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# Determinant Elements of Customer Loyalty to Guesthouses in Botswana

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**Abstract**

Perceived service quality, guesthouse image, and trust were investigated as the main determinants of customer loyalty in Botswana's guesthouse sector. A survey questionnaire was used to collect data from guesthouse customers. Four hundred and twenty-seven (427) responses were obtained using a stratified simple random sampling technique. The study used validated scales to measure the study constructs, perceived service quality, guesthouse image, trust, and customer loyalty. The results showed all study variables influenced customer loyalty, whereas trust did not mediate the relationship between perceived service quality and customer loyalty. Unlike the traditional exploration of customer loyalty in big entities like hotels the study offers knowledge of customer loyalty in entities smaller facilities in the make of guesthouses.

**Keywords:** Service quality; reputation; credibility; loyalty

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## Introduction

Located in central Southern Africa, close to South Africa, Angola, Namibia, Zambia, and Zimbabwe, Botswana is well-known for the Okavango Delta, which ranks as the sixth most travel-friendly destination (Stone & Stone, 2020). Due to the remarkable interior delta's ability to sustain a diverse range of animals, tourism plays a significant role in boosting Botswana's GDP and job market (Becker, 2018; Hambira et al., 2022). The tourist industry has become increasingly prominent on a global scale in the current globalised era (Manzoor et al., 2019; Wanying et al., 2022). It makes the case that enhancing guesthouse reputation, service quality, and customer trust all contribute to increased customer loyalty. It also highlights the need to increase trust and loyalty among guesthouse clients by resolving quality concerns in guesthouses. The study on the factors influencing consumer loyalty in the travel and tourism sector gives experts in the field tools to develop strategies for boosting customer loyalty (Williams & Ndlovu, 2019; Radwan, 2022). This study provides an established model that elucidates customer loyalty concepts in the guesthouse sector. Guesthouses in Botswana face a serious problem of fluctuating occupancy rates. These fluctuating rates reflect business instability in many guesthouses. Singh & Corsun (2023) noted that guesthouses that experience difficulties in maintaining consistent service quality, good image, and trustworthiness encounter fluctuating return visits. Botswana has entrenched its status as a tourism powerhouse in the African Continent and the world at large (LaRocco, 2020). However, like most African countries, the country suffers from poor service delivery, just like many countries. The weaknesses in the service quality attributes have an adverse effect on the guesthouse's capability to attract and retain customers.

Botswana guesthouses are also characterised by a lack of trust from customers. Chatibura (2020) conducted a link analysis generated from customer reviews in selected guesthouses in Botswana, and it revealed that 75% of those who participated in the review did not trust that guesthouses would provide what they promised in their online advertisement. Gabasiane & Chiguvi (2023) noted that the main problem that contributes to poor service quality in most guesthouses in Botswana is the fact that most of the managers in charge are not skilled to manage such hospitality facilities. The issues arising from service quality, guesthouse image and trust create problems regarding attracting new customers and retaining old ones in the guesthouse sector. Roberts-Lombard et al. (2020) noted that service industries like guesthouses rely heavily on word of mouth to the exclusion of other marketing strategies. In Botswana, there is also a notable concern relating to guesthouse image, and the problem overshadows the reputation of guesthouses, which is exacerbated by the poor location of guesthouses in Botswana, which is compounded by poor or no signage. Hatma Indra Jaya et al. (2024) further noted that although guesthouses continue to grow in terms of numbers, research focusing on customer experiences within these entities remains scant. The scarcity of research on guesthouses unavoidably creates a knowledge gap. Through the empirical findings generated from this study, the apparent literature gap in the field of the guesthouse industry in Botswana and other contexts shall presumably be closed. This study intends to achieve the following objectives: which are to: a) determine the relationship between perceived service quality and customer loyalty in guesthouses in Botswana, b) establish the relationship between guesthouse image and customer loyalty, c) assess how trust mediates the relationship between perceived service quality and customer loyalty, d) assess how trust mediates the relationship between guesthouse image and customer loyalty and e) determine the relationship between trust and customer loyalty in guesthouses.

