

# INVESTIGATING THE IMPACT OF CONSUMER'S SATISFACTION ON SELECTING HOTEL (CASE STUDY: PARS HOTEL OF AHVAZ AND ABADAN)

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## ABSTRACT

The aim of this research was to examine the impact of consumer's satisfaction on loyalty and selection of customers of Hotel PARS of Abadan and Ahvaz. Accordingly, a sample included 384 customers from PARS hotel of Abadan and Ahvaz was selected and investigated as randomly available. Based on model of TSAI, the research conceptual model and a questionnaire were designed and the intended data was collected. The formal method was used for examining the validity of questionnaire and the Cronbach's alpha method for investigating the reliability. The collected data was analyzed by software of SPSS and LISREL. The results suggest that it is the satisfaction of the brand performance, satisfaction of services, the satisfaction of fair price have a significant impact on the selection. Also the mediating role of the passionate love for brand and emotional attachment in relationship between the satisfaction of performance and the selection and the mediating role of passionate love for brand and the emotional attachment in the relationship between the satisfaction of fair price and selection were confirmed.

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### KEY WORDS

selection and customer loyalty, satisfaction, brand performance, services, fair price, passionate love for brand, emotional attachment PARS hotel

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## INTRODUCTION

In today's world because of the type of services and also increasing expectation of customers, the hotels have inevitably to improve the quality of services and their communication for satisfaction of their customers. For this purpose the hotels sometimes spend much money in this field. On the other hand the hotels want to be pioneer in competitive market. With regard to the competitive hotel management industry the attention to the satisfaction of the guests to convert the guests to the loyal guests is in priority. Hospitality management for maintaining customer is largely effective in creating loyalty [1]. The past two decades of research show that the satisfaction of guests leads to return of guests to the hotel, the positive by word of mouth advertising and loyalty [2].

Satisfaction has been defined as a positive effective state that is resulted from a company's evaluation of all aspects of its working relationship with other company [3]. Satisfaction also is defined as a degree of satisfying the customer's expectations as a result of company's real performance [4]. With increasing focus on the hotel management in the past 13 years, it can be observed that the satisfaction of the guests is used as a tool for branding [4]. Strategic management of satisfaction when people confront the different options for selecting hotel will be of special importance. Hotel guests understand often the hotel services through the features of the hotel which is related to their satisfaction.

On the other hand, the behavior of employees is a key factor in determining the quality of services and satisfaction. So it can cause the satisfaction and strengthen the brand equity of the hotel. The behavior of the service employees in terms of merit, competence, responsiveness and collaboration, dressing are some important elements to assess the quality of services and can create memorable experiences for the consumer and lead to consumer's satisfaction and loyalty [5].

Cleaning rooms, polite and experienced employees, employees' being friendly and attractive physical environment of the hotel are some factors that cause the satisfaction of the guests of the hotel and loyalty [2].

The brand of hotels whose level of satisfaction is high, their employment rate also is great; recommending a hotel to others shows in reality the amount of guests' satisfaction of staying at that hotel. Customer's satisfaction has a direct relationship with continued buying. In the hotel management industry sometimes the guests' satisfaction causes to be recognized the hotel brand in the world [6] It also has proved that the passionate love is a powerful

force for selecting permanently the hotel brand. Attachment means the repetition of purchase or return towards the provided services or products [7].

The stable attraction means repetition of purchasing whose reason is the mental processes. In other words, repetition of the purchase is not merely an optional response; but it is a result of psychological, emotional and normative factors. [8] defines the stable attraction as a deep commitment to renewed purchase or the support of a product or a service of interest, despite that the situational influences and marketing efforts cause to repeat the purchase of a trade name or a products set of a trade name in the future.

Customer's satisfaction is also associated with the stable attraction. Many researches demonstrate there is a positive and significant relationship between customer's satisfaction and stable attraction and this affects the company's performance [7]. Since this issue has not been addressed so far, the current research tends to fill the research vacuum. According to the above discussion, the main issue of this research is to investigate whether the brand satisfaction, the satisfaction of services, the satisfaction of fair price, passionate love for brand and emotional attachment have the impact on the customer's selection and loyalty?

At first we investigated the background related to the relationship among the research variables and then the conceptual model.

[18] examined the role of brand satisfaction in creating brand loyalty. The results of the research suggest that satisfaction of brand has a positive and significant effect on loyalty to brand. Also [19] studied a model for measuring the impact of the confidence of the Banks' brand on customers' loyalty commitment. The results of this research suggest that increasing in the customers' satisfaction causes to advertise and recommend his/her bank to others and also tend to reduce the Bank change.

In a research that [10] carried out, the results showed that improvement of the quality of services can increase the customers' loyalty. Also, the results showed that the dimensions of reliability, sympathy and the confidence of service quality have a significant role in increasing the customers' loyalty. In their researches, [6] revealed the service quality affects the customers' loyalty by mediation of satisfaction. In another research, [11] showed that the quality of services has an impact on customers' loyalty. Also in a research [2] investigated the impact of the quality of services on the customers' satisfaction and loyalty in hotel management industry in Pakistan. The results showed that the quality of services has a significant direct impact on customer's satisfaction and loyalty. In a research, [17] examined the relationship between quality of services and satisfaction on the one hand and loyalty of customers of the banking industry in Meybod of Yazd province. The research's statistical population included the customers of banks of Meybod in February of 2011; through time sampling 180 people were selected. The results showed that the quality of services and satisfaction are associated positively with the customers' loyalty.

