THE INFLUENCE OF BRAND IMAGE AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION OF HOTEL INDUSTRY IN THAILAND

Jinghan Su*, Chayanan Kerdpitak**
Suan Sunandha Rajabhat University
E-mail: 63463829024@ssru.ac.th, chayanan.ke@ssru.ac.th***

ABSTRACT

This study examines how brand image and service quality affect hotel customer satisfaction in Thailand. This quantitative study uses questionnaires. This study's sample includes 384 current customers from Bangkok's three-star hotels. Sample size and design are crucial when selecting a sample. 384 hotel guests were sampled between July and September 2022 using the Cochran Formula. Descriptive statistical analysis uses frequency, mean, standard deviation, percentage, and multiple regression inferential statistics. Brand image, service quality, and customer satisfaction were studied. Demographics included age, gender, education, field experience, and village. 36.2% were 56-65, 28.6% 46-55, and 17.7% 36-45. This study examined how brand image and service quality affect Thai hotel customers. Independent variables explain 65.8% of customer satisfaction variability, and brand image action characteristics predict customer satisfaction. Service quality predicts customer satisfaction, according to the findings. Reputation management, web-based onboarding, virtual training, and self-service tech will attract and retain smart employees. Thailand attracts millions. Consumer attitude and purchase intention determine brand image and equity in this study. Independent variables account for 65.8% of customer satisfaction variability and brand image characteristics in action are more important than service quality and customer satisfaction characteristics. Co-creation, social worth, usage tendency, and brand potency affect customer engagement with brand pages. Learning from within motivates guests more than advertising, discounts, location, property environment, accommodation atmosphere, pricing strategy, connection activities, room size, dining options, and free morning incentives. Thailand promotes creative tourism and leads in ICT. The Chulalongkorn University Research Project on Creative Tourism combines science, social science, and the humanities. Recent studies include environmental management and hotel business English. Hotel brand image affects corporate image, financial performance, occupancy, average price, revenue, and profitability. -management, social awareness, relationship skills, and responsible decision-making. This study found that image affects hotel customers' brand perceptions. Service quality affects hotel operations and customer satisfaction. Brand image improves customer satisfaction and indirectly service quality. The study shows managers how brand image affects customer satisfaction, love, and loyalty. Industry-wide research should examine perceived value, brand identity, and other impact determinants.

Keywords: Brand image, service quality, customer satisfaction, Hotel in Thailand.

INTRODUCTION

1.1 Background

Hospitality is a big part of the tourism business. It includes travel, lodging, food service, conferences, and leisure and recreation. Research studies have been conducted to fill the knowledge gap and find new ways to serve better. Hospitality and Hospitality Management are professional management techniques used in the hospitality industry, whereas Tourism Management is concerned with travel and tourism planning and management. The most important factors for a company's success are the things it needs to do well in order to stay competitive in the market. As a result of increased global competition and higher consumer expectations, the critical success factors that determine profitability in the hotel industry have evolved over time.

1.2 Research Questions

1.What is the condition of brand image, service quality, and customer satisfaction in Thailand's hotel industry?

2.What influence do brand image, service quality, and customer satisfaction contribute in Thai hotel industry?

1.3 Research Hypothesis

1. There is an effect of brand image toward customer satisfaction of hotel industry in Thailand

2. There is an effect of service quality toward customer satisfaction in hotel industry in Thailand

LITERATURE REVIEW

2.1 Related concepts

2.1.1Concept of Brand Image

Brand image is the most important factor in building brand equity, as it can change how people think and feel about a brand, create an image of the brand in people's minds, and encourage them to buy. To make good marketing strategies, companies need to learn more about how customers act and teach customers about the brand. Brand image and brand awareness are the basis and sources of brand equity, and consumers trust brands due to five factors: performance, social image, recognition, emotional attachment, and trust in the brand. Brand image is an important factor in customer loyalty, even in the virtual world. (Arumsari, R. and Ariyanti, M., 2017; Jalilvand, M.R. and Heidari, A., 2017). According to Anderson et al. (2012), despite the fact that studies on the relationship between service quality and satisfaction are abound in the marketing literature, the link remains unclear.