## Review of literature and hypothesis development

### *Customer loyalty*

Several scholars like González-Viralta, (2023), credited Dick & Basu (1994), have been credited with establishing the notion of customer loyalty. The term customer loyalty denotes the strength of the bond between a customer's attitude and their repeat

patronage behaviour (Gulat & Shankar, 2024). Customer loyalty is shown in the guesthouse industry when guests regularly select a specific guesthouse over an extended period. Customer loyalty can be defined as behavioural intents that result in "repeat usage and recommendations," showing advocacy and habitual behaviours (Saini & Singh, 2020; Mukherjee et al., 2023). Studies conducted by Rizan et al. (2019) Rane et al. (2023) demonstrated that customer loyalty is greatly enhanced by word-of-mouth recommendations and perceived service quality.

***Perceived service quality***

According to Asamoah & Doc (2021), companies can identify problems and make changes by measuring perceived service quality, which may increase market share and profitability. Gebremichael & Singh (2019) and Siyum (2024) noted that the discrepancy between customers' expectations and their actual encounter with the service is the foundational idea behind perceived service quality. Dalal & Aljarali (2021) also stressed the importance of understanding how customers view quality, especially for companies looking to increase perceived value. This emphasises how crucial it is that perceived service quality matches or surpasses the needs of customers and corresponds with their expectations. Perceived quality has five components, which are responsiveness, reliability, assurance, empathy, and tangibility. Each one of these variables has a favourable impact on customer loyalty (Zhang et al., 2021; Nyagadza et al., 2022).

***Perceived service quality and customer loyalty***

Research by Sutriani et al. (2024) has demonstrated a strong positive correlation between customer loyalty and perceived service quality dimensions. The outcomes of their studies emphasised the assertion that enhancing service quality increases customer loyalty. Cardoso et al. (2022) observed that customers form an emotional bond with a brand because they receive the emotional fulfilment that comes from receiving high-quality service. Furthermore, studies conducted by Rizan et al. (2019) and Harriet et al. (2024) established that there is a positive association between perceived service quality and customer loyalty. Based on the discussion, the following hypothesis is proposed: There is a positive correlation between customer loyalty and perceived quality in guesthouses in Botswana (H1).

***Guesthouse image***

According to Lai (2019), Shin (2022), and Le (2023), guesthouse image is the general perception formed in the minds of individuals derived from their lodging experience in a guesthouse. The image of the guesthouse contributes to the attraction of customers and tourists to the services provided by guesthouses (Tabaku & Kruja, 2019; Ariyani & Kurniawan, 2022). According to Guan et al. (2021), guesthouse image results from the accumulation of experiences from the guesthouse where the customer stayed, particularly if customers regarded the services to be high in credibility. Aljumah (2022), Meng-Shiou et al. (2019), and Jia et al. (2023), extrapolated from this preceding notion to assert that image is the result of the interaction between the harboured beliefs, thoughts and feelings about a place. It is the result of the individual customer evaluation of a guesthouse. According to Manzoor et al. (2021), image is the stakeholders' evaluation of a company based on its historical performance. This implies that visitors' impressions of a guesthouse are greatly impacted by their encounters with the facility directly, as well as by how they understand the guesthouse's past acts. According to Tahir et al. (2024), an entity's image plays a crucial role in shaping people's views and behaviours towards it. Bisimwa et al. (2019), Perpiña et al. (2021), and Araújo et al. (2023) opined that image impacts the perceived outlook of a business entity, including its products and services. The foregoing studies highlight the significance of image in tourism institutions like guesthouses.

***Trust***

Kähkönen et al. (2021) define trust as belief in the honesty, integrity, and intentions of another party. Building trust in the guesthouse sector requires stakeholders and guests to interact honestly and sincerely (Sthapit & Björk, 2019; Zsigmondová et al., 2021). They contend that mutual benefit takes precedence over opportunistic action and that this leads to the development of trust. Hou et al. (2018) and Aldulaimi (2024) consider trust as a critical factor in creating long-term business relationships and an important antecedent of the consumer's loyalty. Nadeem (2020) emphasised the criticality of trust in determining the strength of a customer and firm relationship. Moon et al. (2022) contended that trust is the actual link that connects the guesthouse owners to the customers. This makes trust prominent during the purchasing /use of guesthouse services, especially due to the truthfulness of the relationship, which has a psychological effect of influencing the customer to purchase. Ramachandran & Balasubramanian (2020) and Agyei et al. (2020) believe that trust is amongst the many factors that enhance customer loyalty; it is a decisive factor for the sustenance of guesthouses and customer relationships, and as such, an important antecedent of customer loyalty. Barus et al. (2021) and Ijomah et al. (2024) argued that organisations such as guesthouses can withstand modern-day competition and sustain customer loyalty if they ensure that customers trust in their services.

