The Effect of Trust, Quality Service, Brand Image and Perceived Value Customer Loyalty to the Brand in the Hotel Industry Isfahan, Case Study: Hotel Kosar Isfahan

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Abstract
Today, the business world has become more competitive and dynamic environment, competition increase in the business environment, organizations seek to provide better products and services. In the meantime, organizations and hotels, for example, they can provide quality service to the trust of customer thus increase their loyalty. Today is Era of competition hotels are in the progress and attract visitors and create trust in the customer's desired image and create customer satisfaction and profitability and revenue for the hotel. In the study examined the effects of trust, quality service, brand image and customer perceived value of customer loyalty to the brand in the hotel industry, case study is Kowsar hotel of Isfahan. Applied research is descriptive reliable method and we examine, quality service, brand image, customer perceived value and customer satisfaction to customer loyalty. The statistical population of the research community, customers of Kosar hotel and, the sample size formula of unlimited population, respectively. In the reliability, Cronbach's alpha is 0.775 and we use questionnaire for measuring. In order to analyze the data, descriptive statistics were used to analyze raw data and statistics. Inferential statistics, regression analysis and correlation of test Kolmogorov-Smirnov test and structural equation to evaluate distribution of variables were used to evaluate the significance of variables. A total of 384 respondents, 255 patients (46.6 percent) of 129 patients (63.3 percent) were women. The majority of respondents in the range of 31 to 40 years (139 cases) and lowest in the age group below 20 years (n = 31) were. Path analysis results showed trust and satisfaction with loyalty has a direct effect on the components of perceived value and quality of services provided direct and indirect effects and components indirect effect on customer loyalty to the brand image.

Keywords: trust, quality of service, brand image and customer perceived value, customer loyalty

Introduction
Today, the business has become more competitive and dynamic environment. In this era competition was increased in the business environment, and organizations seek to provide better products and services to enhance customer’s trust and by reducing costs and providing opportunities for employees to increase speed and efficiency and provide software and hardware to customers[12]. Organizations and companies can reduce their overall costs and increase your profits by having loyal customers. It also concluded that the loss or reduction of five percent in the number of customers may profit by as much as 50 percent higher or lower[21]. In the highly competitive hotel industry, where products and services have reached “commodity” status, hoteliers are required to find ways to set their products and services apart from. This need has given rise to the use of branding strategies as a source of differentiation, and competitive advantage, making branding one of the most dominant trends in the global hotel industry. One commonly used indicator of brand strategy success is the strength of customers’ brand loyalty. For many years, the development and maintenance of brand loyalty has been the ultimate goal of marketing activities of many organizations[19]. Today is era of competition. Hospitality in Iran, including traditional industries that have been and one of the industry's downturn in the country. The importance of tourism for the country's currency, which gained
by each tourism. Income generation in the hotel industry needs fresh ideas and creative ideas. Hotels and accommodation centers are the starting point for the tourism industry. Provide high quality, modern equipment in different parts of the hotel, Audiovisual systems, alarm systems and fire extinguishers, furniture and decoration, lighting, equipment amphitheater, conference halls and so Hotels will attract visitors and, cause their progress in the future. Create trust not only create the desired image and customer satisfaction, but also makes the profit and revenue for the hotel. These are Cases and the result are increased security and ease of travel and Increase the number of travel and customer [9]. In this study, investigating and determining the effect of service quality, reliability, brand image and customer perceived value on customer loyalty to the brand in the hotel industry of Isfahan. In this paper we discuss about the importance, necessity, objectives, questions, hypothesis and theory and research, finally will be offered analyzing research findings and results.

**Purpose of study**
Brand loyalty is important in the hotel industry is due to privatization and liberalization, consequently it is becoming crucial to gain and maintain their competitive advantages. The present study is used to the effect of trust, quality service, brand image and perceived value customer loyalty to the brand in the hotel industry Isfahan.