2.1.2 Concept of service quality

Service quality has an effect on how happy guests are by ensuring service and performance, building strong relationships between the hotel and its guests, and making guests want to stay there again and again. It is a plan that makes the hotel more efficient and also makes it more

competitive and flexible. Anwar and Climis (2016) define service quality as the capability of the hotel to provide high-quality services that result in guests' satisfaction (Anwar & Balcioglu, 2016; Ali, 2020). Service quality plays a significant role in adding value to the overall service experience and is defined as such by Anwar & Climis (2016).

2.1.3 Concept of Satisfaction

The link between customer satisfaction and customer loyalty has several dimensions, such as satisfaction having an asymmetric consequence towards the development of consumer loyalty, yet consumer loyalty does not impact consumer satisfaction in the same manner. Chun and Davies (2006) examined that a brand's image can impact consumer loyalty based on the experiences of a customer in regards to the brand service delivery by employees. Employees are the foundation of building service brand images, and the employee of the service brand has the strongest impact of brand identity communication in the customer's mindset. Consumers' internal perceptions of a brand are enhanced or diminished by the service experience and communications of employees, which in turn results in future commitments to brand loyalty when these experiences and communications are positively perceived by the customer. Consumer satisfaction is the ability of a service to fulfil the consumer's need, while consumer loyalty is the commitment of the consumer to repurchase the product or service in a consistent manner.

2.1.4 Concept of Hotel Industry

Because of this, the tourism industry is the main one that brings in money and helps the country. There are many different types of businesses, particularly the accommodation business, which includes resorts, guesthouses, bungalows, condominiums for rent, hotels, and so on. Location, comfort, service, and safety are all important considerations. A number of factors influence it. Furthermore, Bangkok, Thailand's capital, has a center. It is also a hub for many tourist attractions. Zoo Tours Attractions such as amusement parks and shopping malls There are numerous large shopping malls. Nightlife, markets, cultural attractions, temples, and grand palaces As a result, Bangkok is a city that foreign tourists are interested in visiting. In 2017, there were 21,085,550 foreign tourists in Bangkok, with 20,575,172 of them being foreign tourists. There were 22,437,872 tourists in Bangkok, a 6.41 percent increase, and 21,721,074 foreign tourists stayed. With 8,221,526 visitors, "Chinese tourists" were the most numerous foreign tourists in Thailand in 2016. Thailand's No. 1 tourism sector at 439,287 million baht (Ministry of Tourism and Sports, 2018).

