EMBA 0xx
CHU
C.2

UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

CUSTOMER LOYALTY IN THE HOTEL INDUSTRY

Miguela Chu Cheok Mei

M-A1-6105-2

Thesis presented to the

Faculty of Business Administration

University of Macau

In partial fulfillment for granting the MBA Degree

(Major in Management)

2003

TABLE OF CONTENTS

Page

ABSTRACT.....2

ACKNOWLEDGEMENT.....3-4

TABLES OF CONTENTS.....5-7

LIST OF TABLES.....8

LIST OF FIGURES.....9

CHAPTER I

INTRODUCTION.....10-12

A. Statement of the Problem.....13

B. Purpose & Objective of the Research.....14

C. Scope of the Study.....14-17

CHAPTER II

LITERATURE REVIEW.....18

Dependent Variable

Customer Loyalty.....19-23

Independent Variables

Customer Satisfaction.....23-26

Perceived Value of Benefit.....26-29

Corporate Image.....29-31

Customer Relationship.....32-35

Summary.....35-37

Hypotheses and Correlations.....38

CHAPTER III

METHODOLOGY.....39-40

Respondents.....40

Materials.....40-41

Procedure

Stage I - Trial Questionnaire.....42

Stage II - Conducting Survey.....42-43

Measurement

Customer Loyalty.....43

Customer Satisfaction.....43-44

Perceived Value of Benefit.....44

Corporate Image.....44

Customer Relationship.....44-45

Ethical Considerations.....45

CHAPTER IV

RESULTS.....46

Descriptive Statistics

Frequency.....47-52

Mean.....53-54

Reliability.....55

Comparison for Alphas.....57-59

Testing of Hypotheses.....60

Pearson Correlation Matrix Analysis.....60-61

Definition of Multicollinearity.....62-63

Multiple Regression Analysis.....63

Overall Multiple Regression Result.....63-64

Other Techniques - Confirming The Result of Multiple Regression.....65

Stepwise Regression Analysis

Overall Stepwise Regression Result.....65

CHAPTER V

DISCUSSION & CONCLUSION.....68

Findings.....69

Management Implications & Conclusion.....69-71

Limitation.....71-72

Future Research.....72-73

REFERENCES.....74-79

APPENDICES.....80

Questionnaire - English Version.....81-86

Questionnaire - Chinese Version.....87-90

Data Sheet for Questionnaire.....91-98

Tourism Indicators - Visitors Arrival in Year 2002.....99