2003) say that the main purpose of the qualitative study is to have a holistic view of the subject under study and to have a small sample and extract the maximum information from it henceforth the correct choice of sampling may not be convenient sample.

3.2.2 CASE ANALYSIS

➤ **Alila Diwa Goa**

A five-star resort in South Goa, Alila Diwa Goa offers beautiful tropical surroundings, cutting-edge amenities, and unmatched hospitality. a remarkable premium destination vacation encounter.



➤ **ITC Grand Goa**

This 246-room resort spans over 182108 m² of beautiful planted territory and has immediate access to the idyllic, sun-drenched Arossim Beach. Its 6 distinctive food and beverage outlets welcome visitors to joyful culinary experiences from its native Goa and other parts of the world. The resort provides a variety of indoor and outdoor settings for weddings, special occasions, and custom banqueting. The enchantment that Kayaks alp - The Royal Spa works on the mind, body, and spirit is uniquely its own.



➤ **Heritage**

Goa is a refuge for families because to Heritage Village Resort and Spa's ideal location in a charming area of South Goa and proximity to the island's famed Arossim Beach, which is just a two-minute walk away.



3.2.1.5. QUESTION ASKED

1. Is this hotel being open and responsive to customers?
2. Does this hotel deliver excellent overall service?
3. Does this hotel maintain superior service in every way?
4. Does this hotel offer good value for the price?
5. Is the lodging experience of this hotel worth the money?
6. Is this hotel successful and self-confident?
7. Does this hotel do business in an ethical way?
8. How does the hotel outperform other competitor hotels?
9. Does the hotel provide an accurate image about the hotel?
10. How is the hotel different from other hotels?
11. How does the hotel maintain their image in the society?
12. Is this hotel is open and responsive to customers?

TABULATION OF ANSWERS

Alila Diwa Goa

	Questions	Answers
	Is this hotel being open and responsive to customers?	Yes, the hotel responds to all the customers' questions or doubts. we make sure that no customer is left out in terms of knowing more about the hotel
	Does this hotel deliver excellent overall service?	Yes, 5-star quality service.
	Does this hotel maintain a superior service in every way?	Indeed, we have a periodic audit that overlooks the Hyatt quality's
	Does this hotel offer good value for the price?	Yes, and knowing the customer feedbacks we know that the hotel provides a good value for money
	Is the lodging experience of this hotel worth the money?	Yes, we provide different amenities with along the lodging like the theater, edge swimming pool, and kids play area, spa, gym, yoga room with yoga trainers. W h i c h m a k e s Alila diwa worth the money.

	Is this hotel successful and self-confident?	Yes, As Alila diwa is a Hyatt brand it makes its
--	--	--

		reputation & is of course makes it self-confident
	Does this hotel do business in an ethical way?	Yes
	How does the hotel outperform competitor hotels? other	Yes, the outstanding quality are Hyatt brand. with
	Does the hotel provide an accurate image about the hotel?	Yes, there are different images in the internet and all the images are accurate to the hotel.
	How is the hotel different from other hotels?	Our hotel is a resort and spa hotel and it's an ecofriendly hotel different amenity in the room like the slippers are totally bio degradable because they are made of jute. Alila also has its own bottling plant so the plastic water bottles have been reduced.
	How does the hotel maintain their image in the society?	As our hotel is ecofriendly and buys ingredients from the local vendors, the hotel also provides their waste as manure to the crop farmers nearby.
	Is this hotel responsive to customers?	Yes

ITC Grand Goa

	Questions	Answers
	Is this hotel being open and responsive to customers?	Yes, In our hotel we make it our priority to respond to all the doubts and questions of the customers.
	Does this hotel deliver excellent overall service?	Yes, we make sure we deliver excellent and outstanding services to our guests that they feel value for their money and make sure, they are satisfied.
	Does this hotel maintain superior service in every way?	Of course, our hotel always maintains our 5-star services in every way.
	Does this hotel offer good value for the price?	Indeed, our hotel offers the best value for the price and we are sure our services satisfy our guests.
	Is the lodging experience of this hotel worth the money?	Our hotel provides luxury lodging experiences with various high-end restaurants and one of the largest pools with 24/7 spa services.