2.2 Conceptual framework

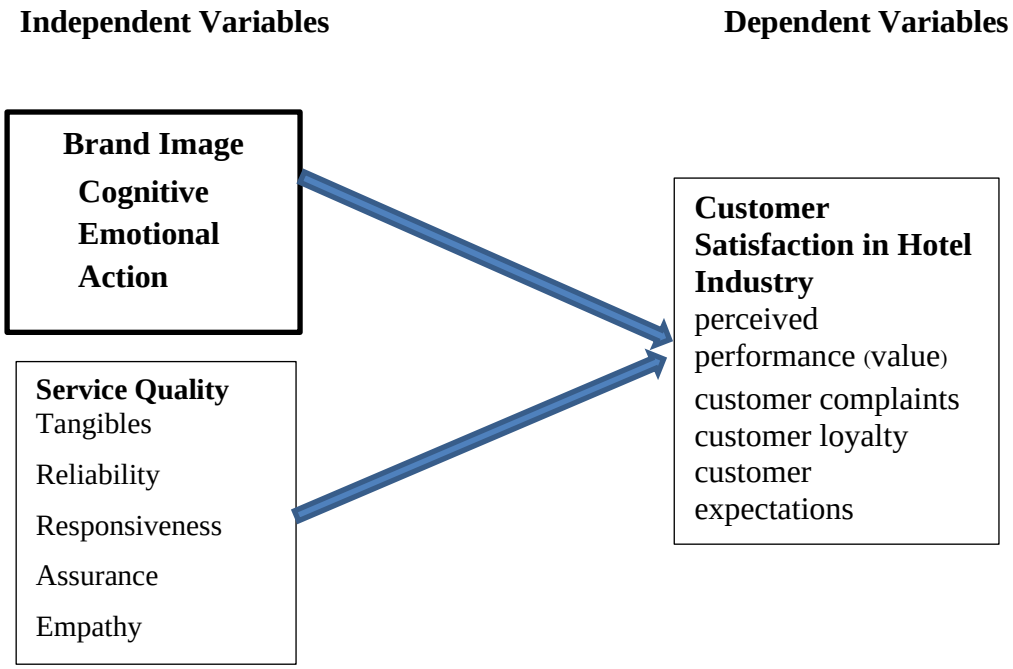

Figure 2.1 Conceptual framework

METHODOLOGY

3.1 Research Design

A quantitative approach is used in this research to quantify the data and use statistics to analyze it. This study applies a survey-based methodology for collecting data, which has many advantages such as being flexible and versatile, gathering a large sample of data quickly and efficiently, and providing information about a respondent's beliefs, attitudes, and motives. There are many survey-based methods for collecting data, such as personal interviews, surveys, and online surveys. This research used a self-administered questionnaire, a survey in which respondents assume the responsibility for reading and responding to the questions, to collect data from various hotels at different locations in a relatively short time period. However, it has drawbacks in terms of self-reporting and lack of control, which can lead to misinterpretation and validity problems.

SUMMARY OF RESEARCH RESULTS

Part 1: Summarize the results of the questionnaire quality inspection.

The validity of the questions was tested with the Index of Item-Objective Congruence (IOC). The IOC was used to evaluate the congruence between the test items and the objectives. The Cronbach alpha test was used to assess the reliability for each dimension. The level of reliability is determined by the coefficient alpha ranges, where an alpha range from 0.80 to 0.95 shows very good reliability, ranges from 0.70 to 0.70 show fair reliability, and a coefficient alpha less than 0.60 shows poor reliability. The reliability of the questionnaire was

tested with Cronbach's alpha, and the results showed that the characteristics of service quality had the highest score, followed by customer satisfaction at 0.846 and brand image at 0.721.

The Cronbach Alpha of brand image was 0.888, indicating good reliability. This study's overarching goal is to shed light on the connections between brand image, service quality, and customer satisfaction. Quantitative research methodology and primary data collection were used to investigate the overarching research topic.

Part 2: Summarize the results for demographic characteristics.

This section contains a quantitative analysis of data from 384 respondents from a sample of Chinese tour groups staying in 3-star and 4-star hotels in Bangkok. The data was tabulated using an analysis tool and the demographic profile was determined by villages, age range, gender, level of education, number of years in the field, and villages. The results showed that 36.2% of respondents were 56-65 years, 28.6% were 46-55 years, and 17.7% were 36-45 years.

Part 3: Summarize opinion-level results on brand image and service quality influence customer satisfaction.

The overall mean and standard deviation of the brand image component based on rank of high-level opinions. the first “action” factor rated the most important factors are ‘hotel brand has a good reputation’ (3.91), ‘It is a suitable place for high class’s (3.79,), and cognitive factor in the part of ‘hotel is comfortable hotel’ (3.77). However, all of the personal competency items are still rated “of significant important” with a small difference between them. The overall mean and standard deviation of the service quality component based on the rank of high-level opinions are shown, the first tangibles are "The hotel has modern-looking equipment" (3.96), and "The hotel has the best interests of its customers in mind." (3.95) "The hotel operates at times that are convenient for all of its customers." (3.86). For assurance, in the section "The behavior of hotel employees instills confidence in customers" (3.82). The overall mean and standard deviation of the customer satisfaction factor based on the rank of high-level opinions. the first customer loyalty are " The overall impression I got from the hotel was positive." (3.92), and " My purchase choice at this hotel is the right one." (3.71). For perceived performance (value)" The hotel listens to my needs " (3.69).

