



Influence of Service Quality on Brand Image and Repeat Patronage in Hospitality Industry: A Content Analysis

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Abstract

The present study explores the relationship between service quality constructs, brand image and guest repeat patronage in the hospitality industry. The current research was qualitative in nature, and therefore the method of content analysis was adopted to review the related literature and simultaneously to analyze the influence of service quality, and also the brand image on repeat patronage in the hospitality industry. It suggested that there was sufficient literature supporting the relationship between service quality dimensions of hotels, guest satisfaction, brand image and repeat patronage. The service quality dimensions and satisfaction are directly related to each other as it has been seen that good quality enhances guest satisfaction at the same time. The advent of innovation in service quality of hotels makes them more able to satisfy the guests. The literature depicts that more satisfaction/delight among guests increases their loyalty towards the particular hotel. Guests when feeling satisfied with the hotel, remain loyal patrons, and this affects their purchasing behavior. Moreover, it has been articulated that guest loyalty and service quality are significantly related to the brand image of a hotel. The loyalty among the guests increases their perception towards the hotel brand image. The guests' satisfaction must be the primary objective of the hotels' service encounters. The hotels have to create a better image in the minds of the guests by increasing their comfort levels to increase repeat patronage. This will help the hotels to flourish by increasing their profitability and overall positive impacts on the economy as well. The study recommends that future research should empirically test the relationship between the constructs of service quality and repeat patronage.

Keywords: Service Quality, Satisfaction, Brand Image, Repeat Patronage, Hospitality

Introduction

In the service sector, the nature of hospitality is broader, which takes a lodging of guests, planning events, theme parks, transportation, and additional fields into account within the tourism industry. The organization which provides paid lodging is termed as a hotel. The multibillion-dollar hospitality industry depends only on the availability of leisure time and the disposable income of the tourists. A hospitality unit includes several components like inter-alia, a restaurant, servers, housekeeping, food & beverage services, front office, food production, engineering & maintenance, management, marketing, and human resource. The hospitality industry is global in which both service user and provider are spread throughout the world. The industry is a vital contributor to many countries all over the globe (Mohajerani & Miremadi, 2012) in which mainly



the hotel sector strengthens the overall business of the tourism industry. In gaining service perfection, the hotel managers need to continuously follow new and vibrant strategies in creating strong positive guest experiences due to the often perceived hostile nature of the hospitality industry (Liat & Rashid, 2013).

Those characteristics and features of a product or service which are needed to satisfy the needs of the guests are termed 'quality'. Superior quality differentiates between similar products and services. Service quality is the most critical determinant of guest satisfaction, and better service quality helps in retaining loyalty among the guests. As hospitality is service-based, it is essential for every hotel to provide quality services to their guests to make them satisfied and delighted. Service quality (SQ) is a comparison between expected (E) and actual performance (P), i.e. $SQ=P-E$. If actual performance exceeds the expected service, the better service quality is recognized to be. Improved service quality increases economic competitiveness. The current research thus seeks to find out the "Influence of Service Quality on Brand Image and Repeat Patronage in the Hospitality Industry."

The aim of the past studies as revealed from the findings of many research studies was to quantify the guest perception of service quality and its effect on guest satisfaction and repeat patronage, and a wide range of strategies recommended to organizations to achieve desired guest satisfaction and higher customer loyalty. As highlighted by Clemes, Mollenkopf, and Burn (2000) the said classification has been recognized in the industry which exhibits the five unique characteristics of services. To study the impact of service quality on hotel image and guest repeat patronage is considered to be a relatively new development in academic investigations in India, especially in the hospitality and tourism sector. A good amount of research has been conducted in the field of guest satisfaction, evaluating the quality services of the hotels (Abd-El-Salam, Shawky & El-Nahas, 2013), but the current study is different in the respect that it takes all service quality dimensions into account that affect the guest satisfaction, repeat patronage and hotel brand image. The study also analysed the impact of hotel brand image (an important variable) for assessing the overall services offered by the hotel chains and how this image may have an effect on the repeat patronage of the guests. Numerous researchers predicted in marketing that it is the brand image and reputation which plays an essential role in the guests buying behavior (Barich & Kotler, 1991; Laroche & Parsa, 2000). In the hospitality industry, these two constructs are considered to be critical in developing and maintaining a sign of loyalty/trust in the guests (Raj, 1985; Dick & Basu, 1994; Shoemaker & Lewis, 1999), and more particularly Bowen & Shoemaker, (1998)."Therefore in the present research, the researcher explored the existing literature supporting the relationship between service quality, brand image and guest repeat patronage in the hospitality industry and the following research questions were posed:-

1. *What is the influence of Quality dimensions on the brand image?*
2. *How do Service Quality constructs influence to repeat patronage?*
3. *How does Brand image influence repeat patronage?*

Research Methodology

In the current study secondary data was used which was collected from various national as well as international academic journals, theses, and some was also obtained by reviewing online articles and various popular tourism business magazines using a content analysis approach.

