

**The Effect of Service Quality on Brand Loyalty at
Five Star Hotels in Amman, Jordan**

أثر جودة الخدمة على الولاء للعلامة التجارية في فنادق الخمس نجوم
عمان الأردن

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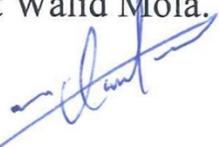
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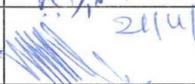
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Examination Committee's Decision

This thesis of the student Nart walid mola, which study "The Effect of Service Quality on Brand Loyalty at Five Star Hotels in Amman, Jordan"

Has been defended, accepted and approved on 15/01/2018.

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Finally, thanks to the examination committee for devoting much of their valuable time reviewing and discussing the material of the study.

Nart Walid Mola

Dedication

This thesis is dedicated to my precious family; my precious father Walid, my kind support mother Hayat and lovely brothers Maen and Abdullah who helped me, and believe in me for their endless support throughout my life to reach this stage.

Really, I cannot express my gratitude and thanks by words to my lovely family I extend my deepest appreciation to them.

Nart Walid Mola

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The Effect of Service Quality on Brand Loyalty at Five star Hotels in Amman, Jordan

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Abstract

Purpose: The purpose of this study is to investigate the effect of service quality dimensions on brand loyalty of customers in five-star hotels, Amman, Jordan from customers' viewpoint.

Methodology: This study is descriptive. It designed to investigate the impact of quality service offered by five-star hotels on brand loyalty in Amman, Jordan. The current study uses the five dimensions method of Parasuraman, et.al. (1988) SERVQUAL for measuring quality service perception, and uses four phases of Oliver (1999) model for estimating brand loyalty phases. The data used has been collected from 336 customers by questionnaire, and then analyzed by SPSS programming. After checking validity and reliability of this programming, the researcher has been implemented the correlation test, and multiple regressions to test the study hypothesis.

Findings: Results show that all service quality items and dimensions, and brand loyalty items and phases rated is high importance for customers. It presents that the correlation among service quality dimensions, and among brand loyalty phases, and the relationship between service quality dimensions and brand loyalty was strong. Finally, the service quality was having a strong direct effect on brand loyalty, and all dimensions of service quality affected brand loyalty of five-star hotels customers in Amman, Jordan, where tangibility has the highest effect, followed by responsiveness, empathy, reliability, and assurance, respectively.

Recommendations: Further studies on other hotel classes in Amman and other hotels outside Amman are needed to mitigate the results of the study. All SERVIQUAL dimensions should be considered together because they are closely related to each other. Moreover, the study recommends developing strategy to encourage tourism in Jordan and conduct continuous training for all employees.

Keywords: Service Quality, SERVQUAL, Brand Loyalty, Five Star Hotels, Amman, Jordan.

أثر جودة الخدمة على الولاء للعلامة التجارية في فنادق الخمس نجوم عمان الأردن إعداد:

نارت وليد مولا

إشراف:

الدكتور عبد الباسط حسونة

الملخص

الغرض: الغرض من هذه الدراسة هو دراسة أثر أبعاد جودة الخدمة على ولاء العلامة التجارية للعملاء في فنادق الخمس نجوم، عمان، الأردن من وجهة نظر العملاء.

المنهجية: تعتبر هذه الدراسة وصفية وسببية لأنها تدرس أثر جودة الخدمة المقدمة من قبل الفنادق الخمس نجوم على الولاء للعلامة التجارية في عمان، الأردن. الدراسة الحالية تستخدم SERVQUAL Parasuraman, et. al. (1988) ذو الخمسة أبعاد لقياس إدراك جودة الخدمة، ونموذج Oliver (1999) ذو الأربع مراحل لقياس مراحل الولاء للعلامة التجارية. تم جمع البيانات من 336 زبون بواسطة الاستبيان وتم إدخالها على برنامج SPSS 20. وبعد التحقق من صدق وثبات الأداة، وكذلك الارتباط، ثم استخدام الانحدار المتعدد لاختبار فرضية الدراسة.

النتائج: تشير النتائج إلى أن متوسطات جميع فقرات وأبعاد جودة الخدمة، وفقرات ومراحل الولاء للعلامة التجارية كانت مرتفعة. وتشير النتائج إلى أن العلاقة بين أبعاد جودة الخدمة مع بعضها البعض قوية، وأن العلاقة بين مراحل والولاء للعلامات التجارية كانت قوية، وكذلك العلاقة بين أبعاد جودة الخدمة والولاء للعلامة التجارية كانت قوية أيضاً. وأخيراً، تبين أنه يوجد أثر مباشر قوي لجودة الخدمة على والولاء للعلامة التجارية، حيث كان الأثر الأكبر للموسمية، تليها الاستجابة والتعاطف والموثوقية واخيراً التأكيد، على التوالي.

التوصيات: هناك حاجة إلى مزيد من الدراسات حول الفئات الفندقية الأخرى في عمان، وجميع الفنادق خارج عمان. ويجب النظر إلى جميع أبعاد SERVIQUAL مع بعضهم البعض، نظراً لارتباطها الوثيق ببعضها البعض. وعلاوة على ذلك، توصي الدراسة بوضع استراتيجية لتشجيع السياحة في الأردن وإجراء تدريب مستمر لجميع الموظفين.

الكلمات المفتاحية: جودة الخدمة، ابعاد جودة الخدمة، والولاء للعلامة التجارية، فنادق الخمس

نجوم عمان، الأردن.

Chapter One: Background of the Study.

Introduction:

Since the hotel gives you the feeling of home, service and friendly atmosphere, many brands started to be more appealing to customers. Whereby, such brands and hotels created competitive advantage among hotels. Therefore, the competitive advantage and technology improvements affect the understandings of better service quality and brand loyalty in the hotel industry.

Customers are now more educated, and their knowledge of service quality and its sub-variables are changing due to the significant number of service providers in different sectors. In the recent years, the quality of service related to tangibility, reliability, assurance, responsiveness, and empathy, is not as before. Both tangible and non-tangible elements of service tangibility's are essential and important to maintain the sustainable competitive advantage.

Buttle (1996) mentioned that service quality considered as the primary driver of company's financial performance. Maghzi, et. al. (2011) said that customer's satisfaction is an essential factor to provide revenues and profits. Ekinci, et. al. (2011) clarify that brand loyalty creates customer's satisfaction that affects profitability, and helps organizations to achieve market share and competitive advantages. Malik, et. al. (2012) mentioned that brand image, service quality, and pricing policies maximize customers' satisfaction and maintain customers to gain higher market share. Etemadifard, et. al. (2013) stated that recent business, customers considered as the heart of any business and their loyalty is necessary to gain competitive advantage. Muchogu (2016) said that several organizations were focusing on service quality, flexibility, time and cost to meet customers' requirements. Hung (2015) mentioned the good product or service is a good quality brand image, which leads to customers'

satisfaction and customers' loyalty and keeps them for the long term. Dimiyati and Subagio (2016) said that to win the competition; the company should be able to satisfy their customers. Quality and price are significant aspect of customers' satisfaction and create the brand image and brand loyalty. Jasinskas, et. al. (2016) stated customer loyalty for the hotel is important to be able to compete in the current highly competitive market.

It seems that service quality affects not only customer's satisfaction but also customer's loyalty. Therefore, this study is dedicated to investigate the effect of service quality directly on brand loyalty.

Study Purpose and Objectives:

The purpose of current study is to investigate the effect of service quality on brand loyalty of Jordanian five-star hotels and test the actual implementation level of service quality dimensions, as well as, brand loyalty of customers to show the defect if it exists in any of them. The study objective is to provide the recommendation to employees, managers working in these hotels, for improving the quality of their service to gain customers' brand loyalty. Moreover, the study aims to provide recommendations for other services industry and decision-makers who are concerned about service quality and brand loyalty. Finally, it considered as the additional reference to the library and academic studies.

Study Significance and Importance:

This study may be considered as one of the first studies that investigate the effect of service quality on brand loyalty in five-star hotels in Amman, Jordan. The current study attempts to recognize and realize the impact of service quality on brand loyalty and the relationship between both of them in five-star

hotels Amman. This study may be important for managers who are working in the five-star hotels; they use it for further assessment and development. In addition to, this study is important for other industries and conduct similar research to compare the results. Also it can be important for decision makers related to tourism industry.

Study Problem Statement:

Although the subject of the service quality effect on (brand) loyalty has been explained by many researchers, it seems the argumentation about how service quality affect brand loyalty and customer satisfaction are still influencing service quality on brand loyalty. Therefore the problem accrues in the level of service quality sub-variables and their effect on brand loyalty what variable affect the most (tangibility, response, reliability, assurance, and empathy) on brand loyalty dimensions. The many recommend investigating the issue of service quality on brand loyalty either directly or indirectly. Hu (2011) stated that previous studies recommended further researches on the relationship between service quality, customer satisfaction, and customer commitment.

Chinomona, et. al. (2013) stated that previous literature results were not clear about the influence of service quality on brand loyalty. Sheikh, et. al. (2014) mentioned that a bit of empirical research performed to study the relationships between service quality, brand trust, and brand loyalty. Kiumarsi, et. al. (2015) said customers' satisfaction and customers' loyalty had become the main focus of studies on service sectors. Prameka, et. al. (2016) said future researches are recommending investigating the relationships between service quality, customer's satisfaction and customer loyalty, particularly in developing rural areas in different hotel class.

Previous studies explained the gap in related researches that studying the effect of service quality on brand loyalty in five-star hotels. Thus, this study investigates the effect of service quality on brand loyalty in five-star hotels, Amman, Jordan, by answer the following main question:

1. Do service quality sub-variables (tangibility, reliability, responsiveness, assurance, and empathy) affect brand loyalty (cognitive, affective, conative, and action)?

Based on the components of service quality the main question is divided into the following sub-questions:

1.1. Does tangibility affect brand loyalty of five star hotels in Amman, Jordan?

1.2. Does reliability affect brand loyalty of five star hotels in Amman, Jordan?

1.3. Does responsiveness affect brand loyalty of five star hotels in Amman, Jordan?

1.4. Does assurance affect brand loyalty of five star hotels in Amman, Jordan?

1.5. Does empathy affect brand loyalty of five star hotels in Amman, Jordan?

Study Hypothesis:

The mentioned above questions will be answered through testing the following hypothesis:

H₀₁: Service quality sub-variables (tangibility, reliability, responsiveness, assurance, and empathy) do not affect brand loyalty (cognitive, affective, conative, and action) of brand loyalty in Amman, Jordan, at ($\alpha \leq 0.05$).

Based on the service quality components the following sub-hypotheses can be derived:

H_{01.1}: Tangibility does not affect brand loyalty of five star hotels in Amman, Jordan, at ($\alpha \leq 0.05$).

H_{01.2}: Reliability does not affect brand loyalty of five star hotels in Amman, Jordan, at ($\alpha \leq 0.05$).

H_{01.3}: Responsiveness does not affect brand loyalty of five star hotels in Amman, Jordan, at ($\alpha \leq 0.05$).

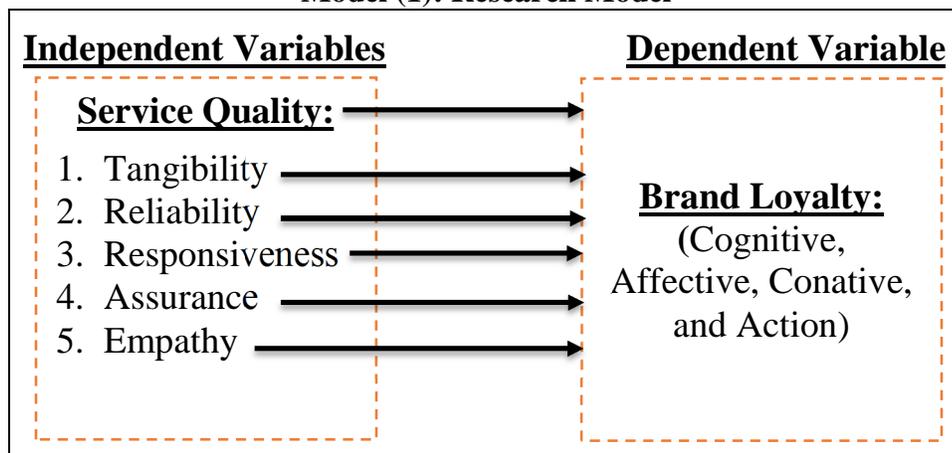
H_{01.4}: Assurance does not affect brand loyalty of five star hotels in Amman, Jordan, at ($\alpha \leq 0.05$).

H_{01.5}: Empathy does not affect brand loyalty of five star hotels in Amman, Jordan, at ($\alpha \leq 0.05$).

Study Model:

This model developed to study the effect of service quality sub-variables (tangibility, reliability, responsiveness, assurance and empathy) on brand loyalty phases (cognitive, affective, conative, action).

Model (1): Research Model



Sources: The model is developed based on the following previous studies: independent variables (Aaker, 1991; Cronin and Taylor, 1992; Parasuraman, et. al., 1988). Dependent Variables: (Oliver, 1997; Bansal and Taylor, 2002)

Conceptual and Operational Definitions of Terms:

Service Quality: It is the customers' perception towards tangibility, reliability, assurance, responsiveness, and empathy related to five-star hotels in Amman, Jordan.

Tangibility: It is internal and external visual appearance, surroundings, and materials used in providing the service to customers in five stars hotels in Amman.

Reliability: It is the service delivered at the correct time that meets and exceeds customer expectations in five-star hotels in Amman.

Responsiveness: It is the serve and help customers in five-star hotels, and inspection of quick information flow with utmost service quality by employees.

Assurance: It is the guest courtesy proper knowledge by the five star employees, to win the customers' confidence.

Empathy: It is specific attention to individuals with ultimate care from employees to customers.

Brand Loyalty: It is the process of four stages that specific to the customers when dealing with cognitive, effective, conative, and it used to gain market share with advantage comparing to competitors in five stars hotels.

Cognitive: It is the customer beliefs that suggest one brand is preferable compared to alternatives.

Effective: It refers that the customer likes the trade name and develop an attitude toward the brand based his usage, satisfaction, show pleasure and dedication.

Conative: It is a behavioral intention stage, and it is influenced by repeated positive episodes from the brand, and evolve a stigma-specific commitment to redemption.

Action: It is a motivated intention in the transfer commitment into readiness to play. If the engagement is repeated, an action, inertia develops for repurchase.

Study Limitation and Delimitation:

Place Limitation: The current study was conducted on five-star hotels in Amman, Jordan.

Human Limitation: The study targeted all customers who can be reached and available in Amman during the study period.

Time Limitation: This study was carried out within the period between second semester and first semester of the academic year 2017/2018.

Study Delimitation: This study is conducted on International and Local five-star hotels in Amman, Jordan. Thus, circulating of this study results to other hotels, industry and countries may be questionable. The process of gathering data through the questionnaire alone may not be sufficient to understand customer perceptions. The study considered the only SERVQUAL items to test service quality and only Oliver's brand loyalty dimensions. Therefore, the study may not cover other variables.

Chapter Two: Theoretical and Conceptual Framework and Previous Studies

Introduction:

This chapter contains theoretical background, variables definitions, previous models and studies, and the contribution of the current study.