Based on the results of the research, the opinion level of the characteristics of brand image, service quality, and customer satisfaction the researcher would like to summarize by ranking as follows:

Table 5.1 Analysis of opinion rating

Brand image	Service quality	Customer satisfaction	Ranking
Action	Tangibles	Customer loyalty	1
Action	Empathy	Customer loyalty	2
Cognitive	Empathy	Perceived performance (value)	3

Part 4: Summarize the results of the research hypothesis test

This research investigated the impact of brand image and service quality on customer satisfaction of hotel industry in Thailand. It found that the independent variables are responsible for explaining 65.8% of the total observed variability in customer satisfaction levels, and that the characteristics of brand image in terms of action are good indicators of the level of pleasure experienced by customers. The findings suggest that there is a connection between the dependent variable (CS) and the relevant independent variables. Customer satisfaction may be predicted using criteria related to service quality, which explain 59.6% of the variability in customer satisfaction.

The results can be summarized as shown in the table 4.1

Table 4.1 Research hypothesis test results

No.	Hypotheses	Result
H1	Creative personal identity can positively influence employees' innovative behavior	supported
H2	Work discretion positively influences employees' creative behavior	Not supported
H3	Work- environment creativity positively can influences employees' creative behavior	supported
H4	Teamwork positively can influences employees' creative behavior	supported

REFERENCE

Aaker, D. A. (1991). Managing brand equity. Capitalizing on the value of a brand name. New York: The Free Press.

Aaker, D. A. (1996), Measuring Brand Equity across Product and Market, California Management Review, Vol.38 No.3, halaman 102 – 121.

Abrudan, I.-N., Plaia-, I. and Dabija, D.-C., (2015). The relationship among image, satisfaction and loyalty – innovative factor of competitiveness for shopping centers. Amfiteatru Economic, 17(39), pp. 536-552

Aljumaa, A. (2014) Investigating the Mediating Effect of Customer Satisfaction in the Service Quality-Word of Mouth Relationship. International Journal of Business and Management Invention, 3, 40-44.

Ali, B. J., & Anwar, G. (2021). Intellectual capital: A modern model to measure the value creation in a business. International journal of Engineering, Business and Management, 5(2), 31-43.

Antonio Alvarez-Ferrer, Fernando Campa-Planas, Juan Pablo Gonzales-Bustos (2018), Identification of the key factors for success in the hotel sector, Intangible Capital IC, 2018– 14(1): 74-98– Online ISSN: 1697-9818– Print ISSN: 2014-3214 https://doi.org/10.3926/ic.1103

Anwar, G., & Shukur, I. (2015). The Impact of Service Quality Dimensions on Students' Satisfaction. International Journal of Social Sciences & Educational Studies, 76.

Anwar, K. (2017). Analyzing the conceptual model of service quality and its relationship with guests' satisfaction: A Study of Hotels In Erbil. The International Journal of Accounting and Business Society, 25(2), 1-16.

Arumsari, R. and Ariyanti, M. (2017) The Effect of Electronic Word of Mouth, Brand Image, Customer Trust and Customer Satisfaction towards Repurchase Intention at PT. GO-JEK Indonesia. International Journal of Science and Research, 6, 1732- 1737. https://doi.org/10.21275/ART20175247.

Ayutthaya, S.S.N. (2013) Impact of Perceived Service on Brand Image and Repurchase Intentions of Thai Passengers towards Low Cost Carriers. AU Journal of Management, 11, 46-56.

Arazm, Masoud (2014), Managing Brand and Competition Capacity of Firms, Kuwait Chapter of Arabian Journal of Business and Management Review Volume 3, No. 10; halaman 183 – 190.

Bailey, R. and Ball, S. (2006), "An exploration of the meanings of hotel brand equity", The Service Industries Journal, Vol. 26 No. 1, halaman 15-38. Nambisan, P., Gustafson, D. H., Hawkins, R., and Pingree, S. (2016). Social support and responsiveness in online patient communities: impact on service quality perceptions. Health Expect. 19, 87–97. Doi: 10.1111/hex.12332.