**Literature review**
Today, the business world has become more competitive and dynamic environment. Strong competition and rapid technological developments in various sectors made the firms aiming to increase their market shares by gaining more customers protect their market shares. The way to protect their market shares is to create customer loyalty [12]. Organizations and companies can reduce their overall costs and increase by having loyal customers gain their profits [21]. Hotels and accommodation centers are the starting point for the tourism industry. Providing high quality, modern equipment in different parts of the hotel cause to develop and attract visitors. Creating trust not only create the brand image and customer satisfaction, but also makes the profit and revenue for the hotel [9]. Nowadays, in this competition, various hotels provide high services to guests, great strides toward further are development of this industry (Haji Hosseini, 1388). The results show a %5 in customer loyalty, may be improve 25% to 75% and cause result of the company's profit. Another factor influencing the increase in sales is due to the desire of consumers to repurchase and, a positive attitude will cause customer loyalty and profitability for company [10]. Services are very important in hotels, if customers are satisfied with the service, they will continue and, if the service is not enough, they believe that they can get better value, obtain convenience and quality to meet their needs elsewhere. In this case the customer does not want to maintain the relationship with the provider of service [4]. A brand, is a name or a symbol (such as a logo, trademark or design of packaging) which aims to identify the goods or services of one seller or group of sellers and, to distinguish the goods or services of a competitor's product and services. This definition has offered by the Marketing Association of America in 1987 [17]. Hotels that customer loyalty is important for them, due to pay attention to customer retention and, consider them as valuable assets. In addition to the loyalty of satisfied customers, attract new customers to the hotel. This action will lead to profitability and earn money [16]. Customer loyalty research has mainly centered on the loyalty consumers display towards tangible products that is often referred to as brand loyalty. Although, the concept of customer loyalty to tangible goods (brand loyalty) has been studied extensively by marketing scholars, relatively little empirical research has examined loyalty to service organizations (service loyalty). Customer loyalty is a deeply held commitment to rebuy a preferred product or service consistently in the future, thereby causing repetitive purchasing of the same brand, despite situational influences and marketing efforts [14]. Firms want their customers to be attached to their brands with strong feelings. First it is necessary to fulfill customer satisfaction for such a loyalty. When customers are satisfied, they show commitment to continuously buy the same brand and become a loyal customer. No matter how satisfaction level affects loyalty, it alone is not sufficient to create brand loyalty. Various factors such as brand trust, quality, image, and equity affect brand loyalty. Determination of the factors effective in creating brand loyalty apart from satisfaction will be helpful to understand the construct of the loyalty [18].
**Trust**
The first dimension is credibility or competence trust. Competence trust relates to the credibility established regarding the ability of the manufacturer (or service provider) to deliver what has been promised. As a result, this dimension taps into the production, knowledge and resource capabilities of the manufacturer. In contrast, benevolence trust focuses on the perceived motives and intentions of the manufacturer (or service provider). Benevolence trust deals with the degree to which the consumer perceives [9]. The positive attitude a consumer develops as a result of evaluating his consumption experience with a certain product is called satisfaction. Customer satisfaction is the precursor of brand loyalty; it is created after a process. Trust is built up by believing in the reliability and honesty of one side to the other. Brand trust is expressed as the belief of consumers that the brand will fulfill certain functions. ‘Trust’ or ‘expectations’ assigned to the occurrence of some positive outcomes on the part of the trusting party. In the consumer-brand domain, this idea implies that the brand is an active relational partner. Studies elaborated that trust plays an important role in customer commitment for a brand. Brand trust leads to brand commitment because trust creates exchange relationships that are highly valued. Brand trust is an antecedent of brand commitment. In other words, trust and commitment should be associated, because trust is important in relational exchanges and commitment is also reserved for such valued relationships [18]. That the company is concerned about the customer and his/her needs and wants. This research evaluates the relationships for each of these dimensions of trust. Due to the high level of uncertainty and dynamicity of the cyberspace, trust was theorized as a direct determinant of attitudes Hassanein and Given the complexity and the multidimensionality of the concept. Mayer et al. (1995) defined trust as “the willingness of a party to be vulnerable to the actions of another party based on the expectations that the other will perform a particular action important to the trust.” Trust can be also referred to as the belief of an individual in the trustworthiness of others which can be determined by their perceived integrity, benevolence, and competence. Simply put, trust can be described as an expectation that others will not behave opportunistically and that the vendor will provide what has been promised [2].

