ABSTRACT

Even the customers stay in hotels for business and leisure purposes frequently, it is very difficult to capture their loyalty in hotel industry. The objective of this study is to investigate the factors, which influence the customer's decision to gain repeating staying in a hotel or a specific brand of hotel.

Four factors have been identified for this study: customer satisfaction, perceived value of benefit, corporate image and customer relationship between customer & hotel. The hypotheses have been set for the study: (1) The stronger customer satisfaction about the hotel, the stronger customer loyalty towards the hotel is. (2) The stronger perceived value of benefit offered by the hotel, the stronger customer loyalty towards the hotel is. (3) The stronger perceived corporate image of the hotel, the stronger customer loyalty towards the hotel is. (4) The stronger customer relationship between the customer and the hotel, the stronger customer loyalty towards the hotel is.

A sample of 384 tourists was randomly selected for a questionnaire survey and SPSS (Statistical Package for Social Science) was employed for the data analysis. Finally, an interpretation of the result and conclusion for the management implication were demonstrated so as to provide sufficient information to the hotel management for establishing tactics to capture more loyal customers in the competitive markets.