In a research entitled as "the impact of the factors of price perception on customer and acceptance of the price (case study: cell phone services, company of MTN IranCell)", [20] investigated the impact of a fair price on customer's satisfaction and loyalty. Based on the analysis of the collected data, the fair price has a positive impact on the price satisfaction, customer's satisfaction and loyalty. Also the price satisfaction affects positively the customer's satisfaction and the customer's satisfaction influences his/her loyalty. The results of research indicate that the fair price is the cornerstone of price satisfaction, customer's satisfaction and loyalty. In a research [4] embarks upon to investigate the impact of a fair price on customer's satisfaction and loyalty in hotel management industry in Nigeria. The results showed that the fair price has a significant and positive impact on customer's satisfaction and loyalty. In a research [5] indicated that the fair price leads to customer's satisfaction and increases customer's attitude loyalty.

In a research [13,14] showed that passionate love for brand has a mediating role in the relationship between satisfaction and loyalty to brand. In a research entitled as "relationship between the brand and the consumer (case study: household electric appliance)" [19] investigated the relationship between the brand and the consumer. The results of research suggest that brand satisfaction has a positive and significant effect on the passionate love for brand and love for brand on loyalty to brand.

[16] in a research indicated that the satisfaction of the brand performance has a significant impact on the emotional attachment and the emotional attachment on the loyalty. In a research [21] took out an investigation about the factors affecting the loyalty of tourists of Bandar-e Anzali and its recreational areas. This research explores the role of attachment to place as the mediator of the relationship between the tourists' positive evaluation of the experience of the city (satisfaction) and their loyalty to it. The results showed that the satisfied tourists experience a level of the emotional attachment to the host city and finally become loyal to it. [15] indicated that a fair price

has an impact on the emotional loyalty towards the brand. Also in a research [12] embarked upon the impact of satisfaction of price on loyalty. The results showed that the fair price has a significant impact on the loyalty.

Conceptual model of research has been borrowed from the model of [16]. In this model the consumer's satisfaction of brand services, satisfaction of the brand performance and satisfaction of fair price have been considered as the independent variables, the perpetual selection of brand as the dependent variable and emotional attachment and the passionate love for brand as the mediating variables. According to this model, the customers' satisfaction of brand services, satisfaction of the brand performance and satisfaction of fair price affect directly the brand selection. Also the consumers' satisfaction of the brand services, satisfaction of the brand performance and satisfaction of fair price affect the brand selection through creating the passionate love for brand and emotional attachment.

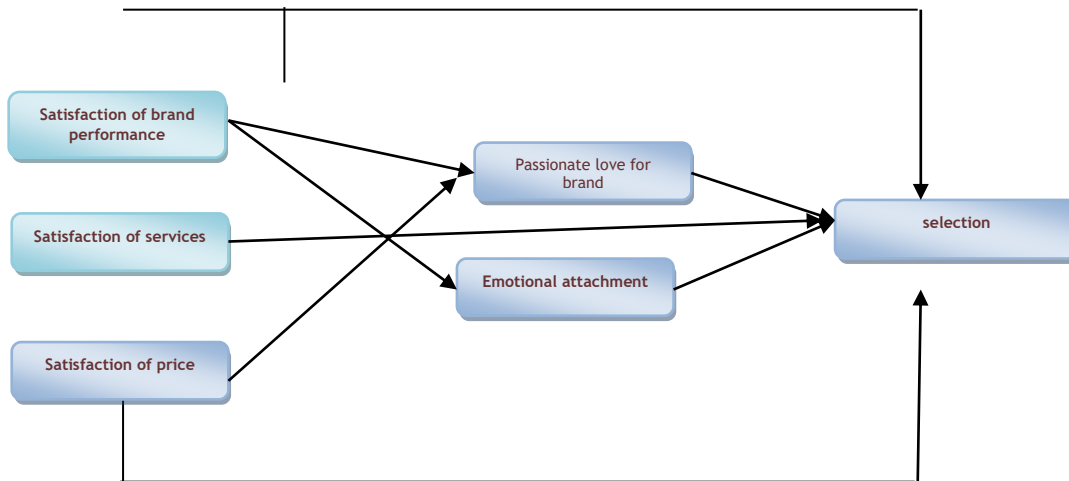


Fig: 1. The research conceptual model, Source (Tsai, 2014)

## METHODS

The present research is an applied one in terms of the objective. Also in terms of percentage of identifying the relationship is the intensity and type of relationship between the independent and dependent variables, it is of correlation kind. In this research the statistical population is the PARS hotel's customers of Ahvaz and Abadan. Accordingly, in order to determine the sample size the Cochran formula has been used and a sample composed of 384 customers of PARS hotel were selected and evaluated as randomly available. To collect the data, the questionnaire of [16] has been designed; it consists of 6 questions to measure passionate love for brand, 5 questions to evaluate emotional attachment, 5 questions to evaluate the satisfaction of performance, 5 questions to evaluate the satisfaction of the services, 4 questions for measuring satisfaction of fair price and 3 questions for measuring the loyalty. The method of formal validity has been benefited for evaluating and measuring the validity of questionnaire and the questionnaire's reliability coefficient was calculated by Cronbach's Alpha method; for variables of the satisfaction of brand performance, satisfaction of services, the satisfaction of fair price, passionate love for brand, emotional attachment, the following values for the whole questionnaire were obtained respectively, 0.641, 0.696, 0.695, 0.827, 0.786, 0.814 and 0.932. We used the Pearson correlation coefficient for analysis and regression test for investigation, rejection or confirmation of the hypotheses and the confirmatory factor analysis for ensuring that the variables are the appropriate representative of the structures and for ensuring the appropriateness of the model measurement. In this research, for analyzing data we use the software SPSS (19.0) and Lisrel (8.5).

## RESULTS

Age class of participants in this research was as follows: 19% less than 25 years, 48% between 25 to 35 years, 21% between 35 to 45 years, 8% between 45 to 55 years and 4% more than 55 years. Information relating to the gender of respondents indicates that 32% of this population was women and 68% of it was men. The findings related to education suggests that 9% of respondents did not have higher education, 31% of the respondents had diploma, 25% of them had a two-year diploma, 27% was bachelors and 8% in higher undergraduate and graduate degree.