***Perceived service quality, trust, and customer loyalty***

The perceived service quality, trust and customer loyalty relationship denotes a situation in which service quality has a direct effect on customer loyalty and that service quality also has an indirect effect on customer loyalty through the mediation of trust (Ashiq & Hussain, 2024). This relationship was confirmed by Haghkhah et al. (2020), who confirmed a mediating role for trust and commitment between service quality and customer value on the one hand and customer loyalty on the other. The mediating effect of trust on the relationship between service quality and customer loyalty means that in the service industry,

trust is very crucial and that service quality should be directed to build customers' trust to build customer loyalty at a later stage (Ali, 2020). Guesthouses must provide acceptable service quality to their customers and enter into trusting relationships with customers to encourage them to seek repeat or additional services. Bhat et al. (2018), Yesitadewi (2024), and Hameed et al. (2024) suggested that perceived service quality is significantly and positively associated with trust, and that trust has a significant and positive relationship with customer loyalty. Maeriyana et al. (2019), Dewi & Praswati (2024) concluded that in the relationship between perceived service quality and customer loyalty, the trust variable can be called a partial mediation variable. The mediation role played by trust was further demonstrated by Barus et al. (2021), Karim et al. (2024), who confirmed that the effect of perceived service quality on customer Loyalty is fully mediated through trust. Based on the observations from previously highlighted scholars the researcher proposes the following hypothesis: Trust mediates the relationship between perceived service quality and customer loyalty towards guesthouses (H2).

***Guesthouse image, trust and customer loyalty***

This study investigates how trust functions in the guesthouse industry as a mediating factor that improves customer loyalty. According to Xu (2022), guesthouse image, trust and customer loyalty relationship denote a situation in which guesthouse image has a direct effect on customer loyalty and where this relationship is mediated by trust This relationship is confirmed by Çelikkol (2020), who noticed that maintaining loyalty in service sector depends on increasing service quality and creating a sense of trust in customers. Palacios-Florencio et al. (2018) and Nyagadza et al. (2022) asserted that by providing high-quality services, the international tourist hotel industry induces customers to trust international tourist hotels. Chou et al. (2019) argued that when trust is instilled in guesthouse customers, it enhances their propensity to recommend services offered in the guesthouse facilities to other potential customers. Davis (2023) maintained that the association of guesthouse image, trust and customer loyalty implies that guesthouses should not only invest in customer loyalty and their images but also in trust. The presence of trust as a mediator is important because it leads to increased customer loyalty and positive image amongst guests (Cardoso et al. 2022). According to research by Chou et al. (2019) and Gunawan et al. (2022), a positive company image indirectly fosters trust, which in turn promotes customer loyalty. Yunus et al. (2018) and Afiftama et al. (2024) observed that customer loyalty is impacted by company image, and that this effect is partially mediated by trust. The outcomes from the studies demonstrate that customer loyalty supports a guesthouse's positive image, which in turn fosters customer loyalty, especially when trust plays the mediating role. Thus, hypothesis three posits that: trust mediates the relationship between guesthouse image and customer loyalty(H3).

***Guesthouse image and customer loyalty***

The guesthouse image is strongly connected with customers' choice of the guesthouse. Xhema et al. (2018) and Rastogi et al. (2024) established that customer retention and image building are the focus of many competitive and profit-oriented companies. They concluded that customer perceptions of hotels influenced their choice of lodging. Their observations lead to the inference that positive customer reviews of the guesthouse image can encourage positive attitudes and behaviours toward the guesthouse. According to Haghkhah et al. (2020), images can affect consumers' perceptions through a variety of methods, including public relations, word-of-mouth marketing, physical image, and real experiences. A guesthouse's image has a significant impact on customer choice. Salem et al. (2022) contend that a traveller is likely to choose a certain entity over the other due to a perceived favourable image. Considering these findings, the researcher proposes the following hypothesis: there is a favourable correlation between customer loyalty and guesthouse image in Botswana (H4).