Content Analysis

The present study was in qualitative nature, and the method of content analysis was adopted to review the related literature and simultaneously to analyse the influence of service quality, and the brand image, on repeat patronage in the hospitality industry. The technique which helped the researcher in exploring and inferring answers to selected research questions from available texts is termed as content analysis (Figure 2). As in the procedure proposed by Krippendorff (2004), the articles were categorized post hoc by using six main steps of content analysis: unitizing, sampling, recording/coding, reducing, inferring, and narrating. Kassarian, Krueger and Casey (2009) stated that “the important characteristics of content analysis should be objective, systematic, and quantitative”. Berelson (1952), stated that researchers need to develop precise rules and categories of analysis so that analysts can apply it to the same body of content and generate the same results of good quality”. Krueger and Casey (2009) argued that these rules and categories minimise the analyst’s subjective predispositions and selective perception.”

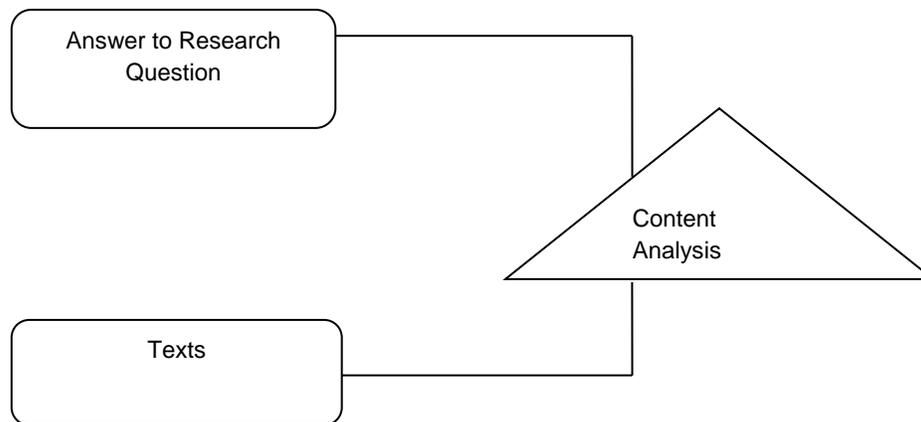


Figure 1: Content Analysis

“The characteristic of objectivity in content analysis separates it from literary criticism because the latter is lacking replicability (Kassarjian, 1977)”. “Holsti (1969) has argued that consistently applying and using objective rules on each component of content analysis and securing the relevance of data to interesting questions demonstrate the requirement of systematization”. “The analysis strategies and rules should be documented, understood, and voiced by individual member of a research team (Krueger & Casey, 2009)”. “The quantification requirement implies that the data be amenable to statistical methods not only for the precise and parsimonious summary of findings but also for interpretation and inference so that desired conclusion would be obtained” (Kassarjian, 1977).

As stated above, “...the procedure of content analysis includes categorizing an entire article into main six main components which include unitizing, sampling, recording/coding, reducing, inferring, and narrating” (Krippendorff, 2004). “The first four components constitute the process of data making, and create computable data from raw texts and existing literature (Krippendorff, 2004)”. With the help of the previous four components, the last two components are used for information generation and which guides the researcher to search for and get an answer to a research problem.



(i) Unitizing

“Unitizing refers to the systematic discerning of a segment of data that is of curiosity to an analysis” as argued by Krippendorff (2004). By research objectives, journal articles that take in hand service quality, image and repeat patronage in hospitality or other related disciplines were selected as sampling units due to quality and representativeness of the texts attributed to the acceptance process. Those research papers selected which included the important dimensions of the working topic as well as being in consonance with the research objectives as formulated in the study were used. Thus, based on an overview of the literature, 113 research articles were reviewed and (coded published from 1987 to 2018). The total number was 255 which also included a few abstracts, theses, reports and other articles.

(ii) Sampling

The method of purposive or judgment sampling was selected. “The relevant sampling method aimed at selecting all textual units that contribute to answering the given research questions and objectives by developing a systematical grading to lower the number of units included in an analysis (Krippendorff, 2004:119; Lee, Dattilo & Howard, 1994)”. In the current study, the data was collected through Database searching including reference mining by using EBSCO (Hospitality and Tourism Complete), UGC Inflationet and Science-Direct. These databases are preferred because of the high popularity and varied content of data reported. The online databases were preferred due to the credibility and diverse content of data reported. Given that the discussion on service quality and repeat patronage in hospitality is limited in the reported literature, the diverse content available in these databases helped in locating related articles in other fields of study. Several sampling criteria employed in previous research, for example, data resource, keywords, objectives, sample size, research methods, and publication date were considered (Brown & Dant, 2008; Runyan & Droge, 2008). The sampling criteria developed for this are summarized in Table 1.