In this research for testing the normality of data the Skewness and Kurtosis of variables has been used, as in [Table-1](#) observed. Kurtosis and Skewness of data is between 2 and -2; then the distribution is normal. Therefore, in order to examine the relationships among the variables the Pearson correlation test must be used.

**Table: 1. Table of Kurtosis and Skewness of variables**

Variable	condition	Kurtosis	Skewness	Test type
Satisfaction of brand performance	normal	1.534	-0.911	parametric
Satisfaction of services	normal	1.333	-0.807	parametric
Satisfaction of fair price	normal	1.523	-0.929	Parametric
Passionate love for brand	normal	1.452	-1.089	Parametric
Emotional attachment	normal	0.329	-0.725	Parametric
selection	normal	1.822	-1.410	Parametric

**Confirmatory factor analysis**

In order to investigate the suitability of the selected questions for evaluating the variables under study, the confirmatory factor analysis is used. In this stage, at first we will examine the indicators of each model of confirmatory factor analysis and then using Lisrel charts we will investigate the significance of relationship between each question and the factor under investigation in two modes of significance and standard. The results of confirmatory factor analysis have been summarized in [Table - 2](#).

**Table: 2. The results of factor analysis of questions of items selected for measuring the variables under study**

Variable (factor)	Significance value	Standard factor load	Indicator and reference (item)
Selection	7.24	0.37	E1
	10.68	0.52	E2
	12.55	0.60	E3
	20.10	0.84	E4
	18.16	0.79	E5
	17.94	0.78	E6
	17.46	0.77	E7
	17.30	0.76	E8
	15.83	0.72	E9
Satisfaction of fair price	20.36	0.84	P1
	24.42	0.94	P2
	12.47	0.56	P3
	7.85	0.37	P4
Passionate love for brand	22.37	0.90	B1
	23.30	0.92	B2
	18.88	0.81	B3
	7.69	0.39	B4
	6.40	0.33	B5
	9.22	0.46	B6
Emotional attachment	10.68	0.53	A1
	10.01	0.50	A2
	9.68	0.49	A3
	15.81	0.73	A4
	17.38	0.78	A5
Satisfaction of brand performance	19.78	0.82	R1
	24.35	0.94	R2
	12.75	0.58	R3
	7.62	0.36	R4
Satisfaction of Services	18.77	0.81	S1
	22.10	0.90	S2

	10.97	0.54	S3
	5.24	0.27	S4
	7.33	0.37	S5

Since statistically it is recommended that the factors of the regression weight value (factor load) higher than 0.30 are considered significant and acceptable [10], so in the model under study all regression weights except for s4 have the values greater than 0.30 and all critical ratios (t-value) are significant at the level of  $P < 0/01$ . Therefore, all desired factors are confirmed and the overall fitness indicates the good fitness of the measurement model under study with the observed data.