	Is this hotel successful and self-confident?	Yes, our hotel is indeed very successful as we are the ITC hotels and we are very repudiated and confident in our brand
	Does this hotel do business in an ethical way?	Yes

	How does the hotel outperform other competitor hotels?	The quality of service that we provide at ITC is one of the best, that is why we are the best hotel group in South Goa.
--	--	---

	Does the hotel provide an accurate image about the hotel?	Yes, whatever images and videos that have been put out on our websites and social media pages we make sure it is 100% accurate when our guests visit our hotel.
	How is the hotel different from other hotels?	At our hotel we offer sustainability while ensuring the planet is protected with sensitivity. We promise to have a positive impact on the environment while also delivering authentic excellent services.

	How does the hotel maintain their image in the society?	At ITC we are committed to create societal value by conducting various CSR activities and initiatives through economic empowerment.
	Is this hotel is open and responsive to customers?	Yes

Heritage Village Resort & Spa

	Questions	Answers
	Is this hotel being open and responsive to customers?	Yes, we are open to all responses and we accept all the complaints also we keep in touch with our customers for best services
	Does this hotel deliver excellent overall service?	Yes, five-star property service.
	Does this hotel maintain superior service in every way?	Yes, we provide better service delivery, improve guest satisfaction and reduction of complains.
	Does this hotel offer good value for the price?	Yes, guests do get an amazing experiences and luxuries for what they are paying for.
	Is the lodging experience of this hotel worth the money?	Yes, we have a large outdoor pool with a swim up bar serving beers and cocktails and a separate kid's pool. Guests can look forward to yoga and meditation sessions.
	Is this hotel successful and self-confident?	Yes, by the reviews we are getting we feel that us hotel is quite successful.
	Does this hotel do business in an ethical way?	Yes

	How does the hotel outperform other competitor hotels?	Yes, by using competitive Pricing and providing better service quality.
	Does the hotel provide an accurate image about the hotel?	Yes, through minimizing the gap between what the advertisement delivers and the actual service delivered.
	How is the hotel different from other hotels?	It is different in terms of service quality, choice of service and facilities provided by our hotel.
	How does the hotel maintain their image in the society?	Some of the measures taken are that we do not use plastic, most of the food provided at the property is locally sourced, and Local artists are offered a platform to display their talents.
	Is this hotel is open and responsive to customers?	Yes

3.2.3.2. INTERPRETATION

Our study intends to find the relationship between hotel image and hotel reputation. We went to 3 different hotels to collect data in order to complete our qualitative study. We found that all hotels are open and responsive to their customers and almost all hotels replied to their customers in a positive way. We also found that 70% of the hotels do not use plastic in their surroundings. Most of the hotels find advertising in online platforms rather than newspapers or television. All this data which we got helped us to get the insight of the hotel.

The information received is relevant as we interviewed the managers of the hotels. The questions were framed in such a way to help us get the exact data that we need for our study.

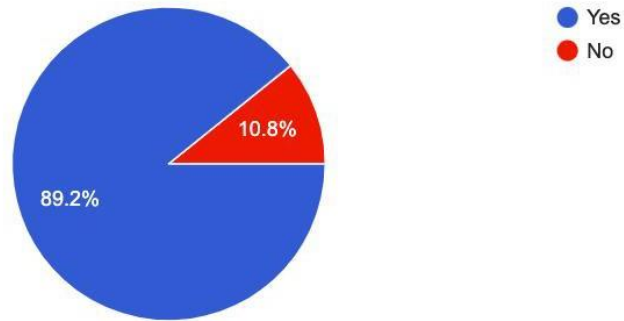
CONCLUSION

To conclude the study, we would like to say that most of the hotels now provide accurate image of the hotel and all over the hotels are successful and self- confident about themselves. The business run by the hotels are in a ethical way, all the hotels provide value for money and provide excellent services. Through this study we also under-stand how each hotel handles customer service and how they deal with customer conflicts. We also know what kind of guest come to the hotel and how long does it take for each hotel to resolve a conflict.