Theoretical Framework:

Service Quality:

Buttle (1996) said the service quality is mainly considered the driver of a company's financial performance. Zehir, et. al. (2011) indicated that service quality is a focused evaluation to reflect the customer's perception of elements of service such as interaction quality, physical environmental quality, and outcome quality. The evaluated of these factors is based on specific service quality dimensions; reliability, confidence, responsiveness, empathy and tangibles. Malik, et. al. (2011) indicate the perception of customers about quality was predicted to be associated with their commitment to the brand because positive perception about the brand quality leads to more and more brand loyal customers. Kouhpaei (2011) declared any loyalty program should conform to be as a good example. A SERVQUAL model explains a quality of service. The critical parameters, which constitute the spine of the SERVQUAL model, are Tangibility, Reliability, Responsiveness, Assurance, and Empathy. Tabaku and Kushi (2013) agree on the concept of perceived service quality be interested in the satisfaction and loyalty. In practical, the service quality and satisfaction are often applied mutually. Etemadifard, et. al. (2013) indicate the importance of focusing on the business plan and customers in any business and the need to obtain loyalty to gain a better competitive advantage.

Tabaku and Kushi (2013) stated that higher quality of service, perceived value and high points of satisfaction could result in positive behavioral intentions and ultimately loyalty. In general, authors agree that service quality, customer satisfaction and perceived value are important antecedents of brand loyalty. However, just a few of them study these constructs as interlinked. They are intangible, complex and relatively faint, but also strategically important concepts. Sheikh, et. al. (2014) said that there were few studies, which investigate the relationship between these factors in the same context. Therefore, further studies are needed to investigate the interrelated factors in the same setting in different service industries. Research has not focused on the relative impact of quality service on brand loyalty. Mirzai and Aboutalebi (2014) said the service quality has conceived as the difference between customer expectations regarding a service to be received and perceptions of the service being received. The portions of quality have been derived from the cervical model. These include physical and tangible dimensions, reliability, responsibility and accountability, assurance and guarantee, empathy and special customer care.

Hung (2015) said that awareness to purchase had been defined by Customer's selection of merchandise and services. That leads to customer satisfaction, by Good product or service with good quality brand image. Muchogu, (2016) also said serving quality, time, cost and flexibility in companies concentrate on filling their requirements. Dimiyati and Subagio (2016) clarify the keeping customers in the organizations depends on offering honest service, satisfaction and customer loyalty that needs good service quality. They declared the customer's satisfaction depends on the quality and price, thus, the companies use product differentiation to create added value and brand image. They added in order to get a competitor's position in the market;

the company should be able to meet their customers, because atonement is related to purchasing decision. Jasinskas, et. al. (2016). Indicated that hotels are facing demanding customers, their service quality demands are growing day after day, and thus customer loyalty for the hotel is important to be able to compete. In addition to, Dimiyati and Subagio (2016) indicate the most of the studies till now are made out in developing countries, and then there is a demand to validate these models in producing states, across different settings and cultures. Little empirical research has determined the connection between service quality, brand trust and brand commitment. Adhitama, et. al. (2017) indicate that the best quality of service that meets customer requirements and leads to creative activity is based on the customer's commitment to the company. The company uses product differentiation to produce value and mark icon as well. The customer expresses their loyalty with the repeat the purchase from the troupe. Kumowal, et. al. (2016) defines service quality as how far the difference between reality and expectations of customers for the services they have.

This study is based on Parasuraman, et. al. (1988) study, who assigned the final elements that form the five dimensions of the SERVQUAL as follows: tangibility, reliability, responsiveness, assurance and empathy.

In summary, in this study, the service quality can be defined as the customers' perception towards tangibility, reliability, assurance, responsiveness, and empathy related to five-star hotels in Amman, Jordan.

Tangibility:

Parasuraman, et. al. (1988) defined tangibility as physical facilities, equipment, and appearance of personnel. Buttle (1996) defined tangibles the appearance of physical facilities, equipment, and staff office and

communication materials. Kouhpaei (2011) defined the tangibility is encompassed the visual aspect of physical facilities, equipment, personnel etc. Malik, et. al. (2011) clarify that tangibles: “the degree to which physical facilities, equipment, and appearance of personnel are adequate”. Razi-ur-Rahim (2012) said that tangibles (T): appearance of physical facilities, equipment, personnel, and communication materials. Alnaser, et. al. (2016) stated that tangibility is seen as appearance of physical facilities, equipment, personnel, and communication material. Appearance and abilities of physical infrastructure companies and the state of the surrounding environment are real proof of the services offered by the society.

In the current study, the tangibility can be defined as internal and external visual appearance, surroundings, and materials used in providing the service to customers in five stars hotels in Amman.

Reliability:

Parasuraman, et. al. (1988) defined the reliability is the ability to perform the promised service dependably and accurately. Buttle (1996) said the reliability is the ability to do the promised service dependably and accurately. Kouhpaei (2011) found out the reliability utilized to indicate and measure the ability to provide promised service dependable. When the success of the organization in intellect, the reliability considered is the key ingredient for profitability. In other words, when there is no reliability, there is no commitment. Malik, et. al. (2011) clarify the reliability as: “the degree to which a promised service is performed faithfully and accurately”. Razi-ur-Rahim (2012) identify the reliability (R) is the ability to perform the promised service dependably and accurately. Adhitama, et. al. (2017) stated that the power offers the promised service with prompt, accurate and satisfying. The operation should

be in accordance with customer expectations, which means punctuality, the presented the same service to all customers without error, sympathetic attitude and high accuracy.

In the current study, the reliability can be defined as to deliver the service as promised at the correct time that meets and exceeds customer expectations in five-star hotels in Amman.

Responsiveness:

Parasuraman, et. al. (1988) defined responsiveness is the willingness to serve customers and provide prompt help. Buttle (1996) said that responsiveness the willingness to help customers and to provide prompt service. Kouhpaei (2011) identify the responsiveness as reflects the willingness to help passengers. Malik, et. al. (2011) defined the responsiveness as: “the degree to which service providers are willing to serve customers and provide prompt service”. Razi-ur-Rahim (2012) defined responsiveness (R): willingness to facilitate customers and provide prompt help. Adhitama, et. al. (2017) stated that the ability of the air hose is to assist and provide inspection and repairs quickly and accurately to customers by delivering information that is readable. Waiting customers for no apparent reason leaves a negative impact on quality of service.

In the current study, responsiveness can be defined as serve and help customers in five star hotels and inspection quick information flow with utmost service quality by employees.

Assurance:

Parasuraman, et. al. (1988) defined the assurance is knowledge and courtesy of employees and their ability to inspire faith and assurance. While

Kouhpaei (2011) described it as conveys trust and confidence to the passenger. Malik, et. al. (2011). Defined assurance: “the extent to which service providers are knowledgeable, courteous, and capable to inspire confidence and trust”. Buttle (1996) said the assurance is knowledge and courtesy of employees and their ability to impart faith and assurance. Razi-ur-Rahim (2012) identifies assurance (A) as knowledge and courtesy from employees and their ability to impart faith and assurance. Adhitama, et. al. (2017) found out the giving guarantee, knowledge, courtesy and the ability of the company’s employees operates on to win the confidence of the customers to the service company that takes in several components among other matters. In this case, the assurance is defined as the courtesy of employees and their ability to inspire faith and assurance.

In the current study, the assurance can be defined as guest courtesy proper knowledge by the five-star employees in order to win the customer's confidence.

Empathy:

Parasuraman, et. al. (1988) is the company's interest and individualized attention to its customers. Buttle (1996) said that empathy is the provision of caring, individualized attention to customers. Kouhpaei (2011) defined empathy is the caring, individualized or customized attention to the passenger. Malik, et. al. (2011) said that empathy: “the degree to which the customers are offered caring and personalized attention”. Razi-ur-Rahim (2012) defined empathy (E) is caring, individualized attention the firm offers to its customers.

From the above-mentioned definitions, empathy can be defined specific attention to individuals with ultimate care and attention from employees to customers.

Customer Satisfaction:

Maghzi, et. al. (2011) said that customer's satisfaction is an indispensable factor to provide revenues and profits. Malik, et. al. (2012) also clarify that the perceived quality service influences the customer's satisfaction and trust. Tabaku and Kushi (2013) said that the greater customer satisfaction with the service offered, the consumer feels more confident. El-Sayed, et. al. (2014) stated that providing and maintaining customer satisfaction is a challenge for management in all service industries, both are used as a competitive distinction and for customer retention. Naeimavi and Gaskari (2016) found out the customer satisfaction can be through comparing expectations of service with the services provided. Dimiyati and Subagio (2016) said the consumer satisfaction is associated with customers' expectations about products or services perceived performance. Naeimavi and Gaskari (2016) compare customer satisfaction between the perceptual experiences of the performance of a product with the expectations. Adhitama, et. al. (2017) said that customer satisfaction of a product could be defined through comparing his expectations of service with his understanding of the services offered. If provided services exceed customer expectations, they are regarded as outstanding service. Customer satisfaction is tickle or someone disappointment which came out after comparing between the perceptual experience of the performance of a product with the prospects.

In this study, customer satisfaction is considered as a customers' perception about the actually offered service quality, or customers' satisfaction can be defined as the perception about offered services as compared to his/her expectation, which affects his attitudes and behaviors toward the brand (brand loyalty).

Customer Loyalty and Brand Loyalty:

Oliver (1999), in his article “Whence Consumer Loyalty?”, explains the loyalty divide into four phases:

❖ The first phase is cognitive loyalty, this phase will be adopted when the customer believes that one brand is preferable compared to alternatives, no loyalty at this phase. If customer satisfied with the experience, then becomes effective.

❖ The second phase is affective loyalty, this phase will be adopted when the customer likes the trade name and develop an attitude toward the brand based his / her usage, satisfaction, show pleasure and dedication, but the customer remains subject to switching.

❖ The third phase is conative loyalty, this phase will be adopted when the behavioral intention stage, it is influenced by repeated positive episodes from the brand, and evolve a stigma-specific commitment to redemption.

❖ The fourth phase is action loyalty; this phase will be adopted when the motivated intention is transfer commitment into readiness to play. If the engagement is repeated, an action, inertia develops for repurchase. The procedure sets out with cognitive loyalty to information such as price, features, and so forward, followed by affective loyalty to a liking: I buy it because I like it, then conative loyalty to an intention: I am committed to buying it, ultimately, action loyalty to action inertia, coupled with the surmounting of obstacles.

Gilmore (2003) stated the customer loyalty consists of cognitive, affective, conative, and activity. Tabaku and Kushi (2013) said the brand loyalty considered as a successful mean of achieving market share and competitive advantages. Tabaku and Kushi (2013) found out the last aim of the marketing operation should be maintain existing customers, to derive new ones and to turn

these customers into loyal ones and to continue and cultivate this relationship. Etemadifard, et. al. (2013) stated that brand loyalty can be causes an efficient use of selling merchandise and services. Yusmawan, et. al. (2014) defined the customers' loyalty is acknowledged as a highly valuable corporate asset and has a critical purpose in maintaining the competitive advantage. Saleem and Raja (2014) stated that straight off a day's companies are focused to establish up the customer loyalty and strong brand image. Sheikh, et. al. (2014) indicated the trade names are intangible assets of companies and utilized to establish good relationships with customer and grow brand loyalty.

Maliangkay and Rumokoy (2015) said the customer loyalty is a kinship between the company and customers'. Abdul-Rahman, et. al. (2015) clarified that building brand loyalty has become an essential indicator of the progress of businesses in the market for seeing today's competition exist between the brands'. The commitment can be split into two loyalties: attitudinal loyalty which is a sort of consumer psychology, while behavioral loyalty which is considered as shoed real repeat purchasing behavior. Chao, et. al.(2015) defined brand trust is the relationship between consumers and the corporation that is founded on trust and reliability of its performance. Prameka, et. al. (2016) identity brand image is consumer perception about a brand based on experience. Adhitama, et. al. (2017) stated that a stain can help the customer by making data about the quality of the product. Tumewu, et. al. (2017) said the brand image is a determinant affecting customers' perceptions and behaviors. Fathi and Esfahani (2017) indicated although there is a lack of research that has conducted the role of the brand in the initial or subsequent purchase of hotel accommodation, still the role of the brand, as an external cue to quality, is highly significant to select a hotel. Kumowal, et. al. (2016) defined brand image is consumer perception about a brand based on experience. Tumewu, et. al. (2017)

identified the brand as a factor for helping the customer by making data about the quality of the product; a customer who always purchases a product with a certain brands knows well that these products will have characteristics, advantages, and specific qualities.

In summary, brand loyalty is defined as customers four stages process while buying cognitive, effective, conative, and used to gain market share with advantage comparing to competitors in five stars hotels.

The Relationship between Services Quality with Customers' Satisfaction and Customers Loyalty:

Malik, et. al. (2012) said that both service quality and customer satisfaction have a positive influenced the degree of trust toward hotel brand. Razi-ur-Rahim (2012) defined that all service quality dimensions (Reliability, Assurance, Tangibility, Empathy and Responsiveness) and overall service quality has strong relationship with student satisfaction. Malik, et. al. (2012) indicated that the relationship between quality of service provided and the customers is increased through the customer satisfaction which in return enhances the repurchase by the customers. Chinomona, et. al. (2013) said the brand service qualification has been providing the beginning point of the model and directly affects brand trust to make satisfaction. Tabaku and Kushi (2013) said that both brand trust and brand satisfaction affect brand preference, which is finally expected to affect brand loyalty. In this case, the concept of perceived service quality is nearly concerned with satisfaction and loyalty. Albarq (2013) clarified that the highest point of customer satisfaction would lead to increased loyalty to the company. Customer satisfaction has been distinguished as a leading causal factor of customer loyalty. Chinomona, et. al. (2013) said that brand loyalty is the result variable.

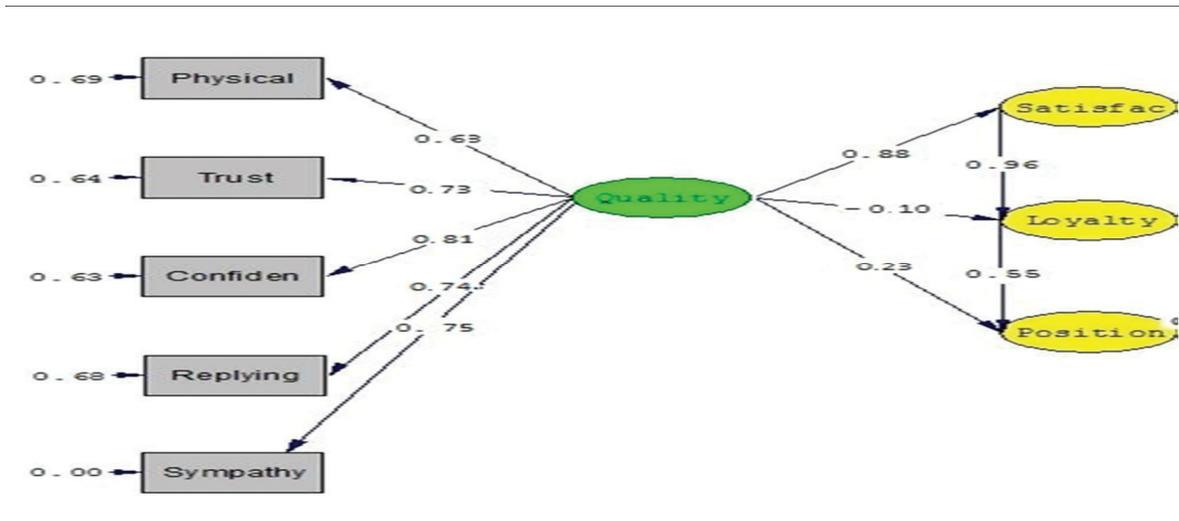
Vasumathi and Subashini (2015) and Kumowal, et. al. (2016) indicated that customer satisfaction is demanded to create customer loyalty. Shala and Balaj (2016) assumed that online service quality is of high importance to the overall user experience within e-commerce platforms. The website service quality considered as the predictor of customers' brand loyalty intents. When the customer expectations of service are the same with his perceptions of service, the quality of services provided is satisfactory and if it is less than that, the quality is unacceptable. Naeimavi and Gaskari (2016) indicated that merchandise and service quality affect perceived value and customer satisfaction and loyalty Better service quality will satisfy the customers and leads to the creative activity of customer commitment. Dimiyati and Subagio, (2016) said that the company uses product differentiation to produce value and mark icon as well. Alnaser, et. al. (2016) said that customer expresses their loyalty with repeat the purchase from a company .Service quality is an efficient instrument to keep customers loyal to the bank.