**Perceived Value**
The construct of perceived value has been identified as one of the most important elements for gaining competitive advantage and a very important indicator of repurchase. Several authors state that perceived value affects satisfaction, customer loyalty, and other important outcomes. Empirical research has shown that perceived value is a key determinant of repurchase intention. Hu et al., (2009) performed a study to investigate the linkages among service quality, satisfaction, perceived value and image. The results indicated that that perceived value significantly affects customer satisfaction. So, the higher the perceived value the higher the client overall satisfaction with the service provider [20]. Service quality and customer satisfaction alone cannot sustain competitive advantage because customer requirements are fast changing and firms have to reorient themselves to focus on delivering superior customer value. Favourable customer value can lead to positive behaviors such as loyalty that will be demonstrated by word of mouth, increased purchase, willingness to pay more for products and recommending others to the firm [14].

**Service quality**
The recent credit crunch has affected the financial institutes globally. Apart from the global credit crises, Pakistan’s financial institutions and bank are going through a very challenging environment, where they need to secure and sustain their products and services by gaining and retaining more customers in order to affirm their survival [10]. According to Rehman (2012), perception of the customers regarding the dimensions of service quality can be seen after the customers has used the product or availed the services. Service quality is the percentage difference between the customers’ expectations regarding product and the nature of experience it gain after utilizing the service or consuming the product. The most suggested factor in this context is customers’ perceived quality that is service quality, which included convenient price of product and services and advance facilities provided. In today’s competitive economy, success of
businesses is comprehensively dependent upon high-quality services. Consequently it will result in high profitability, customer loyalty and goodwill of the companies. The core service help in building the customers’ perceived value and influencing the perceptions of customers regarding service quality[22].

**Brand image**

Brand image is a determinant affecting customers' subjective perceptions and consequent behaviors and, is an extrinsic cue when consumers are evaluating a product/service before purchasing. According to the theory of reasoned action consumers consider the consequences of alternative behaviors before engaging in them. Consumers' behavioral intent is derived from attitude toward the behavior and subjective norms defined brand image as perceptions about a brand as reflected by the brand associations held in consumer memory[9]. Image is the sum of individuals' beliefs, ideas, and impressions of a place. Countryman and Jang (2006) used impression in the hotel setting to connote guests’ attitude toward a hotel. In researching hotel guests' impressions of the hotel lobby, noted that those impressions depend on atmospheric elements that include style, layout, colors, and lighting, and did not consider other sources of information as well as past experiences that could alter guests’ image of a hotel over time [6]. Brand image positively related to the customers perceived value but there is also a chance that satisfaction may be negatively influenced by the Brand image. This situation is faced when company assure to the customer unrealistic expectations by the corporate image. When these expectation are not fulfill by the company in the real life, the customer become dissatisfied [13].

**Customer satisfaction**

Organizational factor play very important role in satisfying the customers. If the organization is flexible and can change their policies with the changing environment the company can get satisfaction from its customer. The changing circumstances in the organizational environment lead to the confusion for decision making. Satisfying customers is quite difficult before gaining their trust. In this context, trust also affects customer satisfaction. Several researchers have found that customer satisfaction is dependent on factors such as service environments, perceived cost/price, and consumption emotions, among the few studies that have related personality and satisfaction, results are not converging, utilizing Jungian personality types of thinking, material, feeling, and intuitive as factors influencing satisfaction, noted a significant relationship [8]. Among other factors customer satisfaction is a common research variable due to its culminating effect on customers’ future behaviors such as repurchasing and spreading positive reviews to potential new customers about a particular product or service. Several researchers have found that customer satisfaction is dependent on factors such as service environments [6].