Sampling criteria	
Topic selection	Service Quality, Brand Image, Repeat Patronage(e.g., business, retailing, and tourism)
Data type	Research articles in academic journals
Data source	Database searching (EBSCO, UGC Inflationet and Science Direct) and reference mining
Keywords	Service Quality, Image, Guest Satisfaction, Repeat Patronage
Publication date	1987 to 2018

Table 1: Sampling Criteria

The review of the literature was done from April to October 2018. Three main keywords, service quality, image and repeat patronage, were searched for related articles in the three selected databases. While searching the “service quality” variable alone, this resulted in 16,356 abstracts from the Sage Database (Search Data: November 2018; Date Range: 1987 to 2018). When combining variables (e.g., image, guest satisfaction, repeat patronage) with the term “service quality,” this yielded more concise and relevant results. Since keywords were not provided in some articles published before 1990, the researcher used searching keywords in different fields including title, abstract, keywords, and citation to search for similar articles. To eliminate repeated citations, references were merged and purged. A proper record of the names of databases, keywords, search criteria, numbers of articles, and search dates was fastidiously kept during the process of sampling (Table No 2 :)



Database: EBSCO - Hospitality and Tourism Complete		Search		April ~ Dec, 17	
(Advanced Search)					
Keywords	Fields	Search Criteria	No. of Articles	Articles Included	
Service Quality, Image & Repeat Patronage	Not specific	[1] Full text [2] Peer review	77	16	
Service Quality	Keyword	[1] Full text 2] Peer review	46	26	
Database: ABI/INFORM – Business ABI/INFORM Global		Search		Oct~ Dec, 17	
(Advanced Search)					
Date:					
Keywords	Fields	Search Criteria	No. of Articles	Articles Included	
Image, Service Quality & Satisfaction	Abstract	[1] Full text [2] Scholarly journals, peer-reviewed	16	2	
Service Quality, Image & Repeat Patronage	Citation and Abstract	[1] Full text [2] Scholarly journals, peer-reviewed	19	4	
Consumption, Service Quality & Satisfaction	Abstract	[1] Full text [2] Scholarly journals, peer-reviewed	15	33	
Service Quality, Restaurant & Satisfaction	Abstract	[1] Full text 2] Scholarly journals, peer-reviewed	12	15	
Database: Science Direct		Search		Oct~ Feb, 18	
(Advanced Search)					
Keywords	Fields	Search Criteria	No. of Articles	Articles Included	
Image, Service Quality & Definition	Abstract	[1] Journals	21	7	
Service Quality, Tourism	Title, Keywords Keywords Abstract, Title & Keywords	[2] 1987-present [1] Journals [2] 1987-present	49	10	

Table 2: Search Details

During the article screening process, the keywords, abstract, and central construct(s) of each article were reviewed. At the first instance, the title and keywords of each research article were reviewed, followed by analysing whether the variable “service quality” appeared in the abstract or not. If the service quality variable appeared in the abstract and was relevant to the interest of the researcher, the research articles were kept under further examination; otherwise, the research article was excluded. Next, the researcher checked the content of each article in order to see



whether service quality was the key topic or one of the primary constructs. If it was found that service quality was a key topic or construct, the research articles were included; otherwise, they were excluded.

(iii) Recording/Coding

“Recording/coding builds the connection between unitized texts and the researchers' thoughts or advisements” (Krippendorff, 2004). A sound recording process helps the researcher in systematizing and classifying the data and provides an overview of the information extracted from the research articles. The use of predetermined categories as an organizing tool, abecedarian information from each research article was recorded on a coding sheet. Based on previous studies, the coding sheet was developed that recognized and reviewed the related literature on a targeted topic. The common coding fields used in the prior research included focus (subject), content area, theory/framework, research method, analysis, and key findings. The initial coding sheet was cross-validated by a panel of six experts from diverse academic backgrounds (i.e., business, retailing, and hospitality) who are engaged in conducting, publishing, and teaching research at a significant state-supported university in the United States (US).

Next, five "Service Quality" related articles, accessed from the three databases (EBSCO, ABI, and Science Direct) and published in five research-based journals, were selected to pre-test the appropriateness of the instrument. Based on the results from the cross-validation and pre-test, seven fields were added (i.e., concept, sample source, data collection location, analysis technique, service quality definition, service quality -related terms, and service quality components) and two were dropped (i.e., conceptual framework and citation).

In this study, numbers, instead of letters, were used to expedite coding and simplify the demonstration of information by descriptive analysis. The fields on the coding sheet categorized into six sections: (a) basic information (e.g., article title, author(s), journal title, objective(s), and qualitative/quantitative); (b) research framework (e.g. concept, proposition, hypothesis, model, theory, and main finding(s)); (c) research field (e.g., hospitality, specific hospitality segment, and title of other industries); (d) variables (e.g., dependent variable and independent variable); (e) methodology (e.g., data collection method, sample size, sample source, and sampling method); and (f) service quality specification (e.g., definition of service quality, service quality-related terms, and components of service quality).