3.2.3.2.2. PIE CHART

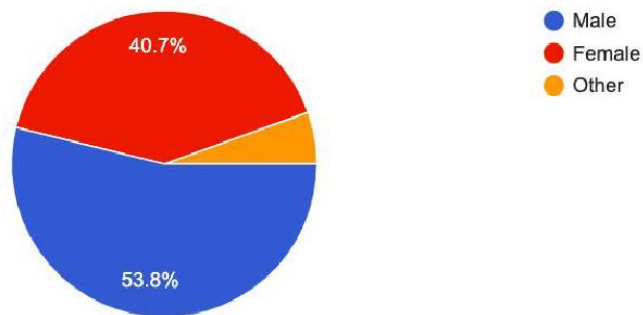
Have you stayed in any hotel?

102 responses



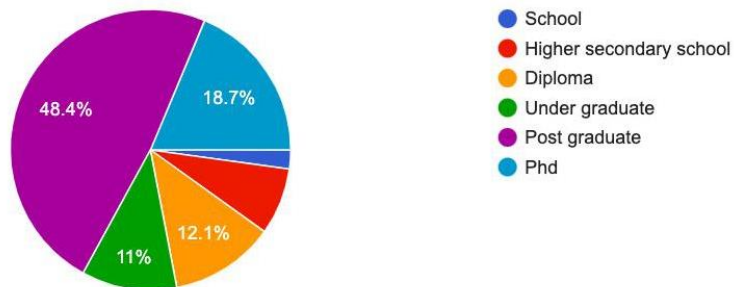
Gender?

91 responses



Educational Qualifications?

91 responses



Hotel Reputation

 Copy



CONCLUSION

HOTELS

The goal of this study was to find out what customers expect from a hotel. We have a sample of 12 customers of various ages, occupations, and economic backgrounds. The information we received is extremely useful for drawing conclusions. The data provided us with insight into what customers prefer and what motivates them to go back to a hotel. We designed the questions so that they would answer exactly what we needed to know. As a result, this information was extremely useful.

GUESTS

Based on the survey conducted it found out that majority of the guests use social media and have lived in hotels, it also shows that majority of the guests care about the satisfaction and employee services they are provided by the hotel.

Chapter 4

DATA ANALYSIS

CHAPTER 4

DATA ANALYSIS

Data was collected online through google forms. The data was then downloaded into an Excel sheet and coding was done. This was then extracted in the SPSS software spreadsheet.

RELIABILITY

First the demographic details were analysed and frequency was calculated. Next the Scales were checked for reliability by calculating the Cronbach's alpha. As seen from Table 2 all the scales were found to have Cronbach's alpha greater than 0.7 and hence were found reliable.

Table 4.1: Reliability Test of every scale

Sr.no	Constructs	Items	Cronbach's Alpha
1	Customer Satisfaction	3	0.917
2	HR	3	0.898
3	HI	5	0.921
4	CL	3	0.876
5	PV	3	0.893
6	CC	3	0.918
7	SQ	3	0.897

CONVERGENT VALIDITY

Next the correlation between the items of each construct were calculated to check if they measured the same construct. The correlations were found to be moderate i.e., between 0.3 and 0.7 and hence the convergent validity was achieved.

Table 4.2: Correlations

	CS1	CS2	CS3
CS1 Pearson Correlation	1	.787**	.804**
Sig. (2-tailed)		.000	.000
N	91	91	91

CS2	Pearson Correlation	.787**	1	.785**
	Sig. (2-tailed)	.000		.000
	N	91	91	91
CS3	Pearson Correlation	.804**	.785**	1
	Sig. (2-tailed)	.000	.000	
	N	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).
The correlations in the table 4.2 are moderate.