Bahadur, W., Aziz, S., and Zulfiqar, S. (2018). Effect of employee empathy on customer satisfaction and loyalty during employee–customer interactions: The mediating role of customer affective commitment and perceived service quality. Cog. Bus. Manag. 5:1491780. Doi: 10.1080/23311975.2018.1491780

Brown, G. T. (2020). Schooling beyond COVID-19: an unevenly distributed future. Front. Edu. 8:82. Doi: 10.3389/feduc.2020.00082

Cao, Y., Ajjan, H., and Hong, P. (2018). Post-purchase shipping and customer service experiences in online shopping and their impact on customer satisfaction: an empirical study with comparison. Asia Pacif. J. Market. Logist. 30:71. Doi: 10.1108/APJML-04-2017-0071

Engel, J.F. & Blackwood. R.D. (1982). Consumer behavior. New York, Dryden Press.

Gronroos, C. (1982). Strategic Management and marketing in the service sector (1st ed.): Helsingfors: Swedish school of Economics and Business Administration.

Gronroos, C. (1984). A service Quality model and its marketing implications. European Journal of Marketing, 18(4), 36-44.

Gronroos, C. (1988). Service Quality: The six criteria of good perceived service. Review of Business, 9(3), 10-13.

Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003) Customer Repurchase Intention: A General Structural Equation Model. European Journal of Marketing, 37, 1762-1800.https://doi.org/10.1108/03090560310495456.

Jalilvand, M.R. and Heidari, A. (2017) Comparing Face-to-Face and Electronic Word-of-Mouth in Destination Image Formation. Information Technology & People, 30, 710-734.https://doi.org/10.1108/ITP-09-2016-0204.

Johanudin Lahapa, Nur Safiah Ramlib, Noraslinda Mohd Saidc, Salleh Mohd Radzid, Razlan Adli Zaine (2015) A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry. Procedia - Social and Behavioral Sciences 224 (2016) 149 – 157

Kitapcia, O., Akdoganb, C. and Dortyolb, I.T. (2014) The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word- of- Mouth Communication in the Public Healthcare Industry. Procedia—Social and Behavioral Sciences, 148, 161-169.

Kurnia, G., & Sulistiani, P. B. (2019). Influencing Consumer's Behavior: Perspective of Information Quality and Consumers Reviews on Airyrooms. PEOPLE: International Journal of Social Sciences, 5(1).

Lahap, J., Ramli, N.S., Said, N.M., Radzi, S.M. and Zain, R.A., (2016), A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry. Procedia—Social and Behavioral Sciences, 224, 149-157.

Liu, C.H.S. and Lee, D.T. (2016) Service Quality and Price Perception of Service: Influence on Word-of-Mouth and Revisit Intention. Journal of Air Transport Management, 52, 42-54. https://doi.org/10.1016/j.jairtraman.2015.12.007

Mason, A. N., Narcum, J., and Mason, K. (2021). Social media marketing gains importance after Covid-19. Cog. Bus. Manag. 8:797. Doi: 10.1080/23311975.2020.1870797.

Monmousseau, P., Marzuoli, A., Feron, E., and Delahaye, D. (2020). Impact of Covid-19 on passengers and airlines from passenger measurements: Managing customer satisfaction while putting the US Air Transportation System to sleep. Transp. Res. Interdiscipl. Persp. 7:179. Doi: 10.1016/j.trip.2020.100179

Matthew Tingchi Liu a, IpKin Anthony Wong b, Ting-Hsiang Tseng c, Angela Wen-Yu Chang d, Ian Phau Applying consumer-based brand equity in luxury hotel branding, Journal of Business Research. Volume 81, December 2017, Pages 192-202.

McCollough, M. A. (2000), The Effect of perceived Justice and Attributions Regarding Service Failure andRecovery on Post- Recovery Customer Satisfaction and Service Quality Attributes, 24 (4), 423-447.

Nurcahyo, R., Fitriyani, A. & Hudda, I. N. (2017). The Influence of facilityand service quality towards customer satisfaction and its impact on customer loyalty in Borobudur Hotel in Jakarta.Binus Business Review.1, 23-29. https://doi.org/10.21512/bbr.v8i1.1790

O. Gabbie and M.A. O'Neill, 1997) "Servqual and the Northern Ireland hotel sector: a comparative analysis - part II", Managing Service Quality, Vol.7, No.1, 1997, pp.43-49.