***Customer loyalty and trust***

According to Soliha et al. (2021), the relationship between trust and customer loyalty implies that a rise in trust causes a rise in consumer loyalty. In other words, as trust grows, so does customer loyalty. It follows that building trust and fostering client loyalty are essential to achieving long-term corporate success. (Rane et al. 2023). When customers have trust in a guesthouse, it encourages them to spread good word-of-mouth about the facility, hence creating loyalty. Amongst those who hold such a belief are Khan et al. (2021), who suggest that there is a positive relationship between customer trust and customer loyalty. These studies imply that there is a likelihood of customers recommending the services of the guesthouse to other customers if they believe and trust them. Accordingly, hypothesis five considers that: Customer loyalty and trust have a positive association is being proposed (H5).

**Conceptual framework**

The conceptual framework of the study was guided by the findings of the literature review. Theoretical conversations about the relationships between perceived service quality, customer loyalty, trust, and guesthouse image are presented. The relationship of the study constructs is depicted in Figure 1. The study applied the research model by Chou & Kohsuwan (2019). This conceptual framework uses trust as a mediator to establish a relationship between customer loyalty, perceived service quality, and guesthouse image.

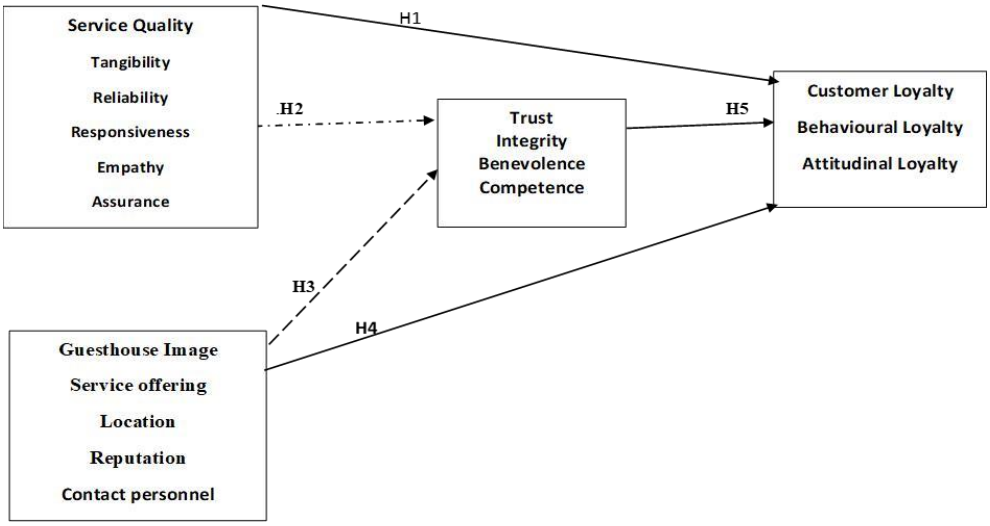


**Figure 1: Conceptual framework**

## Methods

This study adopted a quantitative approach by applying a cross-sectional survey method because it is the most effective method for this kind of research. In this study, questionnaires were used because they were practical and simple to administer. The study adopted questions from previous studies with proven validity and reliability. The study's target population was guests who had spent the night at guesthouses in Botswana. The sampling frame used in this study comprised visitors who had stayed at these guesthouses in the previous three days. A stratified sampling technique was applied to select guesthouses as study units. This followed a two-stage sampling technique. This method has been proven to be the most effective and appropriate for testing the five hypotheses and for handling data from a large population (Buschle et al. 2022). In this study, SPSS was used to compute a range of statistical approaches, from descriptive to inferential statistics. A confirmatory factor analysis was carried out utilising structural equation modelling (SEM) with Amos v26 to test relationship pathways and hypothesis in the study.

## Results

The results of this study were based on the analysis of both inferential and descriptive statistics. SPSS was largely applied for descriptive statistics, whereas AMOS was applied to generate most of the inferential statistics, including hypothesis testing.

### *Respondents demographics*

Table 1 showed that 56.4% of the respondents were males while 43.6 % were females. Most of the respondents were aged between 26-30 (37%) followed by 41-50 (25.1%) 21-30 (21%). There were only few respondents whose ages were below 20 years. (3.3%), 61-70 (2.3%) and over 70 years (0.5%). The table also shows that most of the respondents (51.5%) visited guesthouses on business related matters, and (48.5%) reported to be out for pleasure.