The coding sheet is shown in Appendix 1. Fields included on the coding sheet were critical to capturing the research objectives, methods, and findings in each article as well as answering the research objectives in the current study. Research objectives, methods, and findings can be extracted from each article and different points of views integrated from multiple researchers. Moreover, it provides a comprehensive overview of service quality research over the past 20+ years. For example, from the field of “qualitative/quantitative,” on the coding sheet the researcher can calculate the proportion of qualitative versus quantitative research; from the fields of “model” and “theory,” the researcher can discover the percentage of studies that developed a model or theory.

(iv) Reducing

“Reducing data serves an analysts need for effective representations particularly of large volumes of data” (Krippendorff, 2004:84). To portray the samples (journal articles) frequency reports were employed on the coding sheet. For example: from which journals the research articles belong, how many articles were qualitative or quantitative in nature, and how many articles belong to a database search and database mining.



(v) Inferring and Narrating

Abductive inference, “proceeding across logically distinct domains, from particulars of one kind to particulars of another kind, is employed in the content analysis in nature rather than deductive or inductive inference” (Krippendorff, 2004:36). Abductive inferences generally help to establish the relationship between descriptive accounts of texts or data and the meaning they bring to a study. “Besides narrating the answers to content analysts' questions amounts to the researchers' making their results comprehensible to others, which can be shown in the significance, contribution, application, or recommendation of a study” (Krippendorff, 2004:85). The researchers have made inferences and used narrating components to describe the results and support the statements in the conclusion.

(vi) Reliability and Validity

Authors like Krippendorff (1980) and Weber (1990) have stated that at least “three types of reliability are imperative to content analysis which include stability, reproducibility, and also accuracy. As per Weber in 1990, “stability refers to the extent to which the same results of content classification are produced over a while”. Reproducibility (inter judge) means the extent to which the same classification results of the same content are gained by more than one coder (Kassarjian, 1977; Weber, 1990). Accuracy refers to the extent to which the classification of text corresponds to a standard or norm (Weber, 1990). For achieving the desired stability and reliability, an appropriate /safe sampling technique was used for sampling criteria along with the coding sheet for recording the data or information. “Besides reliability, validity is foremost in deciding the quality of the content analysis. “Face, semantic, construct, hypothesis, and predictive or co-relational types of validity can be applied in content analysis” (Krippendorff, 1980; Weber, 1990). Weber (1990) argued that a category has face validity only when it measures, what it is intended to measure.

Face validity is regarded as the weakest form of validity since only one variable is taken into consideration at a time. Hence the stronger type of validity may contain more than one variable of the study. “Semantic validity exists when researchers are acquainted with the language and when it places a list of words (or other units) in the same category and agree that these words are synonymous with each other” (Weber, 1990). Therefore, as per the purpose and type of research design of the current study, semantic, face and construct validity are more appropriately applied by not choosing the hypothesis and predictive types of validity. It is challenging to measure validity in a qualitative study. In order to achieve the face, semantic and construct validity it may thus be sensible to use it where the information is nicely developed and testing of the coding sheet has been done.

Name of the Journals/Discovered	No. of Selected	Name of the Journal/Discovered	No of selected
Journal of hospitality and tourism technology	6	Journal of tourism management	9
Annals of tourism research	5	Innovative issues and approaches in social sciences	2
Journal of tourism review	5	Prestige international journal of management & IT	3
Journal of tourism consumption and practice	3	International journal of services and standards	3
International journal of culture, tourism and hospitality research	5	International journal tourism research	2



Managing service quality	4	International journal of trade, economics and finance	2
Journal on tourism economics	1	Journal of travel research	5
South Asian journal for tourism & heritage	3	Journal of consumer behavior	2
International journal of innovation, management and technology	2	European journal of business and management	2
Journal of quality assurance in hospitality and tourism	2	International journal of hospitality management	3
Journal of tourism review international	1	American journal of tourism research	3
Journal of management review	2	Journal of marketing research	2
International journal of services and standards	5	The journal of tourism studies	1
Harvard business review	7	A radical quarterly in social Studies	1
American journal of sociology	2	Tourism management	2
Journal of tourism and leisure studies	4	Tourism analysis	3
Journal of innovations in cultural tourism	3	Innovation: management, policy & practice	3
International journal of tourism research	1	International journal of sustainable development	4
Total	61		52

Table 3: Names of the Journals

Discussion and Critical Analysis

Much literature was studied to get in-depth knowledge about service quality, image and repeat patronage in the hospitality industry. The researcher studied the etymology of the word hotel. The origin of the word 'hotel' is from the French word *hôte*, which means to 'host,' or it is also usually referred to a 'townhouse' with a continuous flow of guests. The hotel industry is vast and has an incredibly diverse nature including many property styles, with diverse uses and qualities. The industry is the gamut of many enterprises (small, medium, and large) and it is a significant contributor to international as well as national economies. Today the hotel industry is accepted as a key global industry with service users and producers spread around the world. Experiencing different facilities of the hotel such as suite/deluxe rooms, restaurants, coffee shops, bars, nightclubs, spas etc, is now no longer treated as a luxury because for many guests these service attributes have become an accepted and important part of their lifestyle.