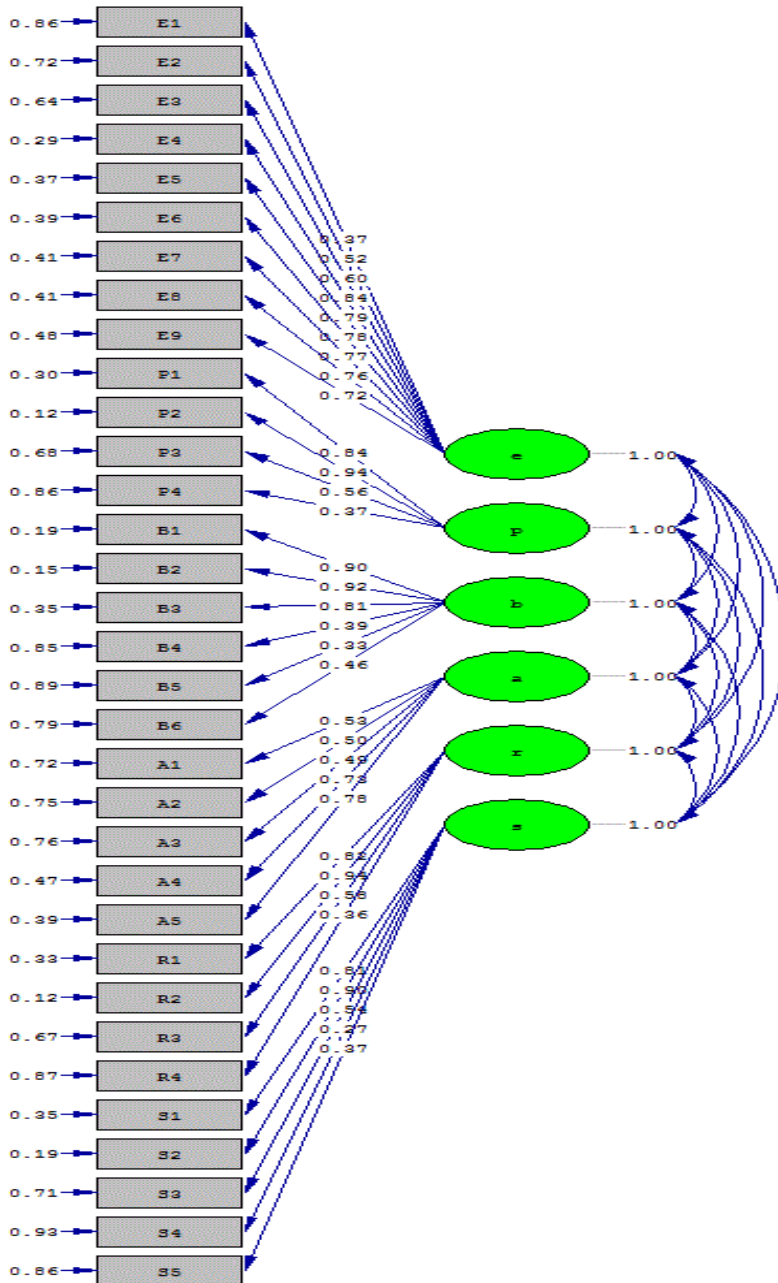


Fig: 2. confirmatory factor analysis in standard mode



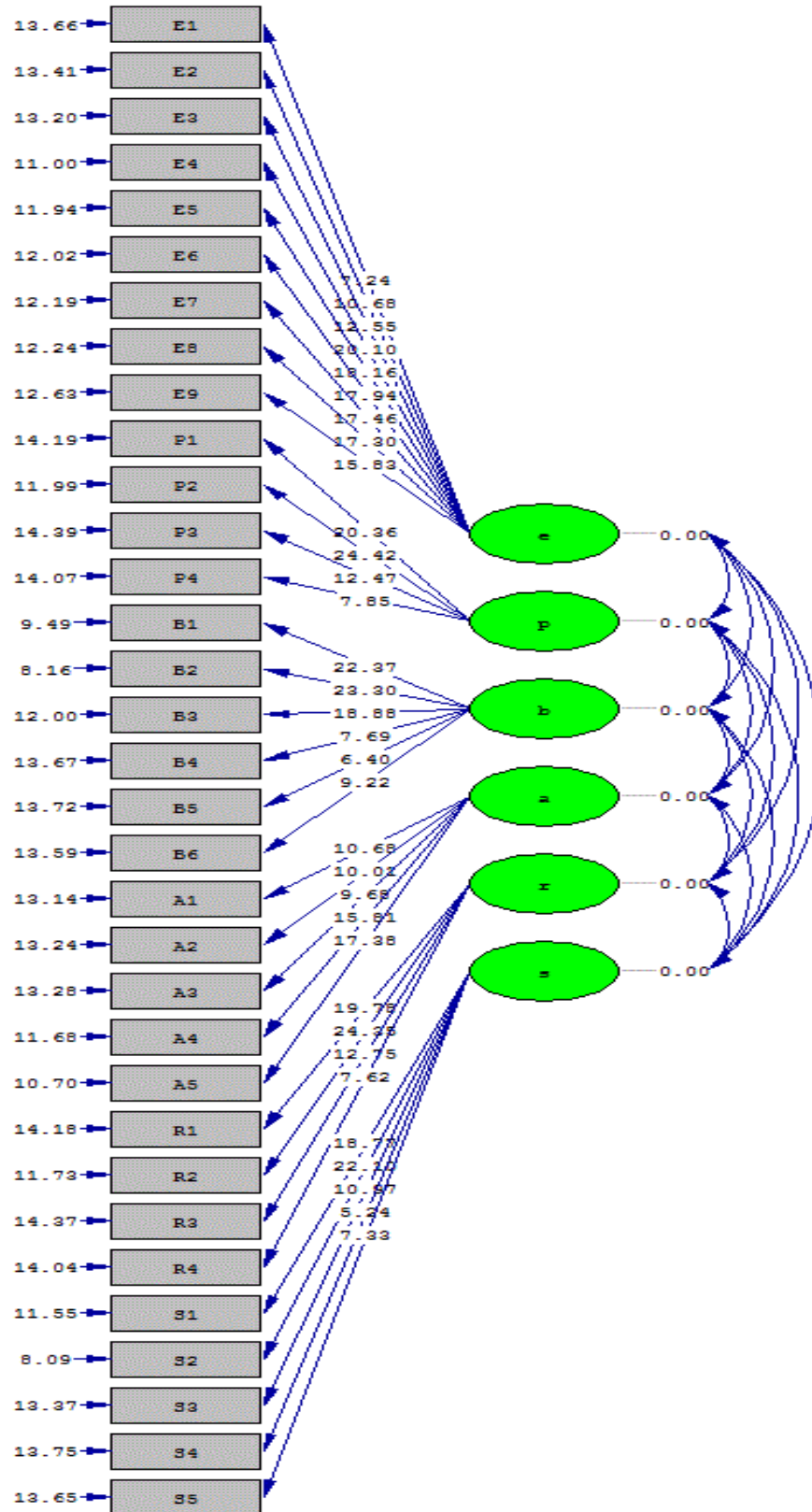


Fig: 3. confirmatory factor analysis in mode of t-value

### Testing the research hypotheses

Before investigating the research full model, for examining initially the research hypotheses and determining the existence of correlations and significance relationship between two variables - since the provided answers have a normal distribution - the amount of Pearson correlation coefficient for the regression analysis is used with the help of the software SPSS19. The results of the regression analysis have been provided in **Table- 3**.

**Table: 3. Results of regression analysis and correlation coefficient among the research variables**

variable	Significance level	F-Statistic value	Determination coefficient	correlation coefficient	Hypotheses test result
Independent: satisfaction of brand performance Dependent: passionate love for brand	0.000	289.481	0.431	0.657	Confirmed
Independent: satisfaction of brand performance Dependent: emotional attachment	0.000	137.926	0.265	0.515	Confirmed
Independent: satisfaction of brand performance Dependent: selection	0.000	198.876	0.342	0.585	Confirmed
Independent: satisfaction of services Dependent: selection	0.000	177.908	0.318	0.564	Confirmed
Independent: satisfaction of fair price Dependent: passionate love for brand	0.000	272.138	0.416	0.645	Confirmed
Independent: satisfaction of fair price Dependent: emotional attachment	0.000	130.922	0.255	0.505	Confirmed
Independent: satisfaction of fair price Dependent: selection	0.000	197.813	0.341	0.584	Confirmed
Independent: passionate love for brand Dependent: selection	0.000	320.968	0.457	0.676	Confirmed
Independent: emotional attachment Dependent: selection	0.000	378.969	0.498	0.706	Confirmed

According to **Table- 3** and based on the test F, the regression models related to all variables are significant at the error level of 5% (because the significance level is smaller than 0.05). Also, the correlation value of variables shows that we can use the linear regression model to predict. Therefore, it is concluded there is a relationship between the dependent variables and independent variables.