In summary, from the above previous review it seems that there is a relationship between service quality and brand loyalty. Some researchers indicated that there is indirect relationship, while others stated there is direct relationship between service quality and brand loyalty.

Previous Models:

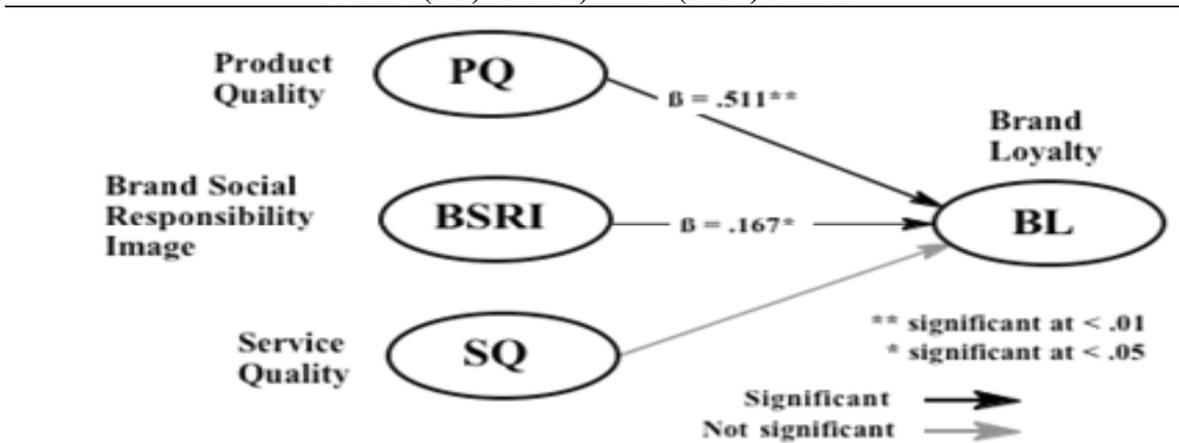
Safikhani, et. al. (2017) model shows the role of service quality on satisfaction and customer loyalty. This model presented the quality of service, which consists of (the tangible quality, reliability, responsiveness, assurance, and empathy), customer satisfaction, customer loyalty, and position. This model utilized to develop the current study model, which includes quality service components.

Model (2.1): Safikhani, et. al. (2017) Model

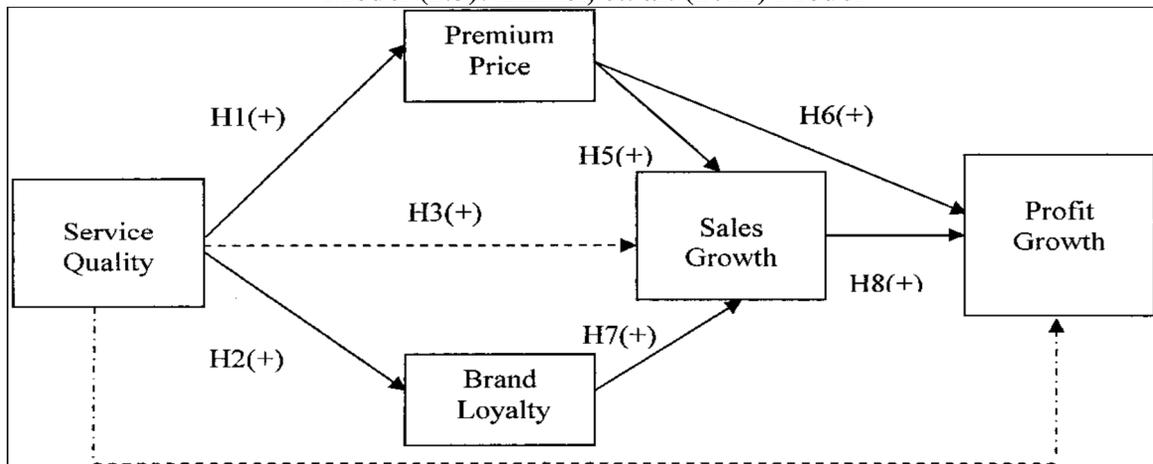


Reich, et. al. (2010) model shows the role of service quality dimensions, and its impact of brand loyalty, this model helped to develop more understanding of (the tangible quality, reliability, responsiveness, assurance and empathy), in addition to (affective, conative, cognitive and action) dimensions.

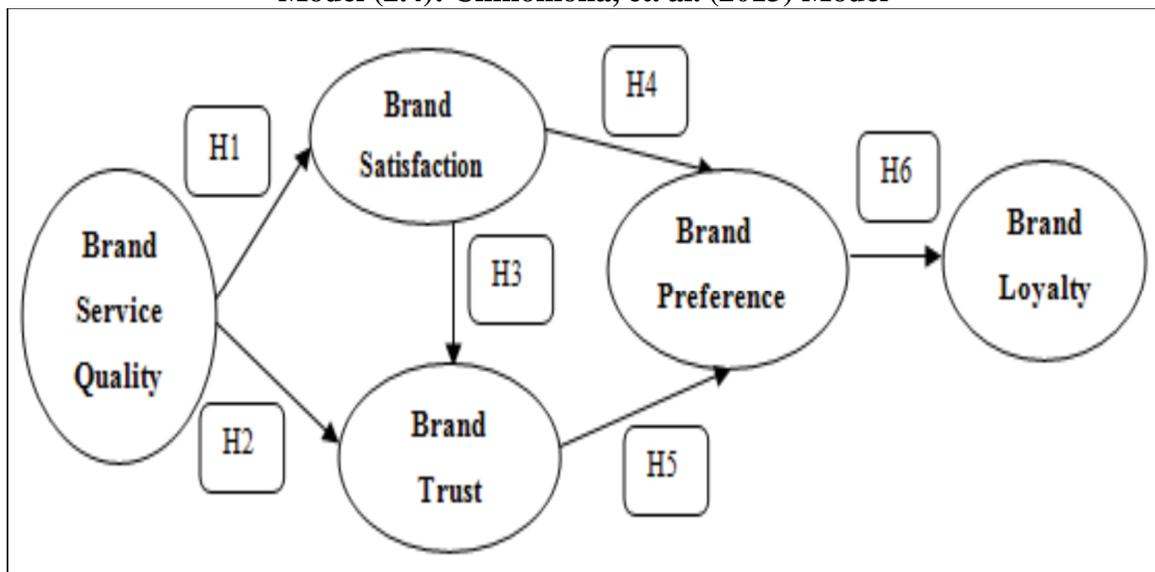
Model (2.2): Reich, et. al. (2010) Model



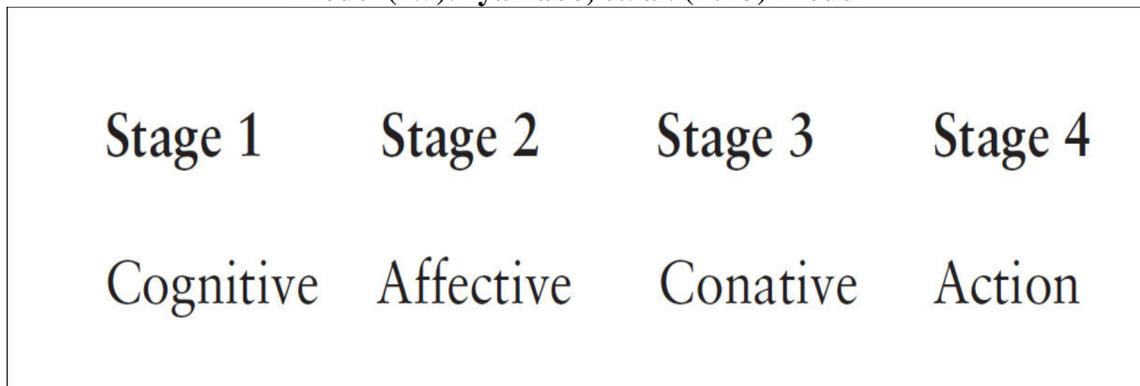
Ekinci, et. al. (2011) model shows the service quality and dimensions, and its effect on profit growth through brand loyalty and as a mediator effects sales growth, which leads to profit growth. This model has been developed by knowing the effect of service quality on brand loyalty.

Model (2.3): Ekinici, et. al. (2011) Model

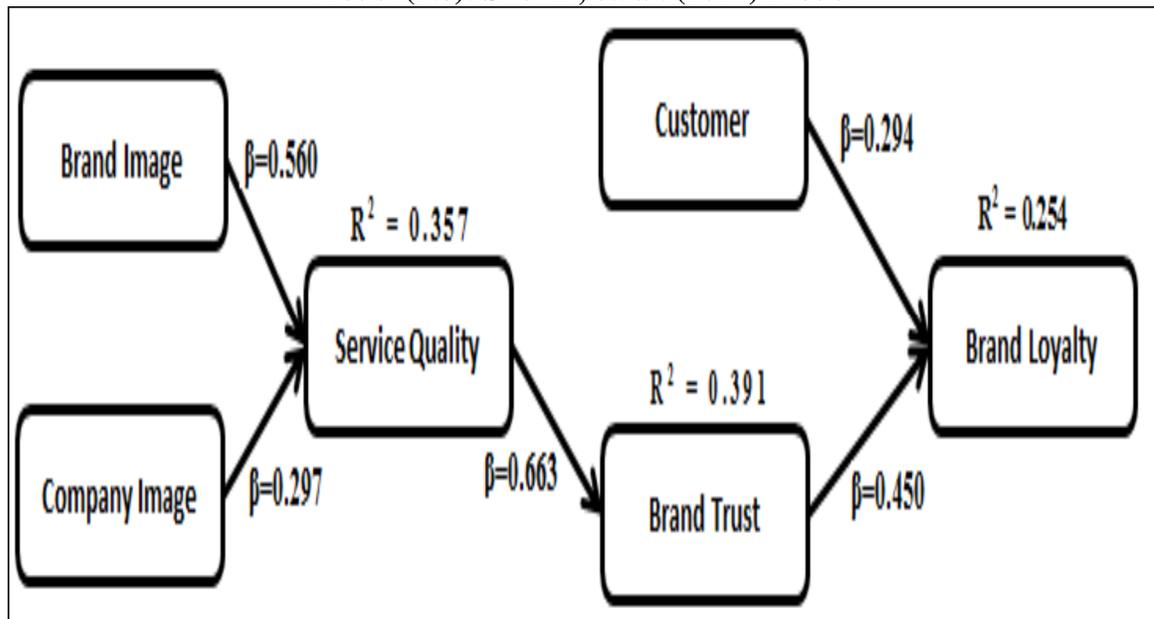
Chinomona, et. al. (2013) the model shows the brand and service quality, which affects brand satisfaction, brand trust as the mediator of brand performance to impact the brand loyalty. This model helped to develop both service quality dimensions and brand loyalty dimensions.

Model (2.4): Chinomona, et. al. (2013) Model

Iyamabo, et. al. (2013) the model shows the customer loyalty framework taken from (Gilmore, 2003), as a result of the previous study (Jacoby & Kyner, 1973; Dick & Basu, 1994; Oliver, 1997), which shows the dimensions of brand loyalty. This model helped to develop the variety of brand loyalty and its dimensions.

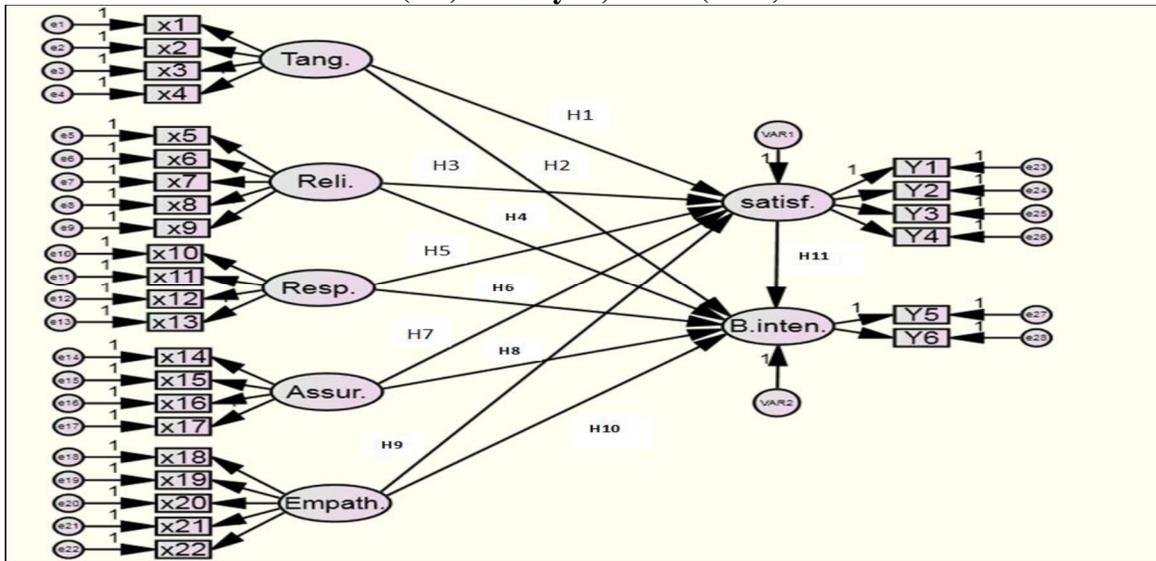
Model (2.5): Iyamabo, et. al. (2013) Model

Sheikh, et. al. (2014) at first, the model shows the brand image, company image which affects the service quality dimensions (the tangible quality, reliability, responsiveness, assurance, and empathy), then how service quality impact brand trust to obtain the customers brand loyalty. This model helped to develop both variables, service quality and brand loyalty.

Model (2.6): Sheikh, et. al. (2014) Model

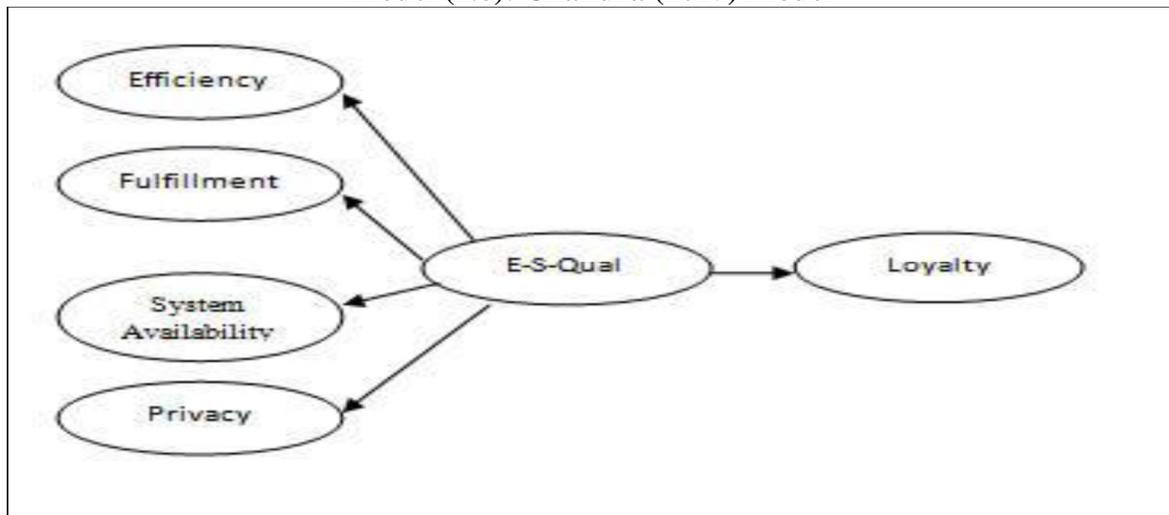
El-Sayed, et. al. (2014) the model shows the dimensions of service quality, (tangible quality, reliability, responsiveness, assurance and empathy), and their effect on customer satisfaction, and behavior intentions. This model helped to develop the service quality dimensions.