Oh, Haemoon & Parks, S.C. (1997). Customer satisfaction and service quality: a critical review of the literature and research implications for the hospitality industry. Hospitality Research Journal, 20 (3), 35-64.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985) A Conceptual Model of Service Quality and Its Implications for Future Research. The Journal of Marketing, 49, 41-50. https://doi.org/10.1177/002224298504900403.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing. Vol.64, No.1, pp. 12-40.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research. Journal of Marketing Studies.58, 111-124.

Poramet Saengon, Kanyamon Kanchanathaveekul, Premkamon Jankaweekool, Kittipong Potimu, Considering the factors and brand efficiency implications of client engagement with brands in social media environment, International Journal of Psychosocial Rehabilitation, Volume 24 Mach - Issue 7.2020. Page 1451-1468.

Prabhu, M., Nambirajan, T., & Abdullah, N. N. (2020). Operating competitive priorities of manufacturing firms: An analytical study. Journal of Industrial Engineering and Management, 13(1), 38-55.

Sitthanakul, K. (2017). An Analysis of Move and Linguistic Characteristics of Hotel Homepages. PEOPLE: International Journal of Social Sciences, 3(2). Retrieved fromhttps://grdspublishing.org/index.php/people/article/view/649https://doi.org/10.20319/pijss.2017.32.10571076

Sharma, C. (2014). A service quality model applied on Indian hotel industry to measure the level of customer satisfaction. International Journal of Science and Research (IJSR). 3, 80-485.

Srivastava, A., and Kumar, V. (2021). Hotel attributes and overall customer satisfaction: What did COVID-19 change? Tour. Manag. Persp. 40: 100867. Doi 10.1016/j.tmp.2021.100867.

Su, Na; Babu, John Mariadoss; Reynolds, Dennis, (2019) Emotional and Cognitive Involvement of Consumer with Hotel Brands on Social Networking Sites, Journal of Hospitality and Tourism Insights; Bingley Vol. 2, Iss. 4, (2019): 377-390. DOI:10.1108/JHTI-10-2018-0064.

Sucheran, D. R. (2018). Barriers to Environmental Management in Hotels in Kwazulu-Natal, South Africa. PEOPLE: International Journal of Social Sciences, 3(3). Retrieved from https://grdspublishing.org/index.php/people/article/view/1055https://doi.org/10.20319/pijss.2018.33.

Sujitra Chantana (2021) The Relationship between the Behavior of Chinese Tourists on Managing Customer Relationships of Tourism Enterprises in Thailand, Journal of Management Science Review Vol. 23 No. 2 (July – December 2021).

Wen Xi, (2022), Analyzing the Relationship between Hotel Brand Image, Service Quality, Experience Marketing, and Customer Satisfaction under the Environment of Social Network, Research Article | Open Access, Volume 2022 |Article ID 1064712 | https://doi.org/10.1155/2022/1064712.

Wongsatorn Attavitaya, Karl Jamornmarn (2021), Behavior and Motivation of Chinese Tourists towards Choosing 5-star Hotels in Bangkok During the Epidemic COVID-19, Dusit Thani College Journal Vol.15 No. 1 January - April 2021.

Wu, G., Liang, L., and Gursoy, D. (2021). Effects of the new COVID-19 normal on customer satisfaction: can facemasks level off the playing field between average-looking and attractive-looking employees? Int. J. Hospit. Manag. 97: 102996. Doi: 10.1016/j.ijhm.2021.102996.

Yang, W. B. & Campos, M. R. A. (2020). Factors Affecting Customer Satisfaction in International Hotels in Chenzhou City, China. PEOPLE: International Journal of Social Sciences, 5(3), 925-939.

Zhang, Y. (2015) The Impact of Brand Image on Consumer Behavior: A Literature Review. Open Journal of Business and Management, 3, 58- 62. http: / / dx. doi. org/ 10. 236/ojbm.2015.31006.

Zhou, R., Wang, X., Shi, Y., Zhang, R., Zhang, L., and Guo, H. (2019). Measuring e-service quality and its importance to customer satisfaction and loyalty: an empirical study in a telecom setting. Elect. Comm. Res. 19, 477–499. Doi: 10.1007/s10660-018-9301-3