For many reasons, the hotel industry is very diverse. Firstly, the industry is structurally complex because it has many categories. These categories depict the quality of the hotel (e.g., five stars, three stars, two stars); location of the hotel (city centre, rural, seaside, hill resort etc.); the style of the hotel (traditional, resort, suite, and heritage). Secondly, it is also complex from the affiliation and management structures point of view. In the case of affiliation, hotel properties are being operated independently, as franchised properties or through marketing consortiums Besides hotels are also being managed by the owners, or managed by independent hotel management companies and national or international chains of branded hotels.

The thematic order of the variables studied through reviewing the literature (content analysis) is described below:



Service Quality

“The significant dimension of competitiveness is service quality” (Lewis, 1989), the provision of excellent service quality and maximum tourist satisfaction among the guests is a crucial issue and a challenging factor faced by the service industry in this highly competition age” (Hung et al., 2003). In fact, in each of the public as well as private sectors, in business and service industries, service quality is an indispensable subject to study” (Zahari et al., 2008). “It is the point to which a service meets or exceeds tourist needs, wants and expectations” (Lewis & Mitchell, 1990; Dotchin & Oakland, 1994; Asubonteng et al., 1996; Wisniewski & Donnelly, 1996; Zahari et al., 2008). In the last few decades, “service quality has emerged as an important area of attention to many stakeholders like practitioners, managers and researchers because it is having a considerable positive impact on business performance, lowering of costs, return on investment, guest satisfaction, guest loyalty and higher profitability” (Cronin & Taylor. 1992; Gummesson, 1998; Sureshchander et al., 2002; Seth and Deshmukh, 2005).

“There has been speedy development and competition of service quality between the businesses, in both the developed and developing countries which have made it vital for them to measure and evaluate the quality of service happenstances” (Brown & Bitner, 2007). There are various conceptual models given by diverse researchers for measuring service quality. Conceptual models in service quality help management to identify service quality problems and they are then able to launch quality improvement programmes accordingly so that they can improve their efficiency, profitability and overall performance” (Seth & Deshmukh, 2005). The two aspects which describe and affect service quality as far as guests are concerned are the actually expected service and perceived service.

Leis (1989) asserts that “All the definitions formulated from the customer perspective: that is, what customers perceive are essential dimensions of quality”. Gronroos (1984) and Parasuraman, Zeithaml, and Berry (1988) were the first important researchers in framing the service quality construct. They revealed that the overall perception of service quality was a disconfirmation of a customer's expectation and his/her evaluation of service performance, hence the gap model emerged. There has been a great debate on various dimensions of service quality in the literature. For example, Gronroos (1984), revealed that technical (the tangible aspects) and functional (the expressive performance) qualities act as the two critical dimensions of service quality. Parasuraman et al. (1988) “proposed five service quality dimensions, specifically, tangibles, reliability, responsiveness, assurance and empathy”. Rust and Oliver (1994) developed a three-component dimensional model and determined that the service product (i.e., technical quality), the service delivery (i.e., functional quality), and the service environment were essential dimensions of service quality. Dabholkar, Thorpe, and Rentz (1994) “...tested a ranked conceptualization of retail service quality that anticipated three levels: (1) customers' overall perceptions of service quality; (2) primary dimensions; and (3) sub-dimensions”. Brady and Cronin (2001) posited another perspective of the service quality perceptions that had several dimensions that were identified taking in consideration the predefined dimensions of the model that was based on the findings of Rust and Oliver (1994). Earlier work was done by Brady and Cronin (2001) who came up with a new and integrated concept of service quality.

It was shown in this study that quality perceptions were formed by customers, based on the different quality dimensions: environmental quality, outcome quality and interaction quality. The sub-dimensions evaluated wholly form the perceptions of the customers about the performance of the organization on each of the three primary dimensions, which ultimately leads to the perception of overall service quality. The discussion on the service quality dimensions is yet in



ambiguity, but it is widely accepted globally. Hotel managers should take full responsibility in delivering service quality properly in order to increase their business performance (Murasiranwa, Nield & Ball, 2010). Concurring with Lu, Berchoux, Marek and Chen (2015), in this study there were no fundamental disconnects in the respective understandings of managers and guests of the hotel; however, the two groups used different language to describe luxury, service quality and satisfaction; the managers evaluated satisfaction in terms of services provided, but the guests conceptualized satisfaction in terms of value received for the price of lodging; and luxury, service quality and satisfaction were closely related in the minds of the managers and guests and were not independent constructs. Customer value is highly predisposed to service quality and satisfaction, and it has been seen that service innovation affects customer value positively (Sukwadi, 2017).