Model (2.7): El-Sayed, et. al. (2014) Model

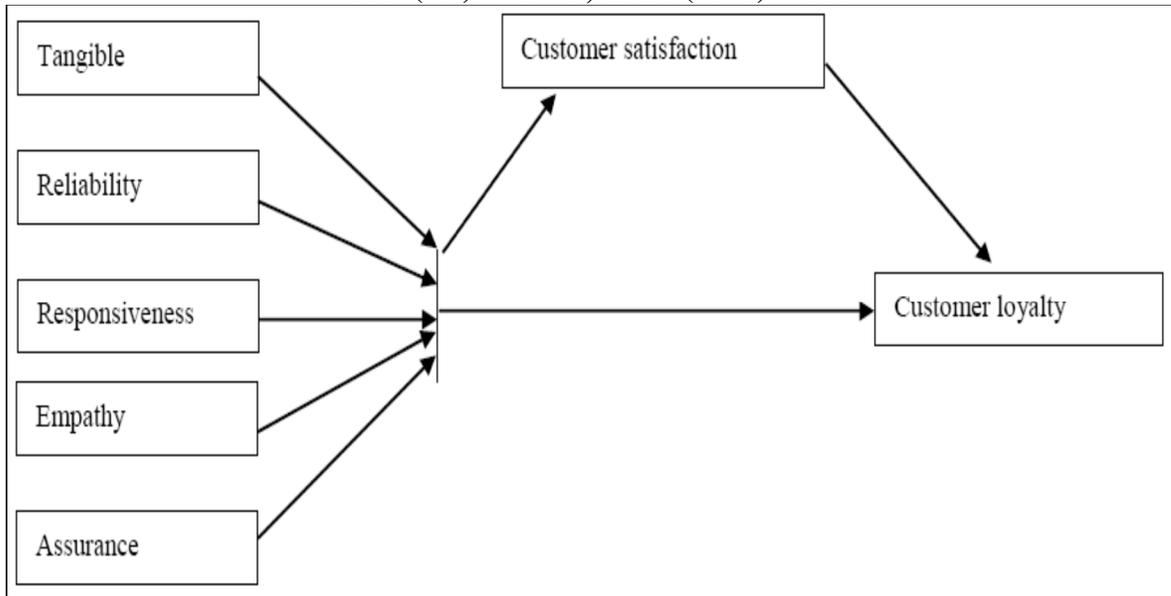


Chandra (2016) the model shows the E-service quality dimensions (efficiency, fulfillment, system availability, and privacy) and its effects on loyalty. This model helped to more understanding the difference between the service quality dimensions and the E-service quality dimensions.

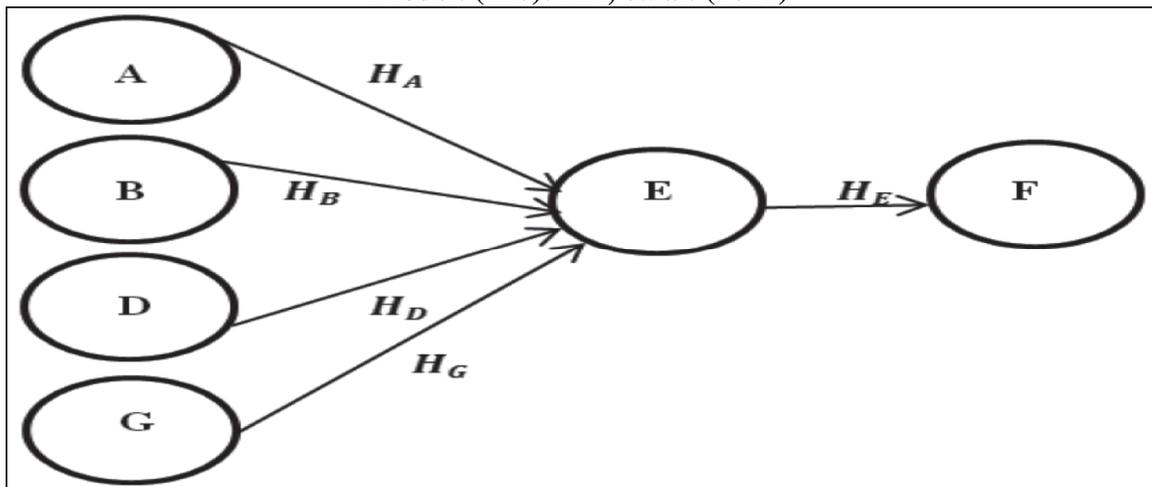
Model (2.8): Chandra (2015) Model



Hamid, et. al. (2015) the model shows the service quality dimensions (tangible quality, reliability, responsiveness, empathy, and assurance) which impact through customer satisfaction as the mediator on customer loyalty. This model helped to develop the service quality dimensions.

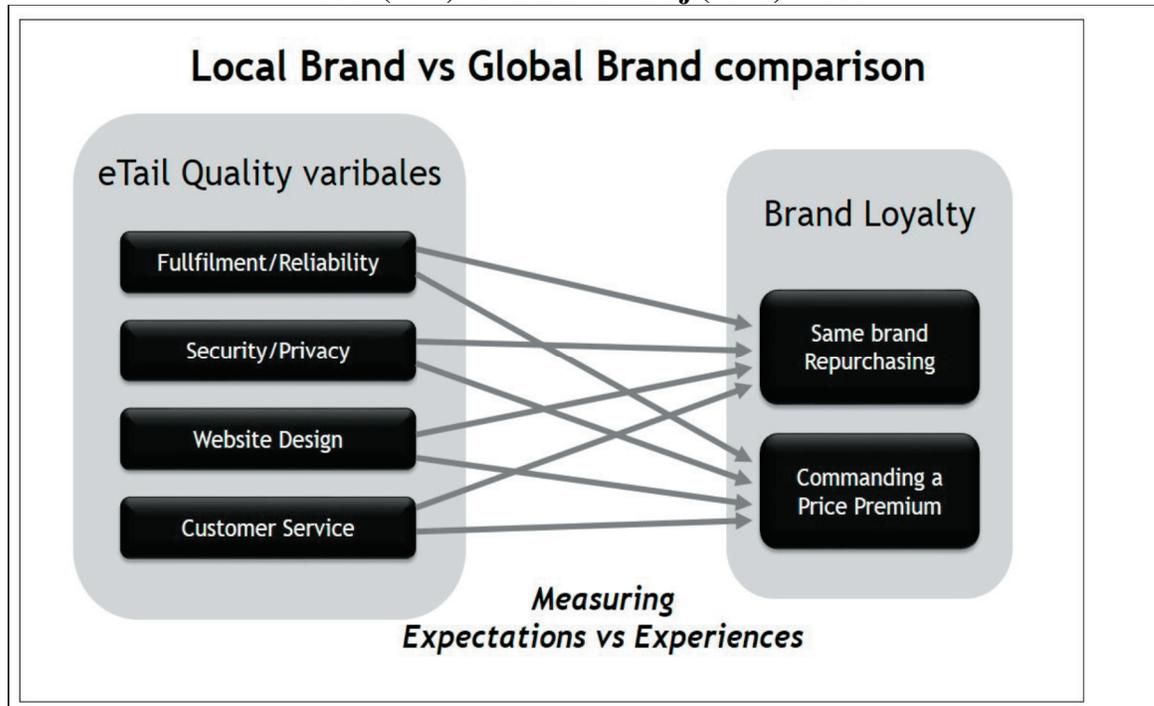
Model (2.9): Hamid, et. al. (2015) Model

Ari, et. al. (2015) the following Model shows A-Customer Provided Assurance; B- Reliability to Bank; D-Bank Accessibility; G- Bank's ATM Service, E- Satisfaction; F- Loyalty, this model helped to develop the loyalty and the effect of service through customer satisfaction as the mediator.

Model. (210): Ari, et. al. (2015)

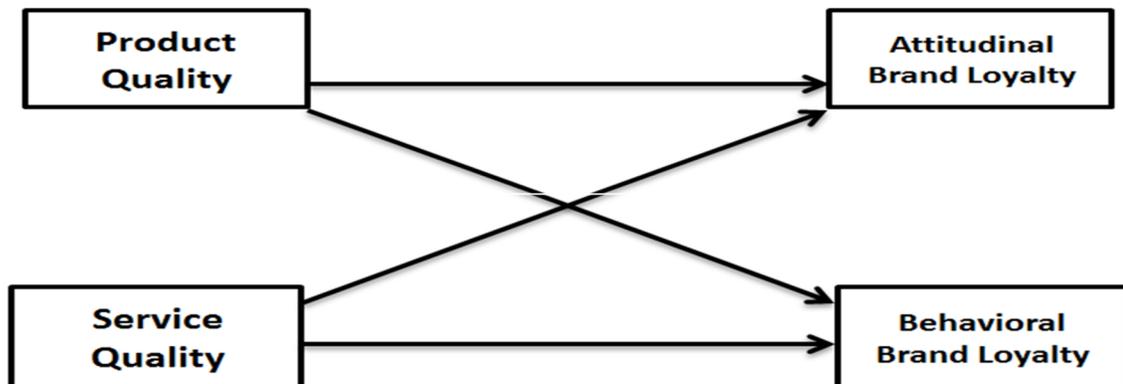
Shala and Balaj (2016) the model shows the e-tail quality variables and its impact on brand loyalty from a behavior and attitudes in expectation and experiences. This model helped to develop the brand loyalty aspect thought behavior and attitudinal aspects.

Model (2.11): Shala and Balaj (2016) Model

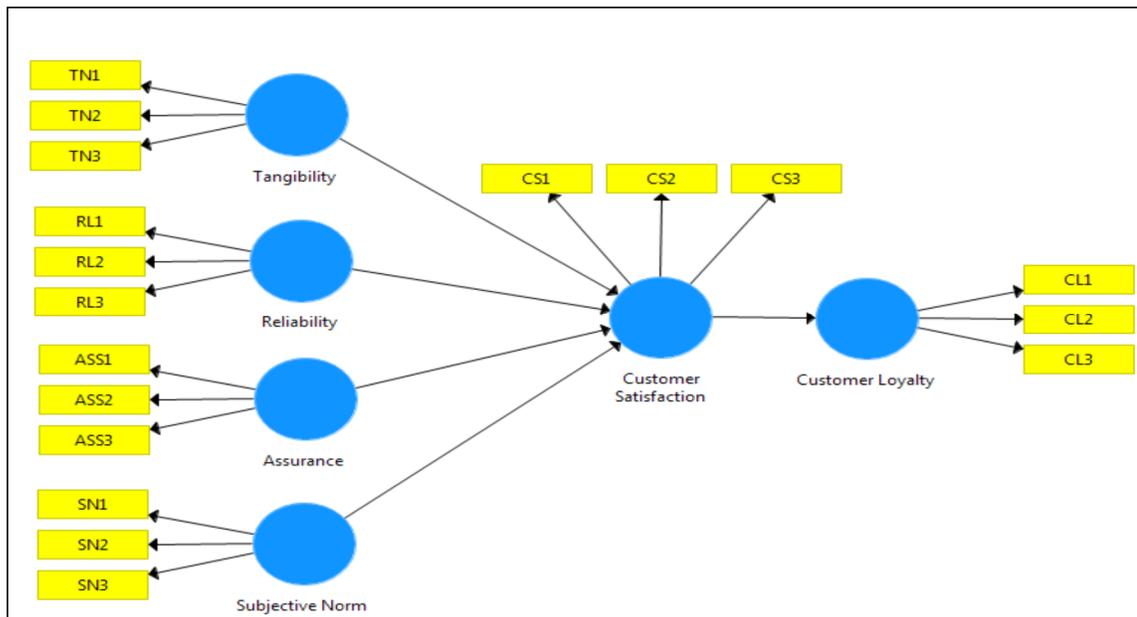


Khan, et. al. (2016) the model shows service quality variation of (tangible quality, reliability, responsiveness, assurance and empathy), in addition to the brand loyalty variables (affective, conative, cognitive and action).

Model. (2. 12): Khan, et. al. (2016) Model



Alnaser, et. al. (2016) model shows the service quality dimensions which affects customer satisfaction towards brand loyalty, this model develops the service quality dimensions with brand loyalty dimensions.

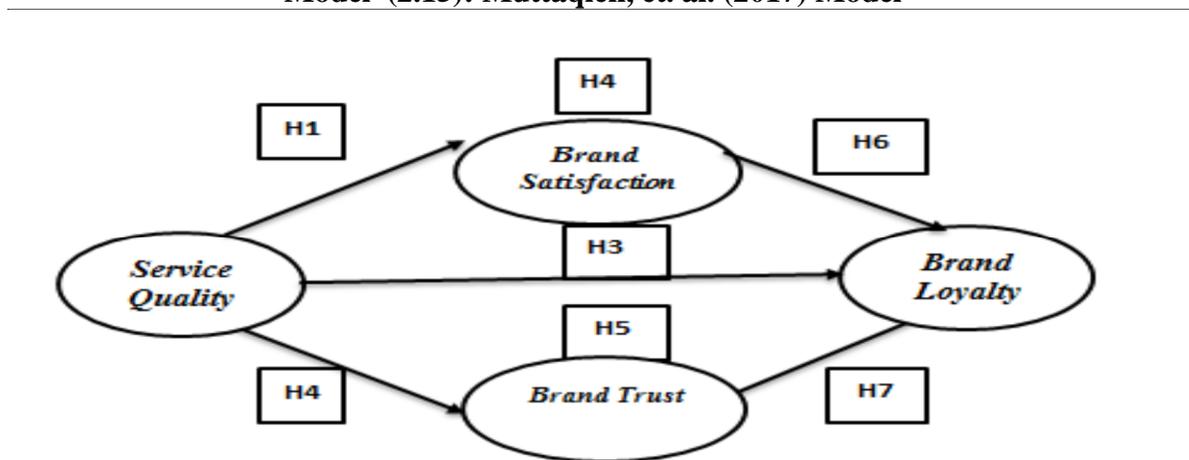
Model (2.13): Alnaser, et. al. (2016) Model

Swain (2017) the model shows the service quality variation of (tangible quality, reliability, responsiveness, assurance and empathy) and the impact it on attrition loyalty through customer satisfaction. This model develops the service quality model in this research along with attitudinal loyalty part of the brand loyalty.

Model (2.14): Swain (2017) Model

Muttaqien, et. al. (2017) model shows the service quality and its effect on brand loyalty through both satisfaction and brand trust, this model helped to develop the service quality dimensions and brand loyalty dimensions.

Model (2.15): Muttaqien, et. al. (2017) Model



In summary, the above-introduced models helped to develop the current study model.

Previous Studies:

Computers and Swaen (2003) study titled “**Service Quality and Brand Loyalty, Relationships: Investigating the Mediating effects of Customer Satisfaction**”, measured the coloration between service quality, consumer satisfaction and brand loyalty. The data were collected from 4006 respondents of an aviation organization. The LISREL results indicated that service quality is preliminary of consumer satisfaction; which had an impact on the buying intention and was used as a mediator.

Reich, et. al. (2010) study titled “**Social responsibility (SR) is becoming an increasingly significant component of many firms’ strategic planning decisions**”, studied if brand social responsibility image affected customer’s likeness of end materials and service quality. This study shows that brand social responsibility image effect in a better way on brand loyalty, and material quality, and service quality. Again, such end Materials that meet and exceed customer’s expectations strongly affects brand loyalty, compared than

brand social responsibility image. Most researches done on social responsibility used different analysis sketches for organizations, which aimed to the ultimate usage of the customer's actual organization.