**Table 1: Respondents profiles**

| Gender | Frequency | Percent |
|---|---|---|
| Male | 241 | **56.4** |
| Female | 186 | 43.6 |
| Total | 427 | 100 |
| Age | | |
| ≤ 20 | 14 | 3.3 |
| 21 – 30 | 90 | 21.1 |
| 31 – 40 | 161 | **37.7** |
| 41 – 50 | 107 | 25.1 |
| 51 – 60 | 43 | 10.1 |
| 61 – 70 | 10 | 2.3 |
| Over 70 | 2 | 0.5 |
| Total | 427 | 100 |
| Purpose of Visit | | |
| Business | 219 | **51.5** |
| Pleasure | 208 | 48.5 |
| Total | 427 | 100 |

### *Reliability*

Table 2 shows the study construct's item reliability.

**Table 2: Reliability of study constructs**

| Constructs | No of Item | Cronbach Alpha (α) |
|---|---|---|
| Perceived Service Quality (*PSQ*) overall | 22 | 0.93 |
| Guesthouse image | 8 | 0.89 |
| Trust | 9 | 0.91 |

The Cronbach's alpha coefficient for perceived service quality was .93, 0.91, trust, 0.89, guesthouse image, 0.89 and lastly 0.91 for customer loyalty. A Cronbach's alpha value of 0.70 or higher denotes an instrument with excellent internal consistency (Hair et al., 2010; Yun et al., 2023). The high alpha values increase the reliability of the study conclusions because they depict increased consistency among items within each construct. The measuring scales in this work exhibit strong reliability, with Cronbach's alpha values exceeding the recommended criterion of 0.7 established by Nunnally (1978), Hair et al. (2010) and Black & Babin (2019). This suggests that each of the study's constructs has good internal consistency among its elements.

### *Validity tests*

The study conducted a validity test to determine how accurately the study answered the study question and the strength of study's conclusions. The discriminant validity test requires that the correlation value between the constructs be less than the root square of the AVE for each value of the construct. The discriminant validity results are displayed in Table 3. According to the findings, discriminant validity for the study constructs was attained.

**Table 3: Discriminant validity**

| | CR | AVE | Perceived Service Quality | Trust | Customer Loyalty | Guesthouse Image |
|---|---|---|---|---|---|---|
| Service Quality | 0.917 | 0.689 | **0.830** | | | |
| Trust | 0.840 | 0.637 | 0.776 | **0.798** | | |
| Customer Loyalty | 0.925 | 0.607 | 0.737 | 0.719 | **0.779** | |
| Guesthouse Image | 0.772 | 0.630 | 0.772 | 0.730 | 0.751 | **0.793** |

Source: Amos version 26 output

The diagonal shows the values of correlation between constructs; whereas the bold values of the diagonal are the square root of average variance extracted (AVE) of the constructs indicating the highest in any row or column.

### *Confirmatory factor analysis (CFA)*

After the measurements' validity and reliability were established, the study established the structural model. Figure 2 shows the constructed structural model for this investigation.