**Brand loyalty**

Many researchers have studied brand loyalty and have found that it is an important issue of the marketing activities of an organization. Different authors have given different definitions of loyalty. The most comprehensive definition of loyalty is forwarded by Oliver (1999). He states that brand/customer loyalty is a deeply held commitment to re buy or re patronize a preferred product/service/brand consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior[20]. Loyalty can be important and valuable to both customers and the service provider. According to Aaker (1996), brand loyalty allows firms to employ price premium strategies. These strategies increase the level of cash flow. As loyal customers buy repeatedly the brand, they spend more on it and not only in one certain product but also in different products of the brand[2]. The study of Bowen and Shoemaker (1998) found that loyal customers may return and purchase more in the service provider, perform partnership activities and are more likely to use other services of the service provider. Their study on the hotel industry, also showed that the loyal customer encourage other people to use the hotel service. In spreading the word of mouth they help the organization on doing marketing for it and help in reducing the marketing expenses of the organization[20].Customer loyalty is a deeply held
commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive purchasing of the same brand, despite situational influences and marketing efforts. It can also be defined as the degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using this provider when a need for this service arises. Loyalty is therefore an attitude or behavior that customers explicitly vocalize or exhibit. Loyalty in service businesses refers to the customer’s commitment to do business with a particular organization, purchasing their products repeatedly and recommending others to the organization’s products. Anderson and Jacobson (2000) say that customer loyalty is actually the result of an organization creating a benefit for customer so that they will maintain or increase their purchases from the organization. They indicate that true loyalty is created when the customer becomes an advocate for the organization without incentives [14].

Conceptual model
The research model guiding this research is depicted in Figure 1. Figure 1 Taylor and colleagues to determine the relative importance of customer loyalty and the customer's brand loyalty and marketing based on the final results of the strategic marketing activities deals. Their loyalty by research show that using definitions that include both components of attitudes and behavior. This study shows that brand loyalty leads to more market share and profits for the company. Attitude of loyalty cause to brand loyalty pricing is relatively high.

![Conceptual Model Diagram]

**Figure 1.**

**Hypotheses:**
Based on the research objectives, hypotheses are:
1. The quality of service has a positive impact on customer loyalty to the brand in the hospitality sector.
2. Perceived value, has a positive impact on customer loyalty to the brand in the hospitality sector
3. Brand image has a positive impact on customer loyalty to the brand in the hospitality sector.
4. Trust has a positive impact on customer loyalty to the brand in the hospitality sector.
5. Customer satisfaction has a positive impact on customer loyalty to the brand in the hospitality sector.

**Methodology**
In the last decade brand loyalty has witnessed a noticeable growth and has increased the level of competition in the cyberspace. This research is descriptive. Using statistical data on quantitative of study to measure the variables of trust, service quality, brand image, customer perceived value and customer satisfaction on customer loyalty to the brand.
Research population and sample and data collection procedure
The Sample of the study population is custumers of Kosar hotel customers who given that the population size is unlimited, the following formula to determine the number of samples will be used. hospitality industry was selected as the relational exchange context for this research. Data were collected through random questionnaires consumers. The sample using sample size formula of unlimited population, calculated and studied [3].The sampling frames consist of randomly selected 384 consumers. The study was based on the development and administration of a self-administered survey and conducted in Isfahan

\[ n = \left\lfloor \frac{(z^2 \alpha/2)^2pq}{d^2} \right\rfloor \]

Measurement items and Reliability
Most of the items measuring the chosen research constructs were adapted from prior related research in the field of brand loyalty. The scales were submitted to exploratory factor analysis separately. Some of the measurement items wording was modified to fit the context of this study. The best fit of the data was obtained with a principal component analysis with a varimax rotation. There are; 4 items for Trust, 3 items for Quality of Service, 3 items for customer perceived value, 3 items for Customer Satisfaction, 3 items for brand image, 4 items for brand loyalty that are seen in Table 2. For exploratory research, a Chronbach \( \alpha \) greater than 0.70 is generally considerate reliable (Nunnally,1978).