Maghzi, et. al. (2011) study titled “**Brand Trust in Hotel Industry: Influence of Service Quality and Customer Satisfaction**”, aimed to identify the impact of service quality, customer satisfaction on brand trust for Dubai hospitality. Data were collected from 100 regional and global hotel customers by questionnaire as a tool for gathering data. Pearson Correlation analysis was used to test the relationship between service quality dimensions and customers' satisfaction. The result showed that service quality affects customer satisfaction through brand trust. Moreover, service quality more likely affects brand trust rather than customer satisfaction.

Ekinci, et. al. (2011) study titled “**Service quality, brand loyalty, and profit growth in UK budget hotels**”, aimed to investigate the relationship between service quality, brand loyalty and profitability. The data has been collected from regional financial statements of hotel companies in the United Kingdom. Data were analyzed by LISREL to test the hypothesis. Results showed that service quality affects brand loyalty and price. The service quality was a mediator between brand loyalty and sales growth.

Soita (2012) study titled “**Measuring Perceived Service Quality Using SERVQUAL: A Case Study of the Uganda Health and Fitness Sector**”. This study aimed to measure the service quality using service quality measurements, data were collected from a randomly selected sample of 486 customers and 116 interviewees. The result shows found out some gaps in the service provided and that the managers use the same structure and that affects the standers within the clubs. Moreover, they are not up to standards and regulations.

Malik, et. al. (2012) study titled **“Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector”** measured the impact of brand image service quality and price on customer satisfaction. The data were collected by random sampling technique. It used 165 questionnaires; the results show that any improvement on the brand image will positively affect the customer satisfaction.

Vargas, et. al. (2012) study titled **“Some insights for a Relationship Marketing Model integrating SERVQUAL and Customer Loyalty in dental clinics”**. The demand of new services, the emergence of new business models, insufficient innovation, underestimation of customer loyalty and reluctance to adopt new management are evidence of the deficiencies and the lack of research about the relations between patients and dental clinics. In this article, the researchers propose the structure of a model of Relationship Marketing (RM) in the dental clinic that integrates information from SERVQUAL, Customer Loyalty (CL) and activities of RM and combines the vision of dentist and patient. The first pilot study on dentists showed that: they recognize the value of maintaining patients; however, they don't perform RM actions to retain them. They have databases of patients but not sophisticated enough as compared to RM tools. They perceive that the patients value “Assurance” and “Empathy” (two dimensions of service quality). Finally, they indicate that a loyal patient does not necessarily pay more for the service. The proposed model will be validated using Fuzzy Logic simulation and the ultimate goal of this research line is contributing a new definition of CL.

Hu (2012) study titled **“THE MODERATING EFFECT OF BRAND EQUITY AND THE MEDIATING EFFECT OF MARKETING MIX**

STRATEGY ON THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY". The purpose of this quantitative study is to identify the relationship between service quality and customer loyalty and to test the moderating role of brand equity and the mediating role of marketing mix strategy in this relationship. The data were collected by 200 questioners. The results indicated brand equity, service quality, and marketing mix strategy have the significant and positive relationship on customer loyalty. The results also supported the hypotheses that brand equity moderated the relationship between service quality and customer loyalty, and marketing mix strategy presented partial mediating effect on the relationship between service quality and customer loyalty through path analysis.

Gull and Ashraf (2012) study titled **"Impact of Internal Branding on Service Employees' Quality Commitment – Study on Education Sector of Pakistan"** This study aimed to investigate the role of internal branding as a device to promote and enhance a service employee's quality commitment. Quality commitment is the employee's identification and loyalty to brand's quality goals. The survey conducted in this regard showed the moderately positive impact of internal branding on service employee's quality commitment. Moreover, relatively weaker evidence was found that employee age, designation, and experience also affect the level of internal branding and quality commitment to some extent.

Razi-ur-Rahim (2012) study titled **"SERVICE QUALITY, STUDENT SATISFACTION & BRANDING FOR BUSINESS SCHOOLS"**. This paper attempted to investigate measure the prioritization of dimensions of service quality and the effect of service quality on user satisfaction and institution reputation. Data were collected from 150 respondents from AICTE

approved B-schools located in Uttar Pradesh. The research question indicates five service quality dimensions (Reliability, Assurance, Tangibility, Empathy and Responsiveness) and overall service quality has strong relationship with student satisfaction. It is found that Reliability is one of the dimensions followed by Responsiveness, Empathy, Assurance and Tangibility respectively is significantly related to Satisfaction and Loyalty.

Chinomona, et. al. (2013) study titled **“Brand Service Quality, Satisfaction, Trust and Preference as Predictors of Consumer Brand Loyalty in the Retailing Industry”**. This study aimed to retailing industry and fills the gap. It purposes to find the impact of brand service quality on consumer brand satisfaction and brand trust; and the mediating role of brand satisfaction and trust in brand service quality – brand loyalty coloration. Data were collected from used Smart PLS. Results show brand service quality got the highest impact on brand satisfaction. Where the brand trusts less than impact, the coloration of brand satisfaction and brand trust more affected. The result shows brand service quality impact in a strong way at brand trust through brand satisfaction. This means, the customers are not in trust with service quality of a brand if they didn't use brand's service quality. Moreover, the coloration considered as brand indicators and brand loyalty magnificent.

Iyamabo, et. al. (2013) study titled **“Building Telecoms Service Quality for Brand Loyalty”**. This study used different methods to identify such relation to identifying of service quality using technology. Data were collected through modified interviews with questions. It targeted dedicated operator organization, in addition to, customers used the service. The rustles show a gap between manager's identification and their customer's understandings. Managers insist

that their customers are much believing in the brand; meanwhile customers are shifting to other organization.

Al-Azzam and Azzam (2013) study titled: **“Evaluating the Impact of Service Quality, Brand Image, Trust and Promotion on Customer Loyalty in Mobile Phone in Jordan”** this study examined the relationship between service quality, brand image, trust, promotion and customer loyalty in mobile phone service. Data were collected from 500 students analyzed using SPSS. The result showed that service quality positively influences customer loyalty, and appeared the significant positive relationships between service quality, brand image, trust, promotion and customer loyalty. For customers with high perceived service quality, brand image, and promotion they have a strong loyalty. Finally, Implications of this work and directions for future research are discussed.

Tabaku and Kushi (2013) study titled **“Service Quality, Customer Satisfaction, Perceived Value and Brand Loyalty”** This paper examined brand loyalty and some of its determinants in the service area. Data were collected from the existing literature to describe the importance of service quality, perceived value and customer satisfaction to brand loyalty. The results demonstrate that customer satisfaction, perceived value and service quality are important constructs to determine brand loyalty. But research shows different scale of the contribution of the single constructs to brand loyalty. These constructs must be studied interlinked with each other and with brand loyalty. Most of the research is done in developed countries.

Joshua and Haryadi (2013) study titled **“ANALISIS PENGARUH BRAND IMAGE, PRICE PERCEPTION, DAN SERVICE QUALITY TERHADAP CUSTOMER LOYALTY PADA PELANGGAN URBAN**

KITCHEN". This study was conducted to determine the influence of Brand Image, Price Perception, and Customer Service Quality on Customer Loyalty in Urban Kitchen. Data were collected from 150 respondents in four locations. The data obtained were processed and analyzed using the Structural Equation Model (SEM) with LISREL8.72. The results indicate that Brand Image and Service Quality have significant influences on Customer Loyalty, while Price Perception does not influence Customer Loyalty.

Sheikh, et. al. (2014) study titled "**The Role of Brand and Company Image in Building Brand Loyalty through Service Quality and Brand Trust**" this research identified the effect of Brand image and company image on service quality, effect of service quality on brand trust leads to the coloration of brand trust and brand loyalty. The conclusion of this study was Brand image and company image have more effect on service quality, and service quality impacts brand trust. Also, it has a high effect on brand trust and customer satisfaction on brand loyalty.

El-Sayed, et. al. (2014) study titled "**Evaluating Tourism Service Quality Provided to the European Tourist Applied on the British tourist**". This study is one of rare research's that indicates the coloration of service quality impacts customer satisfaction and behavior intention. It was implemented in the hospitality sector. The main goal of this research is to find out this effect; therefore this study used 390 questioners to analyze. Results show that workers with the variable of service quality and its dimensions (tangibility, reliability, responsiveness, assurance, and empathy) impact customer satisfaction with less impact on behavior intention used by customer satisfaction.

Ari, et. al. (2015) study titled **“A Structural Equation Model on the Relationship between Servqual Service Quality and Customer Loyalty to Banks: The Case of Ankara”**. This research aims to study the coloration of satisfaction in the financial sector with loyalty by adding service quality dimensions with Equation Model. The study researcher takes a sample of 229 customers. Results show that the service provided to protect the customer, reliability, accessibility, and the automatic transition machine services have the biggest impact on customer satisfaction, which leads to loyalty.

Hamid, et. al. (2015) study titled **“Interaction effect of perceived service quality and brand image on customer satisfaction”**. This research aimed to identify the impact of service quality and brand image on satisfaction in the medical organization. The research was done to examine patients in survey method 450 responses in Sudan. The data analysis appeared the (tangibles, responsiveness, and empathy). They have the impact of service quality dimensions and brand image direct and strong impact on customer satisfaction. That helps the management of the hospital to understand service quality.

Chandra (2016) study titled **“The Internet Banking Service Quality at PT Bank XYZ towards Costumer Loyalty using E-Service”**. This study investigated the service quality in a bank as E-banking towards customer loyalty; finding out customer’s need, and want. Data were collected from 287 questioners to examine and analyze service quality, which effects loyalty. Gathered results used through questioner and interviews, shows that service quality is essential for loyalty except responsiveness shows less impact, that needs more attention.

Shala and Balaj (2016) study titled **“ELECTRONIC SERVICE QUALITY AND ITS IMPACT ON BUILDING BRAND LOYALTY IN THE APPAREL E-RETAILING INDUSTRY”**. This study implied to study the e-service quality on brand loyalty. The loyalty could be measured through purchase and the willingness to buy again from the same source; it was measured in two sectors internationally and locally. The analysis has been implemented from the different focused group. To study human behavior, this study made several stages to analyze the data. Results showed that customers with international brand are more dependent than local, but customers with local brand are more secure.

Dimiyati and Subagio (2016) study titled **“Impact of Service Quality, Price, and Brand on Loyalty with the mediation of Customer Satisfaction on Pos Ekspres in East Java”** The study examines the effect of service quality, price, and brand image on customer satisfaction. Also, it investigates the effect of loyalty, customer satisfaction on customer loyalty. Data were collected from 133 respondents. The model analysis is structural equation modeling (SEM). The results showed that: firstly, good quality of service that meets customer expectations significantly affects customer satisfaction and loyalty, or vice-versa. Secondly, a good price (according to the quality, affordable, and competitive) significantly influence the improvement of customer satisfaction and loyalty, or vice-versa. Thirdly: brand image has a significant positive effect on customer satisfaction or vice-versa. Finally, the increasing customer satisfaction significantly influences increasing customer loyalty or vice-versa, but the brand image significantly has no direct effect on customer loyalty.

Alnaser, et. al. (2016) study titled **“The purpose of this study was to extend the SERVQUAL model with subjective norms and to investigate the**

customer satisfaction and customer loyalty in Islamic Banks”. This study aimed to understand the extent the SERVQUAL model with subjective norms; it investigates the customer satisfaction and customer loyalty in Islamic Banks with subjective norms and to investigate the customer satisfaction and customer loyalty in Islamic Banks. Data were collected from 500 respondents through a questionnaire survey. Result showed that the extended model has significant impact on customer satisfaction and customer loyalty in Islamic banks of Palestine. Furthermore, this study presents some areas that have not been discussed previously in Arab cultural context such as subjective norms. The findings of this study will be helpful for managers and policy makers to improve the service quality in Islamic Banks of Palestine. Extension of this study in other developing countries is recommended as this study was contextualized in Palestinian cultural context.

Khan, et. al. (2016) study titled **“The Impact of Product and Service Quality on Brand Loyalty: Evidence from Quick Service Restaurants”**. This study investigated the impact of product and service quality on brand loyalty to examine the behavioral and attitudinal brand loyalty for quick service fast food restaurants. Data were collected based on 100 sample respondents. In order to maintain brand loyalty, quick service restaurants pay attention to product and service quality. Regression and correlation analysis is conducted. Three restaurants are included for study this concept. Results show that there is the positive relationship between product, service quality and attitude base loyalty and find a positive relationship between product, service quality and behavior base brand loyalty.

Bhattacharjee (2016) study titled **“Role of Corporate Reputation, Brand Awareness & Expected Service Quality on Consumer Attitudinal**

Loyalty: A study on Telecommunication sector of Patna” The research aims at enriching the knowledge and understanding of the impact of the corporate image, brand awareness and expected service quality on consumer’s attitudinal loyalty in telecommunication services. Data were collected from 100 questionnaires to use and multiple regression methods have been applied and the result shows that perceived service on consumer attitudinal loyalty. It has also been found that corporate reputation and brand awareness has not much role on consumer attitudinal loyalty in telecommunication sector in Patna, which is contradictory to some of the earlier research works. The results reinforced some of the previous research findings.

Banahene, et. al. (2017) study titled “**Analysis of SERVQUAL Application to Service Quality Measurement and Its Impact on Loyalty in Ghanaian Private Universities**”. The purpose of this research is to use an adapted SERVQUAL method to measure service quality in Ghanaian Private Universities. Data were collected from 321 students; it represents the students’ perception and expectations of five different Private Universities in Ghana. The study results show that students’ perception of Private Universities’ performance predicts their loyalty better than the expectations. Managerial action can be better taken on service quality variables when the difference scores are used as the percentage on perception.

Swain (2017) study titled “**CUSTOMER LOYALTY IN INDIAN BANKING SECTOR AN ANALYSIS USING SERVQUAL**”. In this research, the researcher focused on finding out the impact of SERVQUAL dimensions on customer loyalty for a particular bank. It has been used the structured questionnaires for data collection. The study used regression analysis to for the data analysis and representation of the findings.

Muttaqien, et. al. (2017) study titled **“PENGARUH SERVICE QUALITY TERHADAP BRAND LOYALTY MELALUI MEDIASI BRAND SATISFACTION DAN BRAND TRUST”** The research aims to examine and analyze the effect of service quality on brand satisfaction, brand trust, and brand loyalty. In addition to, it examines and analyze the effect of service quality on brand loyalty by mediate of brand satisfaction and brand trust. Data were collected from 123 universities, and then analyzed it by (Partial Least Square). The results showed: firstly, the service quality has the effect on brand satisfaction. Secondly, service quality has the effect of brand trust. Thirdly, service quality has no effect on brand loyalty. Fourthly, service quality has the effect on brand loyalty by mediate of brand satisfaction. Fifthly, service quality has the effect on brand loyalty by mediate of brand trust. Sixthly, brand satisfaction has the effect of brand loyalty. And finally, brand trust effect on brand loyalty.

Adhitama, et. al. (2017) study titled **“THE INFLUENCE OF SERVICE QUALITY ON BRAND IMAGE AND CUSTOMER SATISFACTION IN AIRLINES SERVICES”**, aimed to clarify the influence of service quality on brand image, the influence of service quality on customer satisfaction and the influence of brand image on customer satisfaction. Data were collected from 138 people chosen with purposive sampling .The result showed that service quality significantly influences brand image and customer satisfaction, brand image significantly to customer satisfaction. Based on the research’s result, Garuda Indonesia should develop and maximize its five indicators of Service Quality.