As mentioned in the previous sections, for confirming or rejecting the hypotheses of present research the structural equations model has been used by help of LISREL software. In the present research the output of LISREL software is observed in standard and significance mode for the research hypotheses in **Figures- 4 to 17**.

Since in this research the mediating role of variables also is checked, it should be noted that in investigating the relationships between variables the direct and indirect impacts should be examined in spite of the role of mediating variable (fourth, fifth, sixth and seventh hypotheses). If the indirect effect is greater than the direct one, the mediating role of mediating variable is accepted (Test of Barron and Kenny).

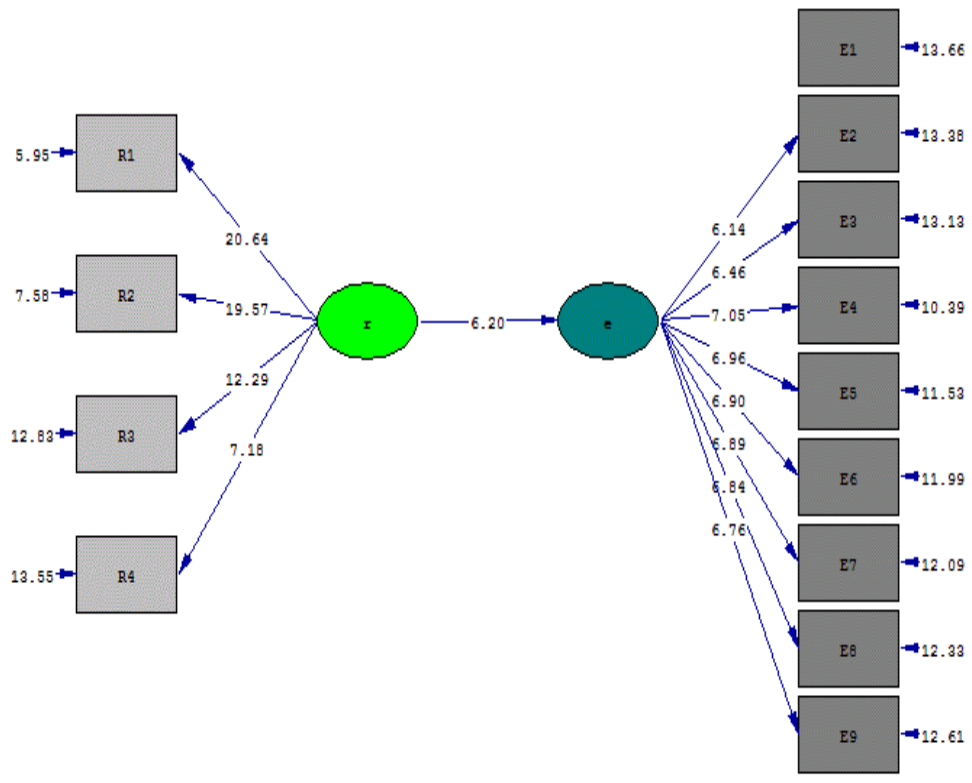


Fig: 4. output of the model of structural equations of first hypothesis in mode of t-values