<table>
<thead>
<tr>
<th>Cronbach alpha</th>
<th>Questions estimated number of variables (measures)</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.776</td>
<td>4</td>
<td>Trust</td>
</tr>
<tr>
<td>0.706</td>
<td>3</td>
<td>Quality of Service</td>
</tr>
<tr>
<td>0.781</td>
<td>3</td>
<td>Customer perceived value</td>
</tr>
<tr>
<td>0.803</td>
<td>3</td>
<td>Customer Satisfaction</td>
</tr>
<tr>
<td>0.785</td>
<td>3</td>
<td>brand image</td>
</tr>
<tr>
<td>0.799</td>
<td>4</td>
<td>brand loyalty</td>
</tr>
<tr>
<td>0.775</td>
<td>20</td>
<td>total questions</td>
</tr>
</tbody>
</table>

Findings and analysis
Descriptive statistics of measurement
To analyze the data, descriptive statistical methods were used to analyze data and inferential statistics. To test the descriptive statistical are used the correlation and regression analysis, and Kolmogorov-Smirnov test and Structural equation modeling are used to investigate the distribution of variables to study the significance of the variables by SPSS software. The structural equation model used to test the hypothesis that a comprehensive statistical approach and is relations between the observed variables and latent variables. We can test the acceptability of theoretical models using data in a specific community solidarity, non-experimental. Multivariate analysis refers to a series of methods of analysis that the main features of the dependent variable. N is the independent variable and K is the analysis of covariance structures or simultaneous analysis of causal modeling or structural equation modeling that is one of the main methods of analyzing complex data structures. In this study, since there are several independent variables that their effect on the dependent variable should examine then use of structural equation modeling will be necessary. In confirmatory factor analysis model can be built where it is assumed based on empirical data or calculation parameters are described. Kolmogorov-Smirnov test results according to Sig for the total amount of data is equal to 0/542. Because of more than 5% Sig claim is not rejected and the normality of observations on both variables will be accepted at the 95% confidence level. Various indicators suggest an appropriate model to approximate the model. In Table 2 indices measured model is shown.
Hypotheses testing using path analysis

SEM is a comprehensive statistical approach to test hypotheses about the relationship between variables is observed and latent variables. Through this approach can be test acceptable for theoretical models using data in a specific community solidarity, non-experimental. The nature of these issues, multivariate and they can not be solved the way the two variables( that each time only one independent variable is considered to be a dependent variable ). N is the independent variable and K is the analysis of covariance structures or simultaneous analysis of causal modeling or structural equation modeling that is one of the main methods of analyzing complex data structures. Therefore, since there are several independent variables in this study which, must be examined their effect on the dependent variable using structural equation modeling will be necessary.

Table 2: Measurement model fitting Index

<table>
<thead>
<tr>
<th>TLEI</th>
<th>CFI</th>
<th>NNFI</th>
<th>NFI</th>
<th>AGFI</th>
<th>GFI</th>
<th>RMSEA</th>
<th>CMIN/DF</th>
<th>Fit Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Φ 0.9</td>
<td>Φ 0.9</td>
<td>Φ 0.9</td>
<td>Φ 0.9</td>
<td>Φ 0.9</td>
<td>Φ 0.9</td>
<td>Π 0.1</td>
<td>Π 3</td>
<td>Accepted</td>
</tr>
<tr>
<td>0/81</td>
<td>0/97</td>
<td>0/96</td>
<td>0/95</td>
<td>0/93</td>
<td>0/92</td>
<td>0/068</td>
<td>2/60</td>
<td>Domain</td>
</tr>
</tbody>
</table>