Table 4.3: Correlations

		HR1	HR2	HR3
HR1	Pearson Correlation	1	.817**	.692**
	Sig. (2-tailed)		.000	.000
	N	91	91	91
HR2	Pearson Correlation	.817**	1	.733**
	Sig. (2-tailed)	.000		.000
	N	91	91	91
HR3	Pearson Correlation	.692**	.733**	1
	Sig. (2-tailed)	.000	.000	
	N	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the table 4.3 are moderate.

Table 4.4: Correlations

		HI1	HI2	HI3	HI4	HI5
HI1	Pearson Correlation	1	.676**	.657**	.728**	.818**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	91	91	91	91	91
HI2	Pearson Correlation	.676**	1	.598**	.832**	.695**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	91	91	91	91	91

HI3	Pearson Correlation	.657**	.598**	1	.690**	.612**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	91	91	91	91	91
HI4	Pearson Correlation	.728**	.832**	.690**	1	.691**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	91	91	91	91	91
HI5	Pearson Correlation	.818**	.695**	.612**	.691**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the table 4.4 are moderate.

Table 4.5: Correlations

	CL1	CL2	CL3
CL1	Pearson Correlation	1	.756**
	Sig. (2-tailed)		.000
	N	91	91
CL2	Pearson Correlation	.756**	1
	Sig. (2-tailed)	.000	.000
	N	91	91
CL3	Pearson Correlation	.681**	.677**
	Sig. (2-tailed)	.000	.000
	N	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the table 4.5 are moderate.

Table 4.6: Correlations

	PV1	PV2	PV3

PV1	Pearson Correlation	1	.746**	.790**
	Sig. (2-tailed)		.000	.000
	N	91	91	91
PV2	Pearson Correlation	.746**	1	.685**
	Sig. (2-tailed)	.000		.000
	N	91	91	91
PV3	Pearson Correlation	.790**	.685**	1
	Sig. (2-tailed)	.000	.000	
	N	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the table 4.6 are moderate.

Table 4.7 Correlations

		CC1	CC2	CC3
CC1	Pearson Correlation	1	.825**	.751**
	Sig. (2-tailed)		.000	.000
	N	91	91	91
CC2	Pearson Correlation	.825**	1	.800**
	Sig. (2-tailed)	.000		.000
	N	91	91	91
CC3	Pearson Correlation	.751**	.800**	1
	Sig. (2-tailed)	.000	.000	
	N	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the table 4.7 are moderate.

Table 4.8: Correlations

		SQ1	SQ2	SQ3
SQ1	Pearson Correlation	1	.771**	.746**
	Sig. (2-tailed)		.000	.000

	N	91	91	91
SQ2	Pearson Correlation	.771**	1	.714**
	Sig. (2-tailed)	.000		.000
	N	91	91	91
SQ3	Pearson Correlation	.746**	.714**	1
	Sig. (2-tailed)	.000	.000	
	N	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the table 4.8 are moderate.

DIVERGENT VALIDITY

The Independent variables were tested for non-collinearity (that every construct was different from the other and did not share common variance). If VIF is less than 3 than non-collinearity is achieved.

Next the hypotheses were tested using regression analysis. For this IBM SPSS version 22 was used

Régression Analyses

$$Y = \text{constant} + ax_1 + e$$

$$\text{Dependent variable} = \text{constant} + a * (\text{Independent Variable}) + e$$

H1: SQ has a Positive and a Significant Influence on CL

Table 4.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.767 ^a	.588	.583	2.07314	.588	127.020	1	89	.000

a. Predictors: (Constant), SQ

Table 4.2: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.999	.521		1.916	.059		
SQ	.838	.074	.767	11.270	.000	1.000	1.000

a. Dependent Variable: CL

CL = 0.999 + 0.838SQ + e equation 1

From Table 4.1, we can see that $R^2 = 0.588$, This means that the Independent Variable (SQ) explains 58.8% of the variance in the Dependent variable (CL). It means that 41.2% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.1 and Table 4.2 that **SQ influences CL Significantly**