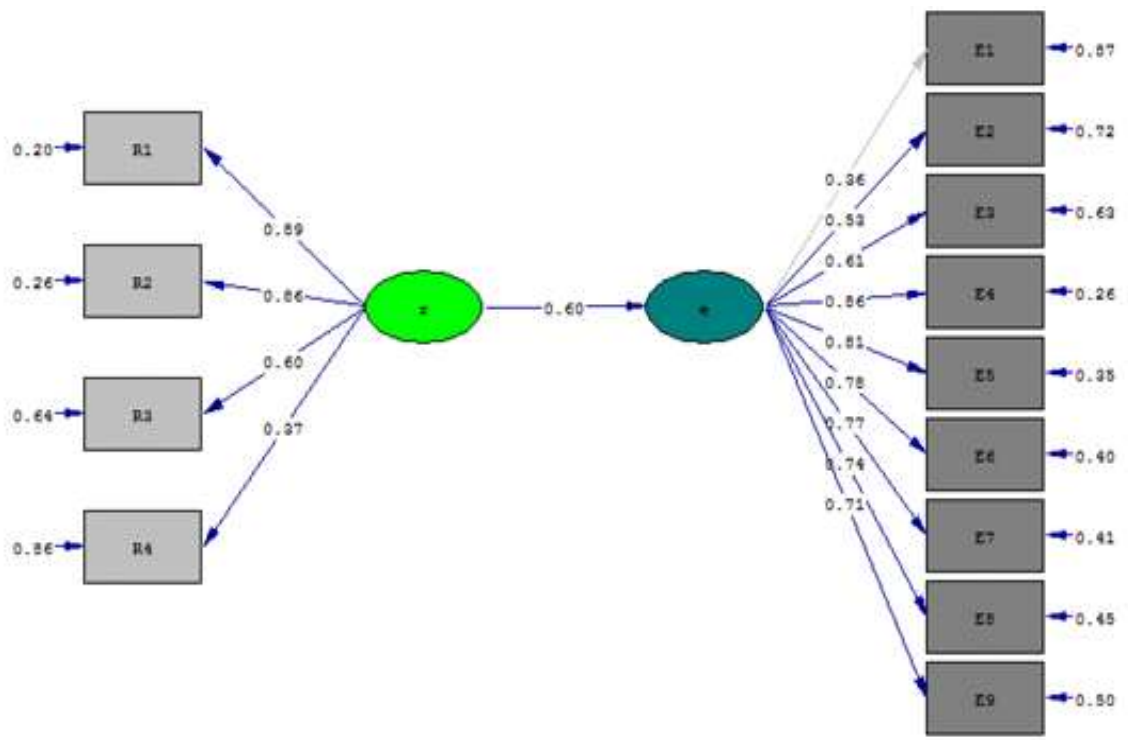


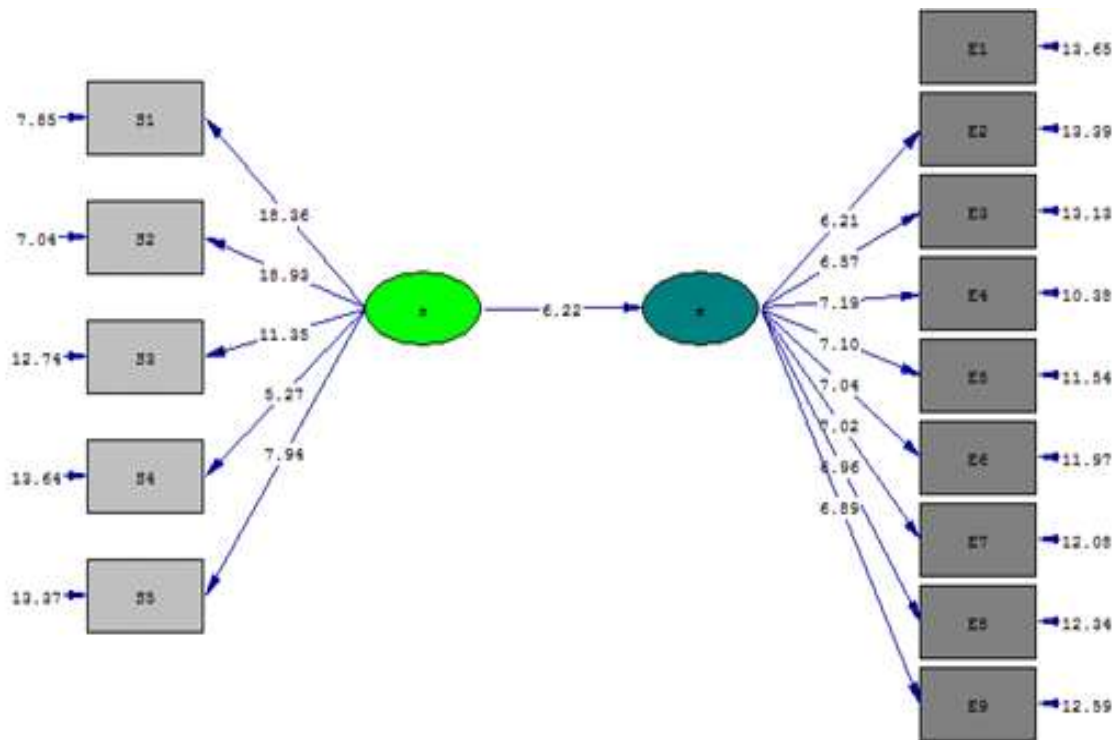
Fig: 5. output of the model of structural equations of first hypothesis in mode of standard



According to **Table- 3**, the amount of correlation coefficient between two variables is equal to 0.585 with a significance level of 0.000. Because the amount of significance level is less than that of the error of 0.05, so the existence of a significant relationship between satisfaction of brand performance and selecting hotel with the error level of 0.05 is supposed to be confirmed. Also according to **Figures- 4 and 5 and Table- 4**, since the standard coefficient value of 0.60 and the significance value (t-value) is larger than 1.96 (equal to 6.20), we can say that the relationship between these two variables is significant at level of 95%.

**Table: 4. first hypothesis test**

First hypothesis	Standard coefficient	Significance numbers of t-values	Test result
Satisfaction of brand performance has an impact positively and significantly on selecting the hotel.	0.60	6.20	Confirmed



**Fig: 6. output of the model of structural equations of second hypothesis in mode of t-values**

According to **Table-3**, the amount of correlation coefficient between two variables is equal to 0.564 with a significance level of 0.000. Because the amount of a significance level is less than amount of error of 0.05, the existence of significant relationship between the satisfaction of services and selecting hotel with a level of error of 0.05 is supposed to be confirmed. Also because the correlation coefficient is positive, relationship of these two variables is direct. Since the relationship of correlation was determined, the causal relationship between satisfaction of services and selecting hotel can be measured by the structural equations modeling method; according to **Figures-6 and 7 and Table-5**, in so far as the value of the standard coefficient is equal to 0.59 and significance value (t-value) is greater than 1.96 (equal to 6.22), at the level of 95 percent, it can be said that the relationship between these two variables is significant.

**Table: 5. second hypothesis test**

Second hypothesis	Standard coefficient	Significance numbers of t-value	Test result
Satisfaction of services has positively and significantly an impact on selecting hotel.	0.59	6.22	confirmed