Tumewu, et. al. (2017) study titled **“THE EFFECT OF CUSTOMER TRUST, BRAND IMAGE, AND SERVICE QUALITY ON CUSTOMER**

LOYALTY OF AIRLINES E-TICKET SERVICE (A STUDY ON TRAVELOKA) EFEK DARI EPERCAYAAN PELANGGAN, CITRA MEREK, DAN KUALITAS LAYANAN TERHADAP KESETIAAN PELANGGAN DARI LAYANAN E-TIKET MASKAPAI PENERBANGAN (STUDI TERHADAP TRAVELOKA)”. This study aims to identify the impact of customer trust, brand image and service quality on customer loyalty. Data were collected by questionnaires, and then analyzed by uses multiple regression types of analysis. Using a method of observation for individuals in Manado who have experiences with Traveloka, 100 persons are taken as the sample. Result shows that client trust has direct impact on customer loyalty, brand image has not directly impact on customer loyalty and service quality has direct impact on customer loyalty.

What Differentiate the Current Study from Previous Studies?

This study might be considered as the first study to research the effect of service quality on brand loyalty in five-star hotels in Amman.

Service quality concept: The current study expects to raise consciousness about the role function of service quality on brand loyalty in five-star hotels.

Purpose: Most of the previous studies were undertaken to measure service quality, customer satisfaction, brand image brand loyalty and customer loyalty. Few studies examine the direct effect of service quality on brand loyalty in such industry five star hotels.

Environment: Most previous studies have been implemented in various countries outside the Arab region. The current study will be executed in Amman Jordan, as one of the Arab region countries.

Industry: Few studies pertaining service quality on brand loyalty on direct effect in five star hotels, this study considers the first to be made in such sector in Amman Jordan.

Methodology: Most previous researches were found in annual reports of various companies and industries. The current one is based on perception.

Variables: Most of previous studies and researchers took as mediating customer satisfaction. This study sought the each of the sub-variables of service quality on brand loyalty.

Population: In this research, the population of the study is represented in five-star hotels in Amman Jordan, and all these hotels are targeted. Thus, there is no need for sampling.

Comparison: The current research will contrast the outcomes of this study with the results of previous investigations mentioned earlier to highlight similarities and differences that probably might be there.

Chapter Three: Study Methodology (Methods and Procedures)

Study Design:

The current study is considered descriptive, as well as, cause/effect study. It aims to study the effect of service quality on brand loyalty in a five star hotel in Amman. This study begins with a literature review to develop models and measurement tool. The data were collected by questionnaire, which is developed for this study. Then after checking the collected questionnaires, they have analyzed data by SPSS program. Normality, validity and reliability were tested, then the correlation between variables was checked and multiple regressions used to test the hypothesis.

Study Population, Sample and Unit of Analysis:

Population and Sample: the population of this study consists of the five stars local and international Hotels in Amman, as shown in Appendix (4). All these Hotels were targeted which consist of sixteen hotels all over Amman area; thus, there is no need for sampling.

Unit of Analysis: The survey unit of analysis is managers who work in five-stars Hotels in Amman.

Data Collection Methods (Tools):

To achieve the purpose of this study, data gathering were collected from two sources:

- Secondary data: it was collected from local and International Hotels in Amman, articles, thesis, working papers, books, journals, researchers, and Web sites.

- Primary data: it was collected via the questionnaire that developed based on literature review and on referee commit.

The Questionnaire:

The researcher designed a questionnaire to satisfy the purpose of this thesis, its validity has been ascertained through referees committee (panel of the judge), as shown in appendix (2).

Questionnaire Variables:

The questionnaire includes three parts as follows:

Demographic Dimensions: Gender, age, Nationality, Purpose of the visit, and Number of the visit

Independent Variable (Service quality): Independent variable (tangible quality, reliability, responsiveness, assurance and empathy). Four questions measure each sub-variable.

Dependent Variable (Brand loyalty): Dependent variables (Cognitive, affective, Conative and Action). Each dimension is measured by four questions, except action by three questions.

Five-point Likert-type scale used to measure all variables items ranging from value 1 (strongly disagree) to value 5 (strongly agree) to rate the perceptions of the respondent on implementation of each question.

Data Analysis Methods:

To achieve this study, all the five-star Hotels in Amman were targeted; this negates the need for sampling. All Customers staying in these Hotels were targeted, 385 questionnaires were distributed, and only 345 questionnaires returned. After checking all questionnaires, nine questionnaires were excluded

due to incompleteness and biases. The 336 remaining questionnaires were coded against SPSS for further analysis.

Validity Test: Two methods used to confirm the validity of the study tool: content validity and face validity. For content validity, multiple sources of literature have been used such as books, journals, articles, thesis, dissertations, and worldwide websites. While for face validity, the panel of judge used to referee the questionnaire.

Construct Validity (Factor Analysis):

Principal Component Factor Analysis was used to test construct validity, if factor loading for each item within its group is more than 50% (Hair, et. al. 2014), then construct validity assumed. While, Kaiser-Meyer-Olkin (KMO) is used to measure sampling adequacy, if KMO between 0.8 and 1 it indicates high adequacy, and if more than 70% it is accepted. Bartlett's Test of Sphericity of samples used as the indicator for sample items harmony, and should be less than 5% if the used confidence is 95%. Finally, variance shows explanatory power of each factor (Kaiser, 1974; Bisschoff and Liebenberg, 2016).

Table (3.1) shows that factor loading of each item within tangibility group rated more than 40%, therefore the construct validity was assumed. KMO has rated 81.9%, and the test produced the explanatory value of 74.587, which explains 74.587% of the variance.

Table (3.1): KMO and Bartlett's Test for Tangibility Items

Item	F1	KMO	Chi²	B.T.	%Var.	Sig.
Hotel has wonderful equipment.	0.893	0.819	754.277	6	74.587	0.000
Hotel physical equipment's are neat.	0.820					
Hotel employees are dressed properly.	0.885					
Hotel service and equipment's are nice.	0.854					

Extraction Method: Principal Component Analysis

Table (3.2) shows that factor loading of each item within Reliability group rated more than 40%, therefore the construct validity was assumed. KMO has rated 84.4 %, and the test produced explanatory value of 77.373, which explains 77.373% of the variance.

Table (3.02): KMO and Bartlett's Test for Reliability Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
Hotel acts its promises.	0.846	0.834	860.506	6	77.373	0.000
Hotel shows a sincere interest in solving any problem.	0.897					
Hotel performs the service right the first time.	0.914					
Hotel provides its services at promised time.	0.859					

Extraction Method: Principal Component Analysis

Table (3.3) shows that factor loading of each item within Responsiveness group rated more than 40%, therefore the construct validity was assumed. KMO has rated 77.7 %, and the test produced explanatory value of 67.6, which explains 67.6% of the variance.

Table (03.3): KMO and Bartlett's Test for Responsiveness Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
Hotel employees tell you exactly when services will be performed.	0.486	0.777	717.793	6	67.600	0.000
Hotel employees provide you with service promptly.	0.920					
Hotel employees are always willing to help.	0.893					
Hotel employees respond to your requests immediately.	0.907					

Extraction Method: Principal Component Analysis

Table (3.4) shows that factor loading of each item within Assurance group rated more than 40%, therefore the construct validity was assumed. KMO has rated 83.2 %, and the test produced explanatory value of 74.968, which explains 74.968% of the variance.

Table (3.4): KMO and Bartlett's Test for Assurance Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
Hotel employees' behavior shows confidence in customers.	0.896	0.832	789.752	6	74.968	0.000
Hotel transactions correct and safe.	0.773					
Hotel employees are consistently courteous.	0.887					
Hotel employees have the knowledge to answer your questions.	0.901					

Extraction Method: Principal Component Analysis

Table (3.5) shows that factor loading of each item within Empathy group rated more than 40%, therefore the construct validity was assumed. KMO has rated 83.8 %, and the test produced explanatory value of 75.709, which explains 75.709% of the variance.

Table (3.5): KMO and Bartlett's Test for Empathy Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
Hotel employees give you individual attention.	0.844	0.838	773.945	6	75.709	0.000
Hotel operating hours are convenient to me.	0.902					
Hotel employees give you their full attention.	0.869					
Hotel has your best interest at heart.	0.865					

Extraction Method: Principal Component Analysis

Table (3.6) shows that factor loading of each item within Service Quality Sub-variables group rated more than 40%, therefore the construct validity was assumed. KMO has rated 92 %, and the test produced explanatory value of 90.867, which explains 90.867% of the variance.

Table (3.6): KMO and Bartlett's Test for Service Quality Sub-variables Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
Tangibility	0.953	0.920	2448.699	10	90.867	0.000
Reliability	0.964					
Responsiveness	0.933					
Assurance	0.953					
Empathy	0.962					

Extraction Method: Principal Component Analysis

Table (3.7) shows that factor loading of each item within cognitive group rated more than 40%, therefore the construct validity was assumed. KMO has rated 76.7 %, and the test produced explanatory value of 64.394, which explains 64,394% of the variance.

Table (3.7): KMO and Bartlett's Test for Cognitive Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
I enjoy the service provided by this hotel.	0.824	0.767	496.845	6	64.394	0.000
I consider this hotel within my choices in Jordan.	0.863					
I am willing to come back to this hotel.	0.860					
I like to stay at this hotel.	0.642					

Extraction Method: Principal Component Analysis

Table (3.8) shows that factor loading of each item within Affective group rated more than 40%, therefore the construct validity was assumed. KMO has rated 85.1 %, and the test produced explanatory value of 77.996, which explains 77.996% of the variance.

Table (3.8): KMO and Bartlett's Test for Affective Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
I prefer this hotel for long time.	0.868	0.851	851.973	6	77.996	0.000
I feel better staying in this hotel.	0.892					
I like the services offered by this hotel.	0.897					
I appreciate the employees attitudes and behaviors	0.875					

Extraction Method: Principal Component Analysis

Table (3.9) shows that factor loading of each item within conative group rated more than 40%, therefore the construct validity was assumed. KMO has rated 78.5 %, and the test produced explanatory value of 69.264, which explains 69.264% of the variance.

Table (3.9): KMO and Bartlett's Test for Conative Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
I select this hotel to stay comparing to others.	0.850	0.785	643.103	6	69.264	0.000
I intend to continue staying at this hotel.	0.691					
I consider this hotel as my first choice.	0.866					
I encourage friends and relatives to stay at this hotel.	0.905					

Extraction Method: Principal Component Analysis

Table (3.10) shows that factor loading of each item within Action group rated more than 40%, therefore the construct validity was assumed. KMO has rated 75.4 %, and the test produced explanatory value of 83.843, which explains 83.843% of the variance.

Table (3.10): KMO and Bartlett's Test for Action Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
I recommend this brand to others.	0.910	0.754	638.504	3	83.843	0.000
I try to convince others to stay at this hotel.	0.920					
I say positive things about this hotel brand.	0.917					

Extraction Method: Principal Component Analysis

Table (3.11) shows that factor loading of each item within Brand Loyalty Dimensions group rated more than 40%, therefore the construct validity was assumed. KMO has rated 85.9 %, and the test produced explanatory value of 91.06, which explains 91.06% of the variance.

Table (3.11): KMO and Bartlett's Test for Brand Loyalty Dimensions Items

Item	F1	KMO	Chi ²	B.T.	%Var.	Sig.
Cognitive	0.957	0.859	1740.084	6	91.065	0.000
Affective	0.964					
Conative	0.943					
Action	0.953					

Extraction Method: Principal Component Analysis

Reliability: (Cronbach's Alpha): it represents the reliability test (Cronbach's Alfa coefficients of internal Consistency); it used to test the consistency and suitability of the measuring tools.

Table (3.12) shows that the value of Cronbach's Alpha coefficient for independent sub-variables is ranging between 0.902 and 0.882, and for dependent dimensions is ranging between 0.906 to 0.805. According to Sekran (2003) and Hair, et. al. (2014), if the value of Cronbach's Alpha coefficient is more than 70%, then the reliability is accepted.

Table (3.12): KMO and Bartlett's Test for Service Quality Sub-variables Items

Item	No. Items/Variables	Cronbach's Alpha
Tangibility	4	0.885
Reliability	4	0.902
Responsiveness	4	0.824
Assurance	4	0.882
Empathy	4	0.891
Service Quality	5 Sub-variables	0.975
Cognitive	4	0.805
Affective	4	0.906
Conative	4	0.848
Action	3	0.902
Brand Loyalty	3 Dimensions	0.967

Demographic Analysis:

The following section describes the respondent's characteristics i.e. frequency and percentage of participants, which includes Gender, age, Nationality, purpose of the visit, and Number of the visit.

Gender: Table (3.13) shows that the most respondents are male 204 (60.7%) and female only 132 (39.3%), male represents the highest proportion of females which means that most of the customers are from males.

Table (3.13): gender description.

		Frequency	Percent
Gender	Male	204	60.7
	Female	132	39.3
	Total	336	100.0

Age: Table (3.14) shows that the majority respondent's age is between 28 – 37 years (56.5%) followed by second category between 28 – 37 years (18.8%), which means that most of the customers are young.

Table (3.14): Age Description

		Frequency	Percent
Age	Less than 18	12	3.6
	Between 18-27	32	9.5
	Between 28-37	190	56.5
	Between 38 -47	63	18.8
	Above 47	39	11.6
	Total	336	100.0

Nationality: Table (3.15) shows that the majority respondent's nationality is European 124 (36.9%) followed by Middle East 68 (20.2%) then American 52 (15.2%) which means that most of customer's responses are from Europe.

Table (3.15): Nationality description

		Frequency	Percent
Nationality	American	52	15.5
	African	16	4.8
	Middle east	68	20.2
	Australian	30	8.9
	European	124	36.9
	Asian	46	13.7
	Total	336	100.0

Number of Visits: Table (3.16) shows the highest number of visits are 2-5 visits with (47.3%) which shows the customers have some loyalty to such brands.

Table (3.16): Number of Visits Description

		Frequency	Percent
Number of Visits	One visit	89	26.5
	2-5 visits	159	47.3
	6-10 visits	55	16.4
	More than 10	33	9.8
	Total	336	100.0

Purpose of the Visit: Table (3.17) shows that 172 (51.2) are visiting these hotels for business which means they all care about service quality.

Table (3.17): Purpose of the Visit Description

		Frequency	Percent
Purpose of the Visit	Airline crew	31	9.2
	Leisure	133	39.6
	Business	172	51.2
	Total	336	100.0

Chapter Four: Data Analysis

Introduction:

This chapter includes three sections: descriptive statistical analysis which contains mean, standard deviation, t-value, ranking and importance. In addition, the relationships between service quality as independent variable and brand loyalty as dependent variable. Finally, the effect of service quality on brand loyalty.

Descriptive Statistical Analysis:

Descriptive statistical analysis includes the means, standard deviations, and t-values, ranking and importance of each variable and item. Significance indicated based on the following equation:

$$5 - 1/3 = 1.33$$

Low importance: 1-2.33

Medium importance: 2.34-3.66

High importance: 3.67-5.

Service Quality Sub-Variables:

Table (4.1) shows the mean of quality service sub-variables was ranging between 4.15 and 4.21, while the standard deviation was ranging between 0.788 and 0.872. This means that there is an agreement on among respondents on high importance of sub-variables. The average mean of service quality sub-variables is 4.190 with standard deviation of 0.797, this means there is an agreement on high importance of service quality, t-value confirm this result, where t-value equals $27.37 > t\text{-Tabulated } 1.960$.