Brand Image

Brand image is a critical component that enables hotels to gain a competitive advantage over their competitors. "Since the image is an essential aspect of a hotel, a brand acts as the most commanding component in services due to its natural exclusivities like perishability, inseparability, tangibility, and heterogeneity" (Dhillon, 2013). As per Saleem and Raja (2014), "...brand image is a reflection of a brand held in customers' memory". They added that it is what comes into the customers' mind at the first instant when a brand in front of them is a brand image. The hotel operators are of the view that it is a solid brand image which improves corporate esteem, financial performance, room occupancy, revenue and increases the profitability of the hotel (Fung So, King, Sparks & Wang, 2013). "It is a good corporate image that can prove very fruitful to an organisation in delaying the rivals entering the market, charging the price premium on customers" (Rindova et al., 2005). "The customer's choice of the company depends upon the corporate image which is highly influenced by customer's perception of the goods and services offered" (Andreassen & Lindestad, 1998).

Page and Fearn (2005) argued that a good image does not guarantee strong brands, but the useless image negatively affects the brand equity of a business. Rhee and Haunschild (2006) revealed that the service providers who enjoy a good reputation when committing a mistake had to suffer more than the service providers with a poor reputation. Corporate image is perceptions of an organization reflected in the associations held in the memory of customers (Keller, 1993). "For attracting current customers a planned and well-managed corporate image is the most capable marketing strategy for an organization (Fombrun & Shanley, 1996). "A company with a good brand image is more likely to stand out in the market because it draws both repeat customers and experimental users" (Connor & Davidson, 1997). "When the image of the company is more favorable, the customers assume that the services given by that company are better, of good quality and getting better value for their money" (Dowling, 1994). Similarly, the more favorable the images are that guests have about the hotel industry, the more likely it is that wrong perceptions about the hotel will filter out of guests' consciousness. Thus, a favorable image is very significant in distinguishing the company from its competitors.

The overall impression developed in the minds of the customers about an organization is termed the corporate image (Barich & Kotler, 1991). Hospitality organizations have two principal components of the corporate image: the functional or realistic and the emotional (Dolnicar, Grabler & Mazanec, 1999). The functional component is linked to tangible characteristics, which can be easily measured, while the emotional component is linked with psychological dimensions, which are purely apparent from guests and demonstrated by their feelings and attitudes towards a corporate brand. Such kinds of feelings result from individual experiences of guests with a hotel firm. A collective process by which the customers compare and contrast the diverse attributes of



the hospitality industry is termed the 'corporate image'. "The building of corporate image is a lengthy process which gets improved quickly by the advancement in technology and amazing achievements or, on the contrary, gets damaged by neglecting the needs, wants and expectations of the various groups who interact with the organization" (Chuang Choi, 2000). "Due to the intangible nature of hospitality operations, subjective perception of the quality of hotel and catering services; the building of corporate image for hotel organizations is even more difficult process" (Gilbert & Horsnell, 1998; Mattila, 2001). Different authors of marketing correlate corporate reputation with the credibility of the firm (Becker, 2000). The mirror of the hotel's history is its corporate reputation in the market, which depicts its service quality in comparison to its rivals from the industry. A hospitality organization can have numerous reputations—for respective attributes; there are, for example, price, product and service quality, innovativeness, management quality and often a global, corporate reputation.

Herbig and Milewicz (1993) revealed that accumulation of the judgments throughout various groups who interact with an organization is termed as reputation. The credibility of a hotel firm is viewed as the "believability" of its stated intentions. Credibility is then analyzed by comparing what a firm states it will do and what it then actually does. Credibility is linked to the congruence between action and message at a particular moment in time. The building of an organization's reputation requires various good transactions over some time, while its destruction is caused by a mixed signal going to markets or by a lousy action aimed at a particular customer group" (Wartick, 1992). The nature of a hotel's reputation entirely depends upon the results of its perceived actions in this period. If the firm is in a position to succeed in fulfilling its promises, it develops a favorable reputation otherwise the opposite occurs. It is significant for services as well as for hospitality services to define and measure customer loyalty (Clark & Wood, 1998; Kandampully & Suhartanto, 2000). Brand loyalty has numerous definitions, and it was exposed 23 years ago through a review of the literature by Jacoby and Chesnut (1978) that there are 53 different definitions of the construct. The loyal customer is the one who repeats its purchases from the same company; but brand loyalty cannot always be measured by purchase behaviour since there are other variables such as social norms (Ajzen & Fishbein, 1980) and situational factors (Smith & Swinyard, 1983) also influence the decision to buy a brand. Similarly, a psychological dimension in the form of an attitude or partiality also produces a more comprehensive interpretation of loyalty. Dick and Basu (1994) proposed that "loyalty is significantly affected by the strength of the relationship between attitude and behavior".