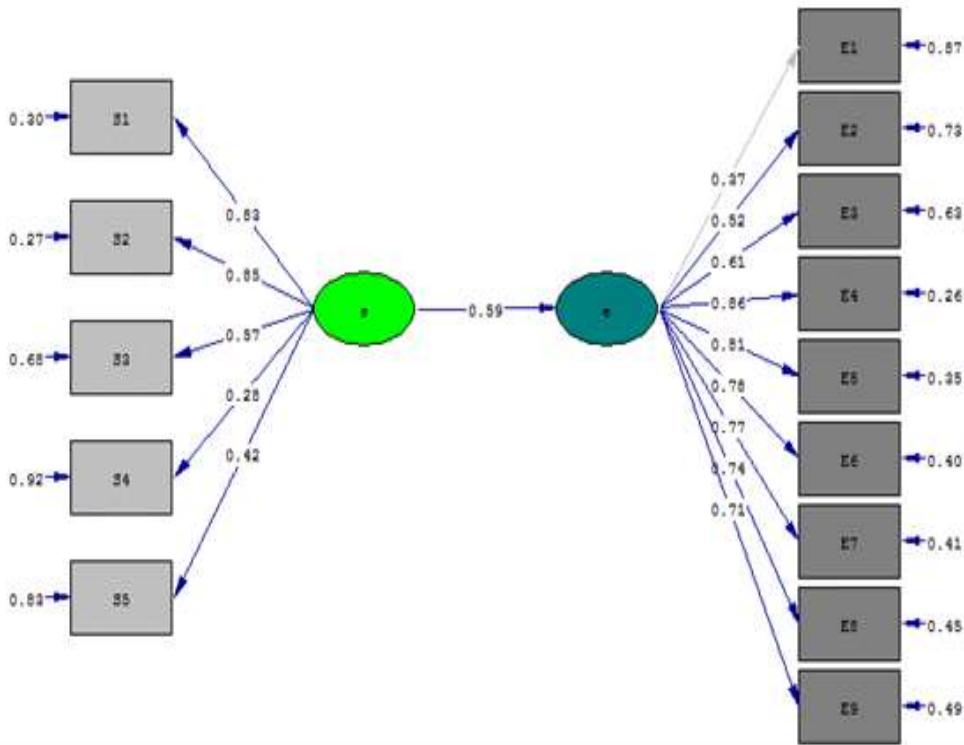


Fig: 7. output of the model of structural equations of second hypothesis in mode of standard

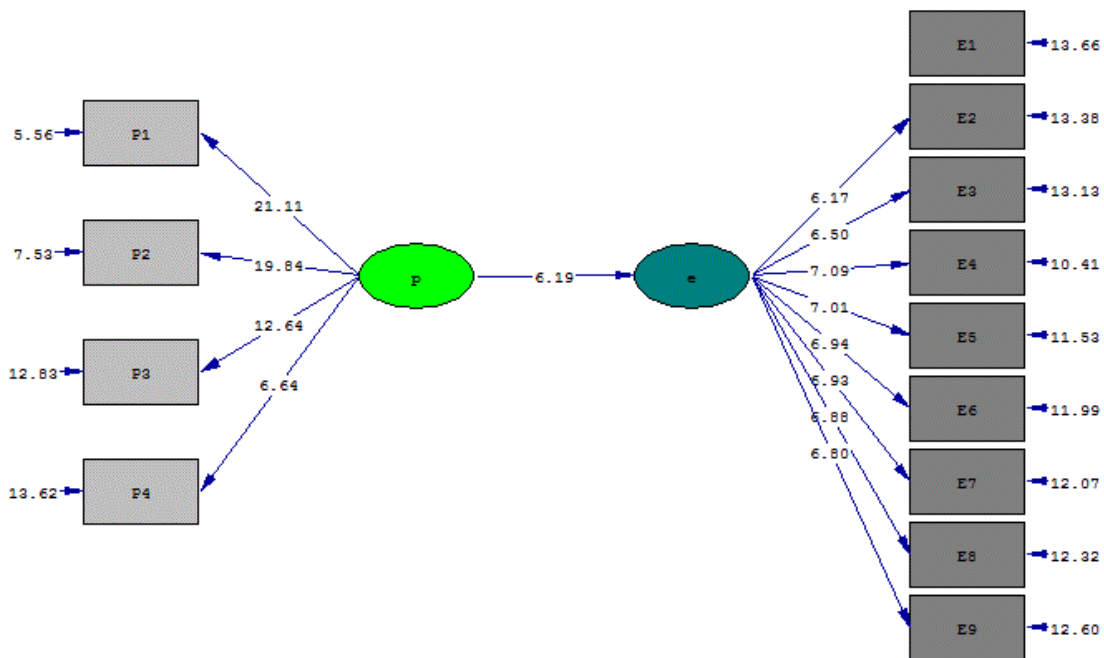


Fig: 8. output of the model of structural equations of third hypothesis in mode of t-values

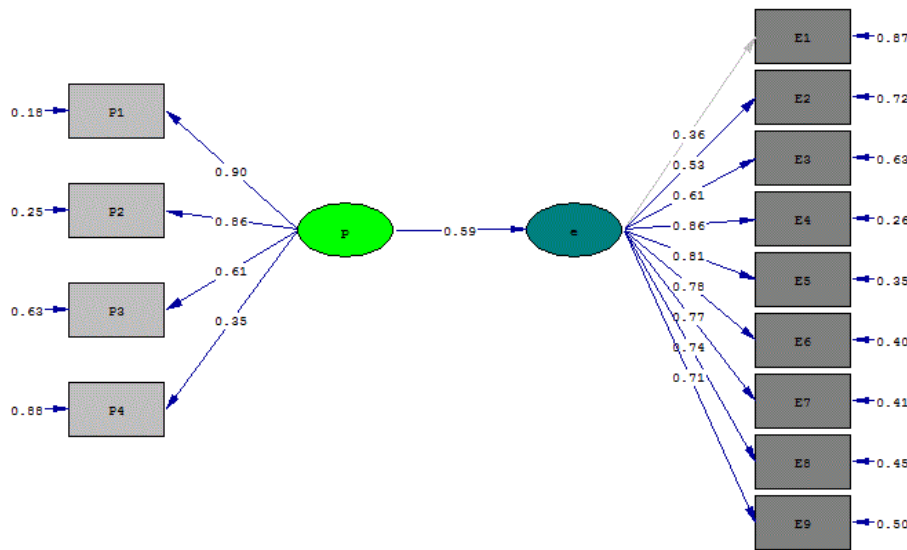


Fig: 9. output of the model of structural equations of third hypothesis in mode of standard

According to Table-3, the amount of correlation coefficient between two variables is equal to 0.584 with a significance level of 0.000. Because the amount of a significance level is less than amount of error of 0.05, the existence of significant relationship between the satisfaction of fair price and selecting hotel with a level of error of 0.05 is supposed to be confirmed. Also because the correlation coefficient is positive, relationship of these two variables is direct. Since the relationship of correlation was determined, the causal relationship between satisfaction of fair price and selecting hotel can be measured by the structural equations modeling method; according to Figures- 8 and 9 and Table-6, in so far as the value of the standard coefficient is equal to 0.59 and significance value (t-value) is greater than 1.96 (equal to 6.19), at the level of 95 percent, it can be said that the relationship between these two variables is significant.