Table (4.1): Mean, Standard Deviation, t-Value, Ranking and Importance of Service Quality Sub-variables

No.	Sub-Variable	Mean	S.D.	t-Value	Sig.	Ranking	Imp.
1	Tangibility	4.184	0.872	24.885	0.000	4	High
2	Reliability	4.210	0.825	26.884	0.000	2	High
3	Responsiveness	4.191	0.788	27.698	0.000	3	High
4	Assurance	4.154	0.863	24.501	0.000	5	High
5	Empathy	4.211	0.831	26.717	0.000	1	High
	Service Quality	4.190	0.797	27.371	0.000		High

t-Tabulated=1.960

Tangibility:

Table (4.2) shows the mean of Tangibility was ranging between 4.12 and 4.33 with standard deviation ranges between 0.876 and 1.136. This means that there is an agreement on among respondents on high importance of sub-variables. The average mean of tangibility items is 4.184 with standard deviation of 0.872, this means there is an agreement on high importance of service quality, t-value confirm this result, where t-value equals $27.37 > t$ -Tabulated 1.960.

Table (4 2): Mean, Standard Deviation, t-Value, Ranking and Importance of Tangibility Items

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	Hotel has a wonderful equipment's.	4.12	1.136	18.111	0.000	3	High
2	Hotel physical equipment's are neat.	4.18	0.876	24.651	0.000	2	High
3	Hotel employees are dressed properly.	4.10	1.020	19.789	0.000	4	High
4	Hotel service and equipment's are nice.	4.33	0.997	24.526	0.000	1	High
	Tangibility	4.184	0.872	24.885	0.000		High

t-Tabulated=1.960

Reliability:

Table (4.3) shows the means of Reliability was ranging between 4.14 and 4.27 with standard deviation ranges between 0.828 and 1.016. This means that there is an agreement among respondents on high importance of sub-variables.

The average mean of reliability items is 4.200 with standard deviation of 0.824, this means there is an agreement on high importance of service quality, t-value confirm this result, where t-value equals $27.37 > t\text{-Tabulated } 1.960$.

Table (4.3): Mean, Standard Deviation, t-Value, Ranking and Importance of Reliability

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	Hotel always deliver what promise to do.	4.18	0.828	26.143	0.000	3	High
2	Hotel solve problems with employee involvements.	4.14	0.941	22.212	0.000	4	High
3	Hotel employees serve when asked for immediately.	4.27	1.016	22.871	0.000	1	High
4	Hotel service timing always correct.	4.25	0.960	23.857	0.000	2	High
	Reliability	4.210	0.825	26.884	0.000		High

t-Tabulated=1.960

Responsiveness:

Table (4.4) shows the means of Responsiveness was ranging between 4.16 and 4.24 with standard deviation ranges between 0.959 and 0.979. This means that there is an agreement on among respondents on high importance of sub-variables. The average mean of Responsiveness items is 4.19 with standard deviation of 0.787, this means there is an agreement on high importance of service quality, t-value confirm this result, where t-value equals $27.37 > t\text{-Tabulated } 1.960$.

Table (4.4): Mean, Standard Deviation, t-Value, Ranking and Importance of Responsiveness

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	Hotel services are giving in precise timing.	4.19	0.965	22.619	0.000	2	High
2	Hotel service punctuality always provided by employees.	4.16	0.959	22.246	0.000	4	High
3	Hotel staff always helpful.	4.17	0.995	21.558	0.000	3	High
4	Hotel staff respond accurate and when asked for.	4.24	0.979	23.186	0.000	1	High
	Responsiveness	4.1905	0.788	27.698	0.000		High

t-Tabulated=1.960

Assurance:

Table (4.5) shows the means of Assurance was ranging between 4.04 and 4.25 with standard deviation ranges between 1.125 and 0.977. This means that there is an agreement on among respondents on high importance of sub-variables. The average mean of Assurance items is 4.15 with standard deviation of 0.863, this means there is an agreement on high importance of service quality, t-value confirm this result, where t-value equals $27.37 > t$ -Tabulated 1.960.

Table (4.5): Mean, Standard Deviation, t-Value, Ranking and Importance of Assurance

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	Hotel staff gives a customer confidence.	4.20	0.980	22.437	0.000	2	High
2	Hotel gives customer safe and trust feeling while dealing with money.	4.04	1.125	17.014	0.000	4	High
3	Hotel staff usually courteous.	4.25	0.977	23.518	0.000	1	High
4	Hotel staff capable to answer customer's questions.	4.12	0.926	22.152	0.000	3	High
	Assurance	4.154	0.863	24.501	0.000		High

t-Tabulated=1.960

Empathy:

Table (4.6) shows the means of Empathy was ranging between 4.11 and 4.35 with standard deviation ranges between 0.999 and 0.966.

Table (4.6): Mean, Standard Deviation, t-Value, Ranking and Importance of Empathy

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	Hotel staff gives attention to customers.	4.11	0.999	20.320	0.000	4	High
2	Hotel outlets open hours always correct.	4.20	1.008	21.870	0.000	2	High
3	Hotel staff makes you feel important.	4.18	0.847	25.623	0.000	3	High
4	Hotel service very special to you.	4.35	0.966	25.641	0.000	1	High
	Empathy	4.21	0.831	26.717	0.000		High

t-Tabulated=1.960

This means that there is an agreement on among respondents on high importance of sub-variables. The average mean of Empathy items is 4.21 with standard deviation of 0.831, this means there is an agreement on high importance of service quality, t-value confirm this result, where t-value equals $27.37 > t\text{-Tabulated } 1.960$.

Brand Loyalty Dimensions:

Table (4.7) shows the means of Brand loyalty dimensions was ranging between 4.09 and 4.12 with standard deviation ranges between 0.793 and 0.840. this means that there is an agreement on among respondents on high importance of sub-variables. The average mean of Brand loyalty dimensions items is 4.099 with standard deviation of 0.796, this means there is an agreement on high importance of brand loyalty, t-value confirm this result, where t-value equals $27.37 > t\text{-Tabulated } 1.960$.

Table (4.7): Mean, Standard Deviation, t-Value, Ranking and Importance of Brand Loyalty Dimensions.

No.	Sub-Variable	Mean	S.D.	t-Value	Sig.	Ranking	Imp.
1	Cognitive	4.086	0.793	25.120	0.000	4	High
2	Affective	4.090	0.839	23.848	0.000	3	High
3	Conative	4.098	0.870	23.152	0.000	2	High
4	Action	4.124	0.840	24.533	0.000	1	High
	Brand Loyalty	4.099	0.797	25.302	0.000		High

t-Tabulated=1.960

Cognitive:

Table (4.8) shows the means of cognitive was ranging between 3.92 and 4.18 with standard deviation ranges between 0.898 and 0.954. This means that there is an agreement on among respondents on high importance of sub-variables. The average mean of cognitive items is 4.086 with standard deviation of 0.792, this means there is an agreement on high importance of brand loyalty, t-value confirm this result, where t-value equals $27.37 > t\text{-Tabulated } 1.960$.

Table (4.8): Mean, Standard Deviation, t-Value, Ranking and Importance of Cognitive.

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	I am happy by the service provided.	3.92	0.898	18.838	0.000	4	High
2	I always choose this hotel in Jordan.	4.18	0.954	22.597	0.000	1	High
3	I am coming back again to this hotel.	4.15	1.042	20.153	0.000	2	High
4	I prefer this hotel.	4.10	1.088	18.552	0.000	3	High
	Cognitive	4.086	0.793	25.120	0.000		High

t-Tabulated=1.960

Affective:

Table (4.9) shows the means of Affective was ranging between 3.79 and 4.26 with standard deviation ranges between 0.904 and 0.976. this means that there is an agreement on among respondents on high importance of sub-variables. The average mean of affective items is 4.090 with standard deviation of 0.838, this means there is an agreement on high importance of brand loyalty, t-value confirm this result, where t-value equals $27.37 > t\text{-Tabulated } 1.960$.

Table (4.9): Mean, Standard Deviation, t-Value, Ranking and Importance of Affective.

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	I like this hotel and I'll stay more.	4.26	0.976	23.706	0.000	1	High
2	I feel good in this hotel.	4.12	0.971	21.176	0.000	3	High
3	I enjoy the services offered by this hotel.	4.19	0.946	23.067	0.000	2	High
4	I appreciate the staff attitudes and behaviors	3.79	0.904	15.985	0.000	4	High
	Affective	4.090	0.838	23.848	0.000		High

t-Tabulated=1.960

Conative:

Table (4.10) shows the means of conative was ranging between 3.88 and 4.23 with standard deviation ranges between 1.203 and 0.956. this means that there is an agreement on among respondents on high importance of sub-variables. The average mean of conative items is 4.09 with standard deviation

of 0.869, this means there is an agreement on high importance of brand loyalty, t-value confirm this result, where $t\text{-value} = 27.37 > t\text{-Tabulated} = 1.960$.

Table (4.10): Mean, Standard Deviation, T-Value, Ranking and Importance of Conative.

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	I use this hotel more than others.	3.88	1.203	13.333	0.000	4	High
2	I intend to continue staying at this hotel.	4.21	0.949	23.350	0.000	2	High
3	I always chose this hotel.	4.23	0.956	23.636	0.000	1	High
4	I recommend this hotel to friends and relatives.	4.08	1.071	18.446	0.000	3	High
	Conative	4.098	0.869	23.152	0.000		High

$t\text{-Tabulated} = 1.96$

Action:

Table (4.11) shows the means of Action was ranging between 3.91 and 4.27 with standard deviation ranges between 1.203 and 0.956. this means that there is an agreement on among respondents on high importance of sub-variables. The average mean of Action items is 4.12 with standard deviation of 0.893, this means there is an agreement on high importance of brand loyalty, t-value confirm this result, where $t\text{-value} = 27.37 > t\text{-Tabulated} = 1.960$.

Table (4.11): Mean, Standard Deviation, T-Value, Ranking and Importance of Action

No.	Sub-Variable	Mean	S.D	t-Value	Sig.	Ranking	Imp.
1	I recommend this brand to others.	3.91	0.840	19.933	0.000	3	High
2	I try to convince others to stay at this hotel.	4.27	0.927	25.070	0.000	1	High
3	I say positive things about this hotel brand.	4.19	0.983	22.196	0.000	2	High
	Action	4.1240	.83982	24.533	0.000		High

$t\text{-Tabulated} = 1.96$

Relationship between Service Quality and its Variables with Brand Loyalty and its Dimensions:

Table (4.12) shows the relationship between service quality variables, where (r) ranging between 0.894 and 0.908. Moreover, it shows the relationship between brand loyalty dimensions, where (r) ranging between 0.888 and 0.953.

Finally, the relationship between service quality and brand loyalty is strong, where (r) equal 0.968 this indicate that the correlation between service quality and brand loyalty is very strong and can effect each other.

Table (4.12): Bivariate Person Correlation (r) Matrix between Independent and Dependent Variables.

No.	Su-Variables		1	2	3	4	5	6	7	8	9	10	11
1	Tangibility	Correl											
		Sig.											
2	Reliability	Correl	.894**										
		Sig.	.000										
3	Responsive ness	Correl	.878**	.866**									
		Sig.	.000	.000									
4	Assurance	Correl	.877**	.907**	.850**								
		Sig.	.000	.000	.000								
5	Empathy	Correl	.895**	.925**	.856**	.908**							
		Sig.	.000	.000	.000	.000							
6	Service Quality	Correl	.954**	.964**	.932**	.954**	.962**						
		Sig.	.000	.000	.000	.000	.000						
7	Cognitive	Correl	.903**	.872**	.859**	.847**	.874**	.914**					
		Sig.	.000	.000	.000	.000	.000	.000					
8	Affective	Correl	.919**	.893**	.893**	.891**	.905**	.944**	.888**				
		Sig.	.000	.000	.000	.000	.000	.000	.000				
9	Conative	Correl	.886**	.848**	.869**	.837**	.833**	.896**	.883**	.876**			
		Sig.	.000	.000	.000	.000	.000	.000	.000	.000			
10	Action	Correl	.893**	.917**	.879**	.880**	.915**	.941**	.881**	.915**	.842**		
		Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000		
11	Brand Loyalty	Correl	.943**	.925**	.917**	.905**	.924**	.968**	.955**	.964**	.945**	.953**	
		Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

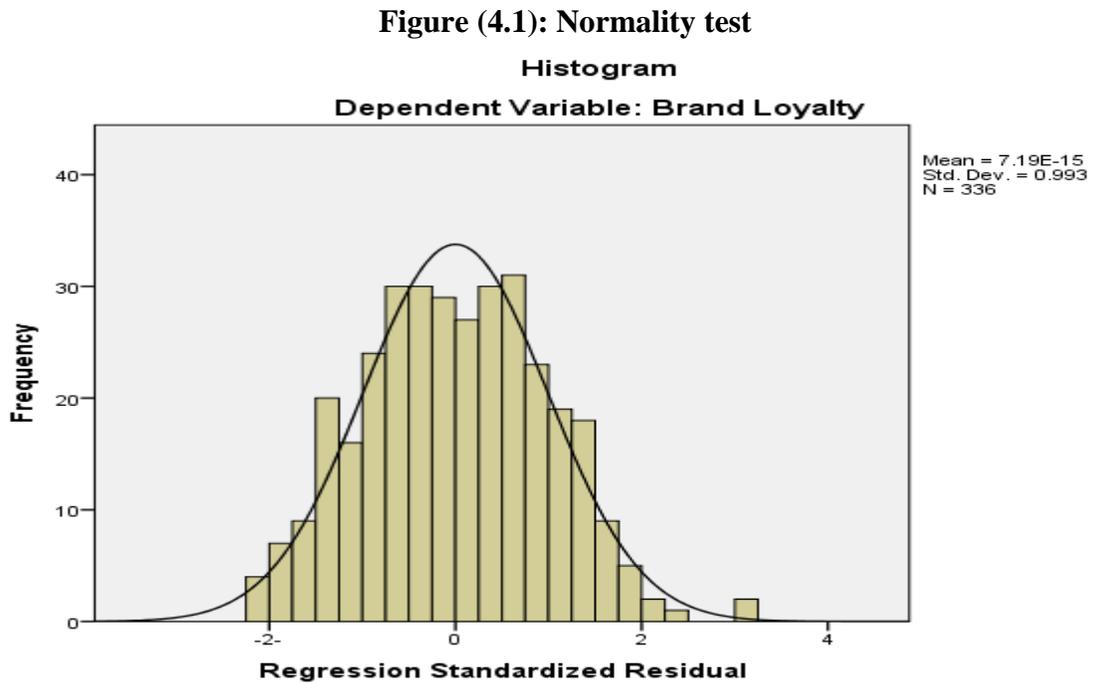
Hypothesis Testing:

Multiple regressions are used to test the effect of service quality on brand loyalty in five-star hotels in Amman.

After confirming, validity, reliability and relationship between variables, the following tests should be carried out to be able to use the multiple regressions: normality, linearity, and independence of errors, multi-collinearly (Sekaran, 2003; Hair, et. al., 2011).

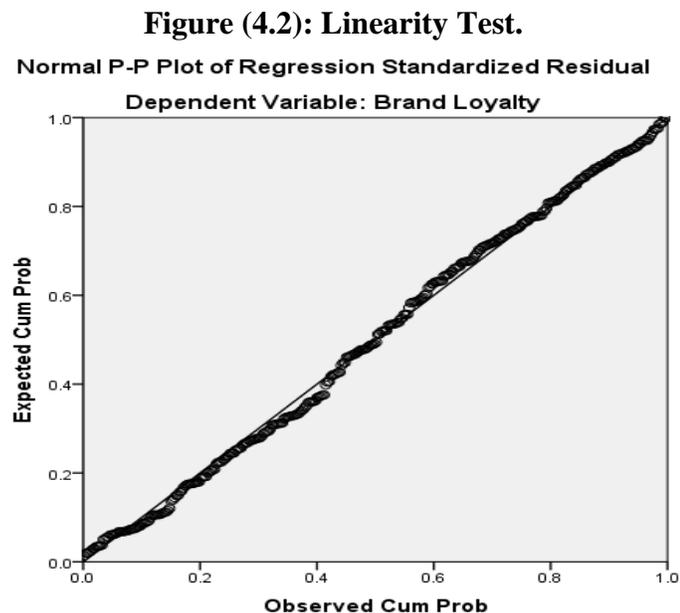
Normal Distribution (Histogram):

The histogram in figure (4.1) shows that the data are normality distributed, so the residuals do not affect the average distribution.