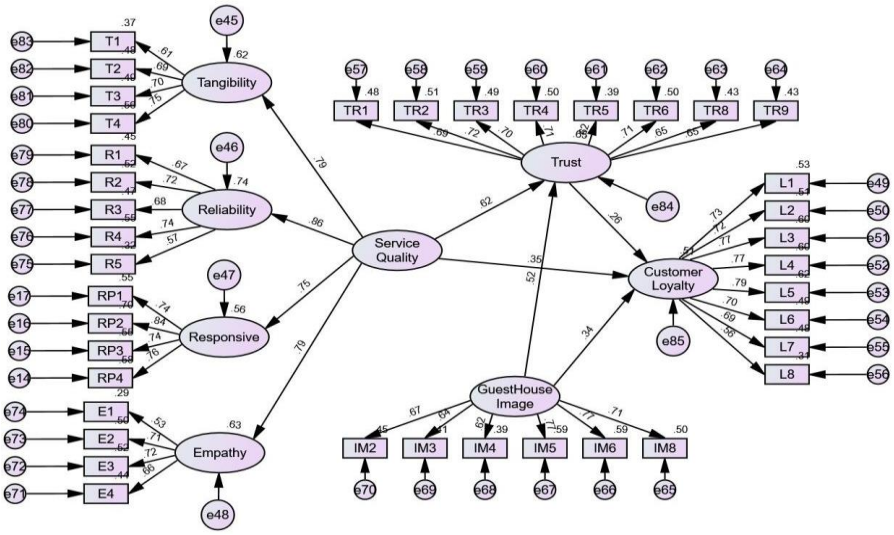


**Figure 2: Structural model**
**Source: amosv26**

### *Model fitness*

The confirmatory factor analysis (CFA) model was estimated, and the next step was to determine whether it fit the dataset. The overall model fit, and the precision of each parameter estimate were the two main areas of attention for this evaluation. A variety of indices and crucial parameters listed in Table 4 were used to assess the overall fit. Assessment indices show that the data fit the model.

**Table 4: Structural model fit indices**

| Goodness of fit | Study results | Cutoff value | Description |
|---|---|---|---|
| CMIN/DF (chi-square/degree of freedom) | 1.88 | Between 1.0 and 5.0 acceptable | Good fit. |
| TLI | 0.94 | 0.90 and above | Acceptable fit. |
| NFI | 0.89 | 0.90 and above | Good fit |
| GFI | 0.89 | Between [0.80-0.90] (acceptable) Above 0.90 (good) | Acceptable fit |
| CFI | 0.94 | (0.90 and above) | Good fit |
| AGFI | 0.87 | Above 0.80 (good) | Good fit |
| RMSEA | 0.04 | 0.08 or less | Good fit |

Table 4's goodness of fit indices show that the model produced a satisfactory fit. These indices show us how well the suggested model fits the available data.

### *Correlation of variables*

The study examined the associations between the variables using the output from Amos. Every one of the three pathways was statistically significant. The results, as depicted in Table 5, show that Trust, perceived service quality, and guesthouse image all have significant positive effects on customer loyalty, as demonstrated by the results of regression analysis derived from SEM using SPSS AMOS 28.0.

**Table 5: Correlation of variables**

| Predictor: Outcome | Regression weight (Beta) | Conclusion |
|---|---|---|
| Trust: Customer Loyalty | 0.26** | H5 supported |
| Guesthouse Image: Customer Loyalty | 0.24** | H2 supported |
| Perceived Service quality: customer loyalty | 0.33** | H1 supported |

Source: amosv26. **- $p < 0.05$

The results validate the hypotheses H1, H2, and H5 which indicated positive correlation amongst trust, guesthouse image and perceived service quality with customer loyalty. The association amongst the variables to customer loyalty all had a p value less than 0.05.

### *Mediation test*

The study assessed the mediating effect of trust on the relationship between guesthouse image and customer loyalty using Amos. The results of the mediation analysis are shown in Table 6. The outcome of this test revealed that trust does not mediate the relationship between guesthouse image and customer loyalty. Similarly, the test also revealed that trust is not a mediator between perceived service quality and customer loyalty.

**Table 6. The mediating effect of trust between guesthouse image, perceived service quality and customer loyalty**

| Tested Pathways | Indirect effects | Direct effects | Conclusion |
|---|---|---|---|
| Guesthouse Image, trust Customer loyalty | .160 | .039 | No mediation. |
| Service Quality, trust Customer Loyalty | 0.65 | 0.24 | No mediation |

Source: Amos. v26

The results in Table 6 reveal that trust does not mediate the relationships between guesthouse image, perceived service quality and customer loyalty.

### *Hypothesis testing*

Table 7 shows whether the study hypotheses are accepted once these correlations have been established and the mediation tests have been completed.

**Table 7: Overall results of hypotheses tests based on regression**

| Hypothesis | Description | Conclusion | Hypothesis |
|---|---|---|---|
| H1 | Perceived Service Quality (PSQ) is positively associated with customer loyalty. | Accepted | H1 |
| H2 | The guesthouse image is positively associated with customer loyalty. | Accepted | H2 |
| H3 | Trust mediates the relationship between perceived service quality and customer loyalty. | Rejected | H3 |
| H4 | Trust mediates the relationship between guesthouse image and customer loyalty. | Rejected | H4 |
| H5 | Trust is positively associated with customer loyalty. | Accepted | H5 |

The results in Table 5, shows that H3 and H4 were rejected, whereas H1, H2, H5 were accepted.