Hence H1 is supported

H2: SQ has a Positive and a Significant Influence on CS

Table4.3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.521 ^a	.271	.263	2.74876	.271	33.164	1	89	.000

a. Predictors: (Constant), SQ

Table 4.4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.019	.691		4.366	.000		
	SQ	.568	.099	.521	5.759	.000	1.000	1.000

a. Dependent Variable: CS

$$CS = 3.019 + 0.568SQ + e \quad \text{equation 2}$$

From Table 4.3, we can see that $R^2 = 0.271$, This means that the Independent Variable (SQ) explains 27.1% of the variance in the Dependent variable (CS). It means that 72.9% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.3 and Table 4.4 that **SQ influences CS Significantly**

Hence H2 is supported

H3: CS has a Positive and a Significant Influence on CL

Table 4.5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.695 ^a	.483	.477	2.32277	.483	83.084	1	89	.000

a. Predictors: (Constant), CS

Table 4.6: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.715	.563		3.047	.003		
	CS	.697	.076	.695	9.115	.000	1.000	1.000

a. Dependent Variable: CL

$$CL = 1.715 + 0.697CS + e \quad \text{equation 3}$$

From Table 4.5, we can see that $R^2 = 0.483$, This means that the Independent Variable (CS) explains 48.3% of the variance in the Dependent variable (CL). It means that 51.7% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.5 and Table 4.6 that **CS influences CL Significantly**

Hence H3 is supported

Multi Co-linearity of SQ, CS on CL

Table 4.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.841 ^a	.708	.701	1.75607	.708	106.535	2	88	.000

a. Predictors: (Constant), SQ, CS

Table 4.8: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.228	.487		-.468	.641		
	CS	.407	.068	.405	6.003	.000	.729	1.373
	SQ	.607	.074	.556	8.229	.000	.729	1.373

a. Dependent Variable: CL

$$CL = -0.228 + 0.407CS + 0.607SQ + e \quad \text{equation 3}$$

From Table 4.7, we can see that $R^2 = 0.708$, This means that the Independent Variable (CS, SQ) explains 70.8% of the variance in the Dependent variable (CL). It means that 29.2% is explained by other variables.

It can be seen from Table 4.5 and Table 4.6 that **SQ, CS influences CL Significantly**

DIVERGENT VALIDITY

The Independent variables were tested for non-collinearity (that every construct was different from the other and did not share common variance). If VIF is less than 3 than non-collinearity is achieved.

Next the hypotheses were tested using regression analysis. For this IBM SPSS version 22 was used

Regression Analysis

$$Y = \text{constant} + ax_1 + e$$

$$\text{Dependent variable} = \text{constant} + a * (\text{Independent Variable}) + e$$

H1: SQ has a Positive and a Significant Influence on CL

Table 4.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.767 ^a	.588	.583	2.07314	.588	127.020	1	89	.000

a. Predictors: (Constant), SQ

Table 4.2: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.999	.521		1.916	.059		
	SQ	.838	.074	.767	11.270	.000	1.000	1.000

a. Dependent Variable: CL

CL = 0.999 + 0.838SQ + e equation 1

From Table 4.1, we can see that $R^2 = 0.588$, This means that the Independent Variable (SQ) explains 58.8% of the variance in the Dependent variable (CL). It means that 41.2% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.1 and Table 4.2 that **SQ influences CL Significantly**

Hence H1 is supported

H2: SQ has a Positive and a Significant Influence on CS

Table4.3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.521 ^a	.271	.263	2.74876	.271	33.164	1	89	.000

a. Predictors: (Constant), SQ

Table 4.4: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.019	.691		4.366	.000		
	SQ	.568	.099	.521	5.759	.000	1.000	1.000

a. Dependent Variable: CS

CS = 3.019 + 0.568SQ + e equation 2

From Table 4.3, we can see that $R^2 = 0.271$, This means that the Independent Variable (SQ) explains 27.1% of the variance in the Dependent variable (CS). It means that 72.9% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.3 and Table 4.4 that **SQ influences CS Significantly**