The most important asset of the company is its brand. Brand image is explained as that which makes the brand to be reflected by the brand and the links held in the consumer's recollection. When a brand is placed in front of a customer, whatever comes instantly into his mind is termed as its brand image. The association with the company builds up in the consumer's mind through experiencing services; they then conclude by comparing their previous experiences with the company, and accordingly, they set their associations.

Repeat Patronage

These are the perceptions about service quality which act as significant success factors influencing what guests might do after experiencing services from the organization. What the guests have perceived as an experience usually comes into their mind which helps them in considering whether to revisit the same hotel for their next trip or not. Guests share their good impressions and bad experiences relating to service quality about the particular hotel that they visit. Thus word-of-mouth is important. Their behavioral intentions are thus greatly influenced by perception and what they hear from others as well. Both the researchers found that quality of services had a direct influence on customers' behavioral purposes. The clients themselves might



come back and use the same services of the same company again, or they may share their experiences concerning how they were satisfied by service quality and the image of the hotel, with other clients. The researchers confirmed this by presenting that clients usually refer to their own experiences before making the next choice for their purchasing. A little gap in service quality decreases guest satisfaction, as guest thinks about their past experiences before making their purchasing. During the post-purchase period, guest behavior is viewed in two ways such as re-purchasing, and then also sharing of all types of experiences through word-of-mouth.

A critical element in guests' desire to return to a hotel following a service failure is whether they sense that they have received reasonable treatment following a service failure (Goodwin & Ross, 1992). Abundant research has exposed the connection between satisfaction with service experience and repeat-patronage intents (Ha & Jang, 2009), not to mention the auspicious word of mouth (Kim, Leong & Lee, 2005). It has been reported that in rectifying a service failure, the connection of recovery time has an inordinate effect on repeat-purchase intention and word-of-mouth referrals. It is expected that immediate recovery action by the organization results in higher returns and minimizes negative word of mouth more than a delay in service recovery (Wirtz & Mattila, 2004). This brings into light how important it is to correct service failures quickly in order to enhance repeat-patronage intentions amongst the guests. The commitment of a guest towards an organization has a noteworthy influence on his or her repeat-patronage intentions. Guests are always committed, and they like to continue their relationship as a guest, or they can be committed in a calculative manner, which means that they continue their relationship because of high switching costs (Mattila, 2004).

Conclusion

The study was conducted to seek to better understand the relationship between service quality and brand image with guest repeat patronage. The service quality dimensions and satisfaction are directly related to each other since it has been seen that good quality enhances guest satisfaction at the same time. The advent of innovation in service quality of hotels makes them more able to satisfy the guests. The literature depicts that more satisfaction/delight among guests increases their loyalty towards the particular hotel and results in repeat visits. Guests when feeling satisfied with the hotel, remain loyal and this also positively affects their purchasing behavior.

Moreover, it has been articulated that guest loyalty and service quality are significantly related to the brand image of a hotel. The loyalty among the guests increases their perception towards the hotel brand image. The guests' satisfaction must always be the primary objective of the hotels. The hotels thus have to strive to create a better image in the minds of their guests by increasing their comfort levels to boost needed repeat patronage. This will help the hotels to flourish by increasing their profitability and overall positive impacts on the economy as well.

The managers of the hotels have to make sure that every contact with guests results in a positive experience for the guests to lessen the gap between the service expectation and perception of actual services delivered to the guests. The management should target the service quality of the hotel through collective participation, to achieve long-term success by satisfying the guest needs/wants and for the benefit of all stakeholders of the hotel.

Recommendations and suggestions

The findings carved out of existing literature will help managers of hotels to focus on the research findings to progress to increase the service quality and guest satisfaction levels.



- **Tangibles**

The tangible items which should be present in the hotels include modern equipment, clean rooms and bathrooms, a Wi-Fi facility, sufficient sized room area, convenient parking and physical facilities should be as visually appealing as possible.

- **Assurance**

The management of the hotel should uphold their promises, and strive to boost the level of service quality and the way services are delivered to the guests. In this regard, the courtesy and patience of the hotel staff can play a crucial role in satisfaction levels rising. Guests should be provided with a room of their choice, but only if there is the availability of the same.

- **Responsiveness**

Prompt services from hotel employees are expected by the guests while check-in/check-out operation, employee willingness to help their guests, awareness among the employees regarding the most modern developments which are going in and around the hotel in order to answer the queries of the guests because responsiveness plays an essential character in guest satisfaction and delightedness in the hotels.

- **Reliability**

Guest should be able to trust staff as well as the billing, and they need to feel safe in the transactions; charges on account bills should be apparent, reliable and dependable; staff must be honest and diligent.