## Discussion

Firstly, the study objective was to examine the relationship between customer loyalty and perceived service quality in the guesthouse industry. The results revealed a positive correlation between perceived service quality and customer loyalty. The attributes related to tangibles, responsiveness, empathy, and reliability were found to be important determinants of guesthouse customer loyalty. The results are consistent with research findings by Wangchan & Worapishet (2019), which confirmed how crucial it is to improve service quality to develop and preserve client loyalty in the guesthouse business. Secondly, the study examined the association between guesthouse image and customer loyalty in guesthouses and the results showed a positive association between the two. Aspects that comprise a guesthouse's overall impression were found to be essential in the guesthouse image dimension. These findings are in line with previous empirical research conducted by previous researchers such as Calvino et al. (2023), who suggested a positive and significant link between company image and customer loyalty. The outcome of this study gives credence to the idea that there is a positive and significant relationship between guesthouse image and customer loyalty in guesthouses in Botswana (H2). Thirdly, the study also examined whether trust mediated the relationship between perceived service quality and customer loyalty. The analysis of the mediation showed that trust did not mediate this association. This result runs counter to earlier research by Bahadur et al. (2020) and Dewi & Praswati (2024). Although trust is a factor in loyalty, their mediation analysis highlighted that excellent service quality can directly increase customer loyalty without the requirement for trust to act as a mediator. Interestingly, the empathy dimension in this study showed comparatively smaller factor loadings, which might have an impact on trust's lack of relevance as a mediator. The

study's fourth objective was to ascertain whether trust mediated the relationship between guesthouse image and customer loyalty. The findings from the study proved that trust does not mediate this association. According to Tabaku & Kruja (2019), Lai (2019), Gultom et al. (2021), and Górska-Warsewicz & Kulykovets (2020) have argued that guesthouses can increase customer loyalty when the overall image is improved, and favourable perceptions are created. However, in this study, it was discovered that trust was insignificant as a mediating variable. The fifth objective of this study was to examine the connection between trust and customer loyalty. The outcome of regression analysis in Amos shows a statistically significant positive link between customer loyalty and trust. The results are in support of findings by Taufik et al. (2024). These scholars had ably demonstrated that there is a substantial correlation between trust and consumer loyalty.

## Conclusion

This study emphasises how crucial it is to improve the physical attributes of guesthouses, like their cleanliness and modern amenities, to attract and retain customers. This study also highlighted the importance of empathic interactions by emphasising that sympathetic employees' acts reinforce customer trust, which in turn influences loyalty. It is also concluded with interest that in Botswana assurance variable seems to be very applicable in the situation of the guesthouse industry. It is also concluded from this study that trust is important in the perceived quality and customer loyalty; guesthouse image customer loyalty conundrum, however, it doesn't have a significant mediating effect. This study offers practical ideas for enhancing customer loyalty and service quality by empirically examining the factors that influence customer loyalty in Botswana's guesthouse sector. The results have practical consequences for managers and lay the groundwork for future study in related service industries. This study suggested important connections between the guesthouse industry in Botswana's perceived service quality, image, trust, and client loyalty. By combining these concepts, illustrating their significant links, and exposing the non-mediation effect of trust in the study setting, thereby adding to the body of literature. On a practical level, the study stressed the importance of establishing a positive guesthouse image in addition to the quality of the services provided. Guesthouses should keep their premises visually appealing with consistent upkeep and tasteful décor that showcases their dedication to providing high-quality services. Developing a distinctive and attractive guesthouse image improves customer perception and promotes good word-of-mouth and repeat business. These insights offer practical suggestions for enhancing the standard of service, developing a favourable reputation, and creating long-lasting connections with guests in the guesthouse industry. In the final analysis, the result of the study enhances scholarly understanding and furnishes pragmatic direction for industry stakeholders and management.

In this study, inherent limitations are being recognised, even though the study provides insightful information about guesthouse patron loyalty. While the cross-sectional survey method is useful for collecting a large sample of data, it is limited in its capacity to determine the causal links between variables. The research model mainly examined elements, including perceived service quality, guesthouse image, and trust, to the possible exclusion of other critical variables. Additional research should be conducted using different geographic regions, different kinds of lodging establishments, and different service sectors. To provide a more comprehensive picture, future research should investigate other factors over and above the ones covered in the current study that may have a likely impact on customer loyalty.

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