Hence H2 is supported

H3: CS has a Positive and a Significant Influence on CL

Table 4.5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.695 ^a	.483	.477	2.32277	.483	83.084	1	89	.000

a. Predictors: (Constant), CS

Table 4.6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.715	.563		3.047	.003		
	CS	.697	.076	.695	9.115	.000	1.000	1.000

a. Dependent Variable: CL

CL = 1.715 + 0.697CS + e equation 3

From Table 4.5, we can see that $R^2 = 0.483$, This means that the Independent Variable (CS) explains 48.3% of the variance in the Dependent variable (CL). It means that 51.7% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.5 and Table 4.6 that **CS influences CL Significantly**

Hence H3 is supported

Multi Co-linearity of SQ, CS on CL

Table 4.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2

1	.841 ^a	.708	.701	1.75607	.708	106.535	2	88	.000
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a. Predictors: (Constant), SQ, CS

Table 4.8: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.228	.487		-.468	.641		
	CS	.407	.068	.405	6.003	.000	.729	1.373
	SQ	.607	.074	.556	8.229	.000	.729	1.373

a. Dependent Variable: CL

$$CL = -0.228 + 0.407CS + 0.607SQ + e \quad \text{equation 3}$$

From Table 4.7, we can see that $R^2 = 0.708$, This means that the Independent Variable (CS, SQ) explains 70.8% of the variance in the Dependent variable (CL). It means that 29.2% is explained by other variables.

It can be seen from Table 4.5 and Table 4.6 that **SQ, CS influences CL Significantly**

Chapter 5

FINDINGS

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FINDINGS, CONTRIBUTION, MANAGERIAL IMPLICATIONS, AND FURTHER RESEARCH AREAS

5.1 Findings and Theoretical Contribution

5.1.1 Case Studies

The qualitative cross case analysis on hotels and guest confirmed that there is a co-relation between hotel image and hotel reputation. The Case studies contributed to the confirmation of the conceptual model. The first contribution of the case studies is the detailing of the hotel managers about the initiatives taken by the hotel towards practices to help maintain hotel reputation among customers/ guest. The second contribution is the experiences shared by the guest who were staying in the hotel and relating to the customer satisfaction. The third contribution is the relation between hotel reputation, service quality and customer satisfaction. Thus, providing the management of hotels an insight whether the guest is satisfied with the service quality in order to maintain their hotel image and reputation.

5.1.2 Hotel Image and Hotel Reputation.

The relationship between hotel image and hotel reputation has not been well examined. Since hotel reputation has an impact on the hotel success (Sageder, Mitter, & Feldbauer-Durstmuller, 2018) and good hotel image may enhance hotel reputation, so there is a need to investigate their relationship. In order to study the relationship between hotel image and hotel reputation, we can examine the different influences they have on the processes that create customer satisfaction and loyalty in the hotel sector.

Revealing from hospitality literature, some studies have indicated that hotel image significantly influences perceived value and satisfaction, and that simultaneously influences loyalty (Ryu, Han, & Kim, 2008); some scholars have stated that superior customer value and high customer satisfaction have an impact on the firm's reputation, ultimately leading to customer retention (Hu, Kandampully, & Juwaheer, 2009; Jani & Han, 2014; Kandampully & Hu, 2007); and some studies have indicated that customer commitment affects the customer's behavior intention to revisit the same hotel (Mattila, 2006).

Therefore, for studying the consequences of hotel image and hotel reputation, this study attempts to investigate the effects of hotel image and hotel reputation, with the above factors, on customer commitment and loyalty in the hotel sector.

