

PERCEPTIONS OF SERVICE QUALITY, CORPORATE IMAGE AND CUSTOMER LOYALTY IN THE HOTEL INDUSTRY OF MALAYSIA

Prepared by: Cham Tat Huei

ABSTRACT

Keywords: Service Quality, Customer Loyalty, Corporate Image, Quality Certifications, Cultural Differences, Customers' Experiences

Purpose: This study is conducted aimed to discover the factors which will influence the perceived service quality of Malaysian hotels, as well as exploring its relationship with customer loyalty and corporate Image.

Background: The rapid growth of the industry in the first decade of the 21st century forced hotel operators to critically acknowledge the importance of service improvement in order to gain competitive advantage. Therefore, identifying the factors that influence the quality of service for the hotels is critical for the success of the hotels. Moreover, corporate image and customer loyalty should also be emphasized on a timely basis to ensure the sustainability of the hotels in this competitive industry.

Method: Quantitative research method was conducted by distributing 200 questionnaires to the customers' of the selected hotels.

Conclusion: The study revealed that factors such as customers' experiences, hotel's quality certification and cultural differences will have an influence on customer's perception of service quality. Meanwhile, the study exhibits the relationships among the constructs of perceived service quality, customer loyalty and corporate Image. This study has also revealed that the mediating effect of the hotel Image on the relationship between perceived service quality and customer loyalty.