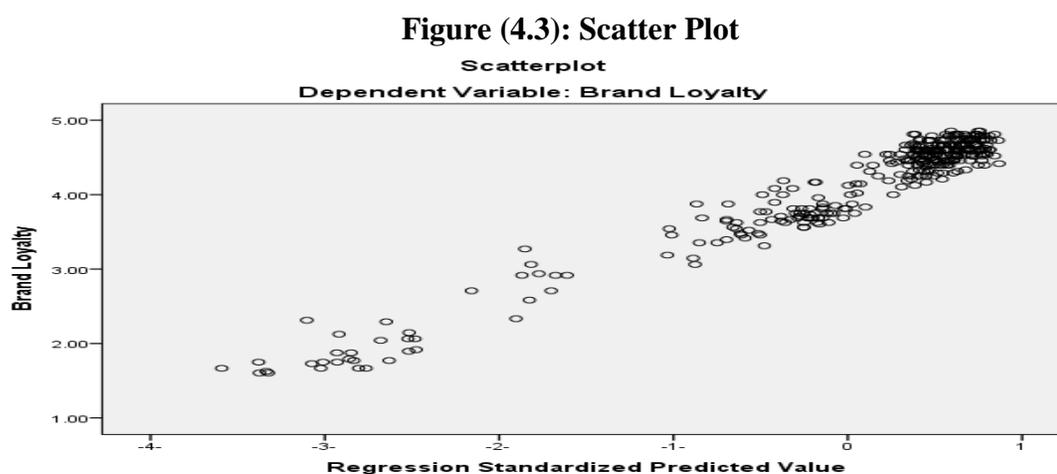
Linearity Test:

Figure (4.2) shows that the relationship between independent and dependent variables is linear.



Independence of Errors:

Figure (4.3) shows that the errors are independence from each other. Durbin-Watson used to ensure independence of errors, if Durbin-Watson test value is about two, the model does not violate this assumption. Table (4.13) shows the value is ($d = 1.871$), which is about two and this show that the residual is not violated.



Multi-Collinearity:

The VIF (Variance Inflation Factor) and tolerance are used to test multicollinearity. If VIF is less than 10 and tolerance is more than 10%, the model does not violate the multi-collinearity assumption. Table (4.13) shows the VIF values are less than 10 and the tolerance values are more than 10%. This indicates that there is no multi-collinearity within the independent sub-variables of the study.

Table (4.13): Multi-Collinearity and Durbin-Watson Test.

Model		Collinearity Statistics		Durbin-Watson
		Tolerance	VIF	
	Tangibility	0.139	7.182	1.871
	Reliability	0.105	9.501	
	Responsiveness	0.190	5.275	
	Assurance	0.135	7.421	
	Empathy	0.107	9.376	

Main Hypothesis:

H₀₁: Service quality sub-variables (tangibility, reliability, responsiveness, assurance, empathy) do not affect brand loyalty (cognitive, affective, conative, action) at ($\alpha \leq 0.05$).

Table (4.14) shows that when the five service quality sub-variables regressed against brand loyalty, the model is fit for further analysis, where ($R^2=0.944$, $F=1117.431$, $Sig=0.000$). Model shows that the effect of service quality variations on brand loyalty variation is 94.4%, where ($R^2=0.944$, $F=1117.431$, $Sig=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that service quality sub-variables (tangibility, reliability, responsiveness, assurance, empathy) affect brand loyalty (cognitive, affective, conative, action) at ($\alpha \leq 0.05$).

Table (4.14): Result of Multiple Regression Analysis (ANOVA): Regression Service quality Sub- Variables against Brand loyalty Dimensions.

Model	r	R ²	Adjusted R ²	F	Sig.
1	0.972 ^a	0.944	0.943	1117.431	0.000 ^b

a. Predictors: (Constant), Empathy, Responsiveness, Assurance, Tangibility, Reliability

b. Dependent Variable: Brand Loyalty

Table (4.15) shows the effect of each service quality sub-variable on brand loyalty.

Table (4.15): Result of Multiple Regression for the Effect of Each Service Quality Sub- Variables on Brand loyalty Dimensions.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.030	0.057		0.527	0.598
	Tangibility	0.335	0.032	0.367	10.525	0.000
	Reliability	0.144	0.039	0.149	3.728	0.000
	Responsiveness	0.260	0.030	0.257	8.602	0.000
	Assurance	0.075	0.033	0.082	2.308	0.022
	Empathy	0.156	0.038	0.163	4.097	0.000

t-Tabulated=1.960

H_{01.1}: Tangibility does not affect brand loyalty, at ($\alpha \leq 0.05$).

Table (4.15) shows that tangibility affects brand loyalty, where ($\beta=0.367$, $t=10.525$, $\text{sig.}=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that tangibility affect brand loyalty, at ($\alpha \leq 0.05$).

H_{01.2}: Reliability does not affect brand loyalty, at ($\alpha \leq 0.05$).

Table (4.15) shows that reliability affects brand loyalty, where ($\beta=0.149$, $t=3.728$, $\text{sig.}=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that reliability affect brand loyalty, at ($\alpha \leq 0.05$).

H_{01.3}: Responsiveness does not affect brand loyalty, at ($\alpha \leq 0.05$).

Table (4.15) shows that responsiveness affects brand loyalty, where ($\beta=0.257$, $t=8.602$, $\text{sig.}=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that responsiveness affect brand loyalty, at ($\alpha \leq 0.05$).

H_{01.4}: Assurance does not affect brand loyalty, at ($\alpha \leq 0.05$).

Table (4.15) shows that assurance affects brand loyalty, where ($\beta=0.082$, $t=2.308$, $\text{sig.}=0.022$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that assurance affect brand loyalty, at ($\alpha \leq 0.05$).

H_{01.5}: Empathy does not affect brand loyalty, at ($\alpha \leq 0.05$).

Table (4.15) shows that empathy affects brand loyalty, where ($\beta=0.163$, $t=4.097$, $\text{sig.}=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that empathy affect brand loyalty, at ($\alpha \leq 0.05$).

In summary, the service quality affect the brand loyalty, and all service quality sub-variables affect brand loyalty, where tangibility rated 36.7%,

followed responsiveness 25.7%, then empathy 16.3%, reliability 14.9%, and assurance 8.2%, respectively.

Chapter Five: Results Discussion, Conclusion and Recommendations

Results Discussion:

Study results show that all items, sub-variables, and dimension are significant. This means that respondents agree on the importance of both service quality and brand loyalty for five-star hotels in Amman, Jordan. These results are matching with Parasuraman, et. al. (1988) five dimensions SERVQUAL method and Oliver (1999) four phases of brand loyalty.

Moreover, results show that all service quality sub-variables are strongly related to each other, all brand loyalty dimensions are also strongly associated with each other too. Finally, all quality service sub-variables are strongly associated with brand loyalty dimensions. These results are compatible with Sheikh, et. al. (2014) stated that service quality associated with brand loyalty. Chao, et. al. (2015) said there are relationships between service quality, customer's satisfaction, and customer loyalty. Niaz, et. al. (2015) concluded customer's satisfaction mediates the relationship between service quality and brand trust. Hu (2012) pointed out brand equity and marketing mix strategy moderated the relationship between service quality and customer loyalty.

Finally, results show that the service quality affects brand loyalty of five stars hotels in Amman, Jordan. Therefore, the main hypothesis is rejected and the alternative is accepted which state that service quality affects brand loyalty of the five stars hotels in Amman, Jordan, at $\alpha \leq 0.05$. Malik, et. al. (2012) supports these results that stated quality service directly affects brand satisfaction and brand loyalty.

Mirzai and Aboutalebi (2014) indicated services quality strongly influence customer's satisfaction and customers' loyalty. Reich, et. al. (2010) and Surya

(2017) concluded that service quality directly affects brand loyalty. Fathi and Esfahani (2017) said that service quality, directly and indirectly, affects brand image and customer loyalty, and they mentioned that service quality was directly and indirectly affected by brand image and customer loyalty.

In the end, results show that all service quality sub-variables affect brand loyalty, where tangibility has the highest effect, followed by responsiveness, empathy, reliability, and assurance respectively. These results are slightly different from results of Malik, et. al. (2011) said customers' perceptions about service quality of tangibles, empathy and reliability affect hotels brand loyalty more than others. Razi-ur-Rahim (2012) concluded that reliability was rated highest effect on brand loyalty, followed by responsiveness, empathy, assurance, and tangibility respectively. Vargas, et. al. (2012) identifies the customer's value assurance and empathy as more than other service quality dimensions. Albarq (2013) stated service quality dimensions empathy, assurance, and reliability play important roles in customer loyalty. Poku, et. al. (2013) pointed out responsiveness, empathy and assurance dimensions affected customer loyalty more than tangibility. Vasumathi and Subashini (2015) said empathy and assurance are less related to customer loyalty than reliability, responsiveness and tangibility.

Conclusion:

The study results show that five-star hotels in Amman highly implement all items, sub-variables and dimension, Jordan, which mean that managers working at five-star hotels in Amman, Jordan concern about offering better service quality to their customers.

Moreover, results show that all service quality sub-variables are strongly associated with each other; all brand loyalty dimensions are also strongly

associated with each other too. Finally, all quality service sub-variables are strongly associated with brand loyalty dimensions. This means that managers at five-star hotels in Amman, Jordan should consider all sub-variables together because they are strongly associated with each other.

Finally, results show that the service quality affects brand loyalty of five stars hotels in Amman, Jordan. All service quality sub-variables affect brand loyalty, where tangibility has highest effect, followed by responsiveness, then empathy, reliability and assurance, respectively. This means that hotels work on all service quality sub-variables to enhance brand loyalty.

Recommendations:

This study has been carried out on five-star hotels in Amman, Jordan. The effect of their results was positive. Therefore, the researcher suggests disseminating the experiment results on other hotel classes in Jordan and in other countries.

The study recommends including all service quality sub-variables within their strategy and implements them within their daily practices.

The study recommends improving all service quality sub-variables together because they are strongly related to each other.

The study recommends doing continuous training on service quality sub-variables for all employees working in this industry.

The current study recommends that service quality affect brand loyalty in five-star hotels.

There is a need to analyze the data of other hotel classes to apparently to test the effect of service quality on brand loyalty.

This study will open a new horizon for academic researchers who are interested in developing the hotel industry.

This study implements the service quality sub-variables on brand loyalty in five-star hotels. Thus, the study recommends more studies in different sectors within the same concept.

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Appendixes:

Appendix (1): Panel of referees committee.

No.	Name	Organization
1.	Prof. Mahmoud Jassim Alsamydai	Zaytouneh University.
2.	Dr.Ahmad Ali Salih:	Middle East University
3.	Dr. Amjad Twaigat	Middle East University
4.	Dr.Mahmoud Dawood Othman	Middle East University
5.	Dr.: Mohammed lutfi Ashour	Zaytouneh University
6.	Dr.: Anbar A. Shlash	Petra University
7.	Dr.: Basel Foudeh	Middle East University

Appendix (2): Letter and Questionnaire of Respondents



Dear Hotel clients:.....

May I request you to answer the following questionnaire for a thesis titled.

**“The Impact of Service Quality on Brand Loyalty in Five Star
Hotels Amman”**

The questionnaire includes only 35 paragraph, which may take only ten minutes to answer it. Please, write your perception about the actual implementation of each paragraph, which rated from 1 to 5. Where 1 mean strongly disagree and 5 mean strongly agree.

As the research ethic, we promise you that the answers will be used for research purpose only and they are considered as confidential.

Finally, we highly appreciation your contribution by answering these questions based on your real experience. Please, do not hesitate if do you have any comments or question to contact me on (0777430217).

Thank you very much.

Prepared by: Nart Walid Mola.

Part one: Demographic and General Information

In this part, I would like to know some basic background information about you. Please tick (✓) the appropriate answer.

Gender:

Male

Female

Age:

Less than 18

from 18 and less than 27

From 28 and less than 37

from 38 and less than 47

Above than 47

Nationality:

American

African

Middle Eastern

Australian

European

Asian

Purpose of the visit:

Airline crew

leisure

Business

Number of visits to the hotel:

First visit

2 to 5

6 to 10

more than10

Part two: Questionnaire

Please circle an answer for each of the following statements based on your experience with the autopsy performance and reporting, using the scale given below (from 1 to 5): (1) indicates that you strongly disagree with statement, (2) disagree, (3) neither agree or nor disagree, (4) agree, and (5) strongly agree.

Service Quality:

Tangibility

1	Hotel has a wonderful equipment's.	1	2	3	4	5
2	Hotel physical equipment's are neat.	1	2	3	4	5
3	Hotel employees are dressed properly.	1	2	3	4	5
4	Hotel service and equipment's are nice.	1	2	3	4	5

Reliability

1	Hotel always deliver what promise to do.	1	2	3	4	5
2	Hotel solve problems with employee involvements.	1	2	3	4	5
3	Hotel employees serve when asked for immediatly.	1	2	3	4	5
4	Hotel service timing always correct.	1	2	3	4	5

Responsiveness

1	Hotel services are giving in precise timing.	1	2	3	4	5
2	Hotel service punctuality always provided by employees.	1	2	3	4	5
3	Hotel staff always helpful.	1	2	3	4	5
4	Hotel staff respond accurate and when asked for.	1	2	3	4	5

Assurance

1	Hotel staff gives a customer confidence.	1	2	3	4	5
2	Hotel gives customer safe and trust feeling while dealing with money.	1	2	3	4	5
3	Hotel staff usually courteous.	1	2	3	4	5
4	Hotel staff capable to answer customer's questions.	1	2	3	4	5

Empathy

1	Hotel staff gives attention to customers.	1	2	3	4	5
2	Hotel outlets open hours always correct.	1	2	3	4	5
3	Hotel staff makes you feel important.	1	2	3	4	5
4	Hotel service very special to you.	1	2	3	4	5

Brand Loyalty:**Cognitive**

1	I am happy by the service provided.	1	2	3	4	5
2	I always choose this hotel in Jordan.	1	2	3	4	5
3	I am coming back again to this hotel.	1	2	3	4	5
4	I prefer this hotel.	1	2	3	4	5

Affective

1	I like this hotel and I'll stay more.	1	2	3	4	5
2	I feel good in this hotel.	1	2	3	4	5
3	I enjoy the services offered by this hotel.	1	2	3	4	5
4	I appreciate the staff attitudes and behaviors	1	2	3	4	5

Conative

1	I use this hotel more than others.	1	2	3	4	5
2	I intend to continue staying at this hotel.	1	2	3	4	5
3	I always chose this hotel.	1	2	3	4	5
4	I recommend this hotel to friends and relatives.	1	2	3	4	5

Action

1	I recommend the hotel brand to others.	1	2	3	4	5
2	I try to convince others to stay at this hotel.	1	2	3	4	5
3	I say positive things about this hotel brand.	1	2	3	4	5

Appendix (3): Population: 16 Hotels

No	Hotel	Rooms	Percentage	Sample
1	Four Seasons	190	0.039	15
2	Landmark	260	0.054	21
3	Le Meridien	410	0.085	33
4	Sheraton	320	0.066	25
5	Rotana	450	0.093	36
6	W Hotel	365	0.076	29
7	Holiday Inn	260	0.054	20
8	Intercontinental	380	0.079	30
9	Millennium	310	0.064	24
10	Regency	210	0.043	17
11	Le Royal	380	0.079	31
12	St. Regis	245	0.051	19
13	Marriott	240	0.050	19
14	Bristol	265	0.055	22
15	Grand Hyatt	240	0.058	22
16	Kempinski	274	0.057	22
Total		4800		385