Hotels are among few industries that spend heavily in building their images and reputations (Lai, 2019). Reputation is considered an important component of hotels' value and a significant performance indicator, functioning as a signal that lessens customer uncertainty concerning service quality, inspires greater loyalty and word of mouth (Walsh, Mitchell, Jackson, & Beatty, 2009; Bartikowski, Walsh, & Beatty, 2011; Qoura, & Khalifa, 2016), reduces (future) employees' anxieties about employer characteristics (Cable & Graham, 2000), and clarifies the image to investors about future stock performance (Helm, 2007). Therefore, it shapes different stakeholders' perceptions of the hotel and guides their behavior.

5.1.3 Hotel Reputation and Customer Satisfaction

This study examines how hotel website quality affects customer satisfaction and booking intentions. The authors find that website quality positively influences both customer satisfaction and booking intentions, and that the relationship between website quality and customer satisfaction is stronger for customers with high travel experience (Eun-Ju Lee, Seung-Hyun Lee, and Yeonho Kang 2018).

The impact of hotel reputation on guest satisfaction, trust, and loyalty, with a focus on the moderating role of gender. The authors find that hotel reputation positively influences guest satisfaction, trust, and loyalty, and that this relationship is stronger for female guests (Merve Akıncı Yıldırım 2019).

5.1.4 Hotel Image and Customer Satisfaction

Researchers and practitioners agree that developing customer loyalty has proved to be the most favoured strategy, as price can have negative impact on the firm's medium-term and long-term profitability (Ernst & Young, 1996), consequently affecting the firm's image. It is thus imperative that hospitality firms develop proactive strategies to gain customer loyalty, as opposed to relying on pricing strategies to attract new customers. Although price continues to play a role in maintaining loyalty, competitive pricing alone does not create long-term customer loyalty (Schultz & Bailey, 2000; Scott, 2001). Moreover, from a customer's point of view, the costs involved in finding a new service provider have a significant positive influence on customer loyalty (Lee & Cunningham, 2001).

Researchers have shown that it costs five times more to attract a new customer than to keep an existing one (Holmund & Kock, 1996:289). Research conducted by Reichheld and Sasser (1990) indicated that a 5 per cent increase in customer loyalty can produce a profit increase of 25-85 per cent.

5.2 IMPLICATIONS

From chapter 4 we can say that, the success of a hotel's business may be significantly impacted by its reputation and image. The following are some major implications:

Customer perception: A hotel's reputation and image may have a significant impact on how guests see the hotel. Customers may be drawn in by recognition, high ratings, and positive reviews while being turned off by unfavorable comments and a terrible reputation. A hotel with a good reputation and image will probably draw more guests and make more money.

Brand Loyalty: Reputation and appearance of a hotel may also affect brand loyalty. Positive hotel experiences increase the likelihood that guests will return and tell others about the property. Similar to this, unhappy clients are less likely to return and may discourage others from booking a stay at the hotel.

Pricing power: A hotel with a good reputation and a good first impression could be able to charge more than one with a bad one. Customers will frequently pay extra for a hotel that they believe to be of a higher caliber.

Employee morale: The reputation and image of a hotel can also influence its Staff that take pleasure in their work will likely be happier in a hotel with a strong reputation and image. This may result in improved client satisfaction and service.

Advantage over other hotels in the area: A hotel with a solid reputation and favorable image has an edge over the competition. Even if it costs a little more, guests are more likely to pick the hotel with the better reputation

5.3 LIMITATIONS

Limited geographic scope: Results from studies carried out in a particular region, like India, may not be transferable or generalizable to other people or contexts. This can restrict the research findings' applicability to larger populations or other situations or their external validity.

A small sample size: may be the consequence of research being done in a short period of time, which might reduce the study's statistical power and compromise the validity of the results. Detecting minor but significant effects or performing subgroup analysis may be hampered by limited sample numbers.

Lack of longitudinal data: Because of this, it may be difficult to trace changes over time and establish causal links between variables in research that was done over a short period of time. For making solid causal conclusions and comprehending a phenomenon's temporal dynamics, longitudinal data are crucial.

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