- **Empathy**

There should be no penalty imposed for rescheduling the booking in the hotel if the guest has sufficient cause; hotels should provide due compensation to the guests if baggage is lost or damaged; hotels should also offer tourism related information to their guests in the form of pamphlets, brochures, city route maps and an updated website; discounts should exist; a cash-back should be given on special occasions; there should be some tie-up with travel-related partners such as car rentals, airlines etc., so that whenever the guest arrives he or she gets the instant access to any of these; there must also be grievance redress for the guests.

- **Competence**

The private hoteliers should make an effort to hire local employees.

- **Access**

The restaurant located inside the hotel should remain open for the whole day and the coffee shop at all hours, seven days a week.

- **Communication**

Technically, clarity of voice should be enhanced while making an international call, as it is generally unclear during a call; there should be the availability of high range and higher speed of Wi-Fi so that it is easy to access from anywhere in the hotel premises.

- **Security**

No chance of an electrical short circuit should be possible, and the presence of sufficient fire reducing equipment like fire extinguishers should be installed inside the hotel.



- **Understanding the Guest**

The maximum effort of the hotel management should be to know/understand the guest expectations. This will be only be achieved by imparting proper training to the staff of the hotel.

- **Food, amenities and entertainment**

The hotels should provide diverse varieties and quality food to their guests; there must also be the availability of various drinks in minibars and even entertainment facilities etc.

Limitations and Future Research

There were various limitations during the process of conducting this research study. The researcher did not study the behavior of the similar respondent group, hence complete information on behavior about the particular guest group cannot be provided, but it provides complete information and essential conclusions for the hotel managers in order to improve guest satisfaction, trust and loyalty. The study is qualitative; hence in the future, a quantitative study on the same topic should be conducted by using various modern quantitative tools and techniques, so that concrete and likely more valid results would be obtained. Those quantified results when incorporated can prove to be more beneficial and fruitful to the hotel industry at large.

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Appendix1: Coding Sheet

	Field	Field Coding	Definition	Reference
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1	Title	Names		
	Journal	Names		
	Author	Names		
	First Author Country	Names		
	Second Author Country	Names		
	Year	Number		
	Objective	Objective		
	Data Source	1. Database searching 2. Reference mining		
	Conceptual/Empirical	1. Conceptual 2. Empirical		
Quantitative/Qualitative	1. Quantitative 2. Qualitative 3. Both	Quantitative research emphasizes the measurement and analysis of causal relationships between variables (p. 13). Qualitative research is a situated activity that locates the observer in the world (p. 4)	Normark & Yvonna (2003)	
2	Concept	1. Yes 2. No		
	Proposition	1. Yes 2. No	The connection between constructs	Bacharach (1989)
	Hypothesis	1. Yes 2. No	The connection between variables	Bacharach (1989)
	Model	1. Yes 2. No	Abstracts or simplifications of aspects of the 'real' world (p. 42). Purpose: Simplify and identify related factors to make them more accessible for investigation	Williams (2002)
	Theory	1. Yes 2. No	A statement of relations among concepts within a set of boundary assumptions and constraints (p. 496)	Bacharach (1989)
	Main Arguments/Results	Main Arguments/Results		
3	Hospitality Industry	1. Yes 2. No	Businesses related to lodging, food service, recreation, and transportation	Yuan et al. (2008)
	Segment: Lodging, Foodservice, Recreation, or Others	1. Lodging 2. Foodservice 3. Recreation/Leisure 4. Transportation 5. Multiple 6. General		
	Other Industry	Names		
4	Dependent Variable (DV)	Names		
	DV Operationalization	Details		
	DV Measure Source	Authors(Year)/Not Reported		
	DV Reliability	Alpha		
	Main Independent Variable (IV)	Names/ NA		
	Mediator(Mod) /Moderator(Med)	1. Yes 2. No		
	Mod/Med Info	Mod/Med		
	Other Factors	Names		
	Data Collection Methods	1. On-Site Survey 2. Online Survey 3. Mail Survey 4. Tel Survey		



5		5. Interview 6. Case 7. Observation 8. Focus Group 9. Multi 10. Others 11. Not reported		
	Sample Size	Number		
	Sample Source	1. International 2. Domestic 3. Regional		
	Sampling Method	1. Convenient 2. Random 3. Stratified 4. Snowball 5. Others 6. Not reported		
	Data Analysis	Techniques		
	Data Collection Location	State/Country		
	Survey Items Included	1. Yes 2. No		
	Data Source	1. Primary 2. Secondary 3. Both		
	Service Quality Experience	1. Yes 2. No		
6	Service Quality Definition	Experience Definition		
	Service Quality Related Terms	1. Yes 2. No		
	Service Quality Related Terms	Terms Definition		
	Service Quality Components	1. Yes 2. No		
	Service Quality Components	Components		