Table 3: Summarizes the results of the hypothesis

<table>
<thead>
<tr>
<th>Approve or reject the hypothesis</th>
<th>C.R.</th>
<th>Estimated</th>
<th>hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indirect</td>
<td>Indirect</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approve</td>
<td>5.952</td>
<td>0.5</td>
<td>Trust has a positive impact on customer loyalty to the brand in the hospitality sector</td>
</tr>
<tr>
<td>Approve</td>
<td>2.982</td>
<td>0/182</td>
<td>The quality of service has a positive impact on customer loyalty to the brand in the hospitality sector</td>
</tr>
<tr>
<td>Approve</td>
<td>3.025</td>
<td>0/34</td>
<td>Perceived value, has a positive impact on customer loyalty to the brand in the hospitality sector</td>
</tr>
<tr>
<td>Approve</td>
<td>4.232</td>
<td>0/41</td>
<td>Customer satisfaction has a positive impact on customer loyalty to the brand in the hospitality sector</td>
</tr>
<tr>
<td>Approve</td>
<td>2.257</td>
<td>0/16</td>
<td>Brand image has a positive impact on customer loyalty to the brand in the hospitality sector</td>
</tr>
</tbody>
</table>

The results of confirmatory factor analysis of each variable of the study obtained by Amos software for each variable, separately.

Results implement structural equation model

In this research, the results of confirmatory factor analysis of each variable of the study obtained by Amos software for each variable, and according to the results and the proposed model has been shown direct and indirect impact and the impact of each factor on the brand loyalty. Based on analysis of the causal model is fitted investigation by the software AMOS, and the result has been shown in Figure 1. In this model, only the relationships between variables are Considered and, Coefficients of path analysis has been achieved for relations.
Results:
Survey data indicate that the numbers in terms of age, according to the table of 384 respondents, 255 (66.4 percent) were male and 129 (33.6 percent) were women. As can be seen, the most frequently of respondents in terms of gender are male. In terms of education based on the results of the majority of respondents were in the range of 31 to 40 years (n = 139) and least in the lower age of 20 years (n = 31). The educational data suggest that the majority of respondents are a Bachelor frequency, which is 32.03%. A total of 384 respondents, 96 (25%) were single and 288 (75%) are married. Great majority of respondents have revenue more than 800 thousand tomans (86.98 %), and 2.08% of respondents have less than 400 thousand tomans earning. Based on the overall results of the data analysis at the significant level as examine 0.05 are:
1) According to this model, the analysis results showed that there is significant relationship between trust and the brand loyalty and effect on customer loyalty directly. So listening to customers, responding to best practices, access to places of service and, according to customer requirements and current customer should be remembered and retained them.
2) The results of the data analysis, shown positive perceived value impact on brand loyalty because the analysis was done in this study, there is significant relationship between perceived value and the brand loyalty. As well as the perceived value and trust, and the trust and loyalty path have been a significant relationship. The impact of these variables is directly, and also through the variable of trust on brand loyalty indirectly. Creation of value between profitability and growth, customer loyalty, customer satisfaction, value of goods and services provided to customers, quality and efficiency of services and capabilities, capabilities, would be cause satisfaction and brand loyalty.
3) The findings show that there is not significant relationship between image and loyalty while, the brand image and trust have significant since this variables influence on brand loyalty indirectly only through trust as a mediating variable. The characteristics of a product, benefits, Audiovisual systems and appropriate furniture and decoration, lighting result of and correct branding.

4) Quality of service there is significant relationship since, used the path analysis in this study, the perceived value and loyalty has been a significant relationship as well as, path of satisfaction and loyalty have a significant relationship. This variables influence on brand loyalty directly and through satisfaction indirectly. Increase comfort and speed up services, after-sales service could be more effective and efficient and, cause competition.

5) Based on data analysis and the results of path analysis, there is significant relationship between the satisfaction and customer loyalty and, effect on customer loyalty directly. Customer satisfaction leads to loyalty and, satisfaction will create more loyal customers.

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