Table: 6. Third hypothesis test

Third hypothesis	Standard coefficient	Significance numbers of t-value	Test result
Satisfaction of fair price has positively and significantly an impact on selecting hotel.	0.59	6.19	confirmed

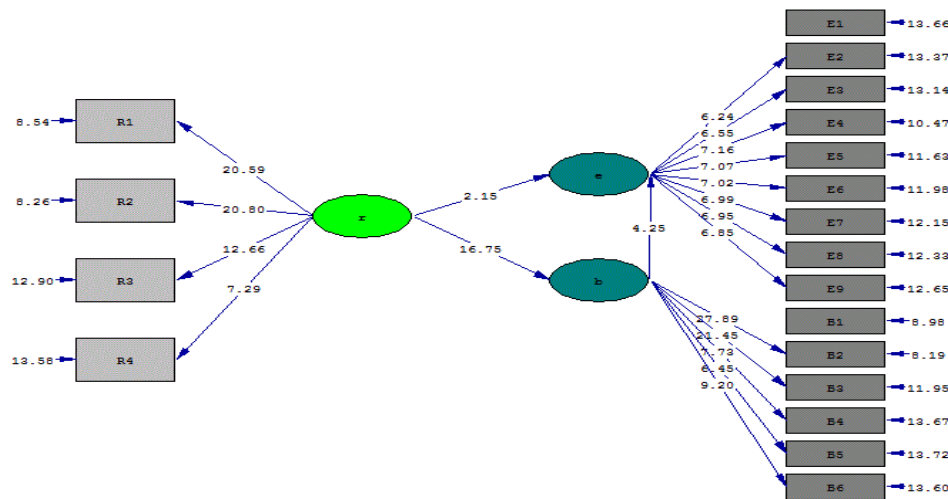


Fig: 10. Output of the model of structural equations of fourth hypothesis in mode of t-value

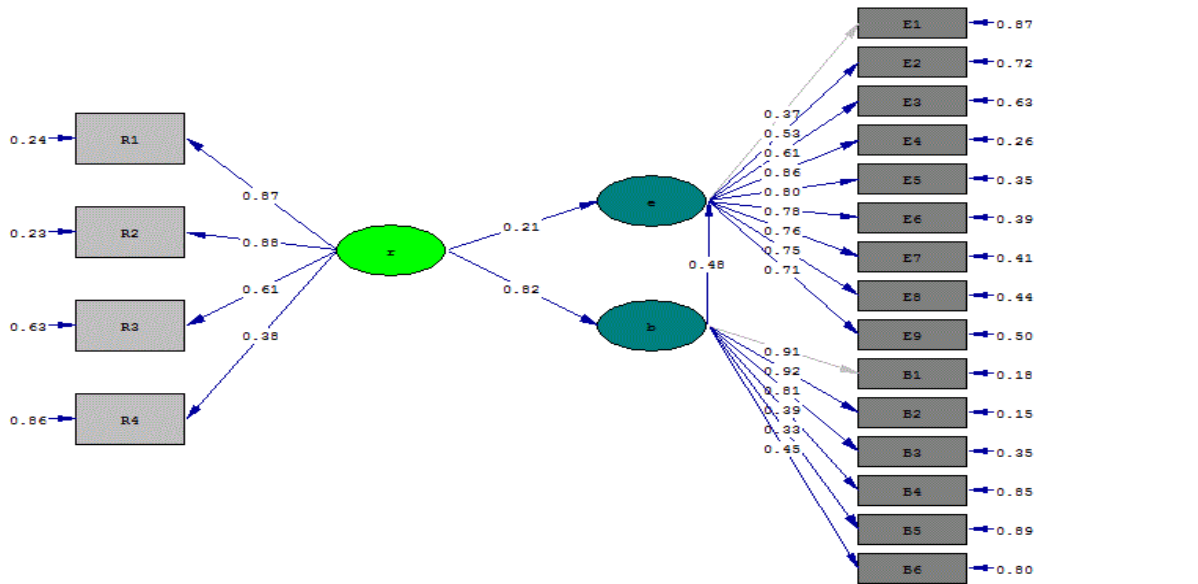


Fig: 11. Output of the model of structural equations of fourth hypothesis in mode of standard

According to **Figures- 10 and 11 and Table- 7**, the satisfaction of performance affects directly and indirectly and through the passionate love for brand the selecting the hotel; this indirect effect (0.39) is more than direct impact (0.21). So it can be said that the passionate love for brand has the mediating role between the satisfaction of performance and selecting hotel. Therefore, the fourth hypothesis is confirmed and represents a significant and positive relationship between the satisfaction of performance through the passionate love for brand and selecting hotel.

Table: 7. fourth hypothesis test

fourth hypothesis	Standard coefficient		Test result
	Indirect effect	Direct effect	
Passionate love for brand has a mediating role between satisfaction of performance and selecting hotel.	0.48*0.82 =0.39	0.21	confirmed

According to **Figures- 12 and 13 and Table- 8**, the satisfaction of performance affects directly and indirectly and through the emotional attachment the selecting the hotel; this indirect effect (0.45) is more than direct impact (0.16). So it can be said that the emotional attachment has the mediating role between the satisfaction of performance and selecting hotel. Therefore, the fifth hypothesis is confirmed and represents a significant and positive relationship between the satisfaction of performance through the emotional attachment and selecting hotel.

Table: 8.Fifth hypothesis test

fifth hypothesis	Standard coefficient		Test result
	Indirect effect	Direct effect	
Emotional attachment has a mediating role between satisfaction of performance and selecting hotel.	0.77*0.58 =0.45	0.16	Confirmed

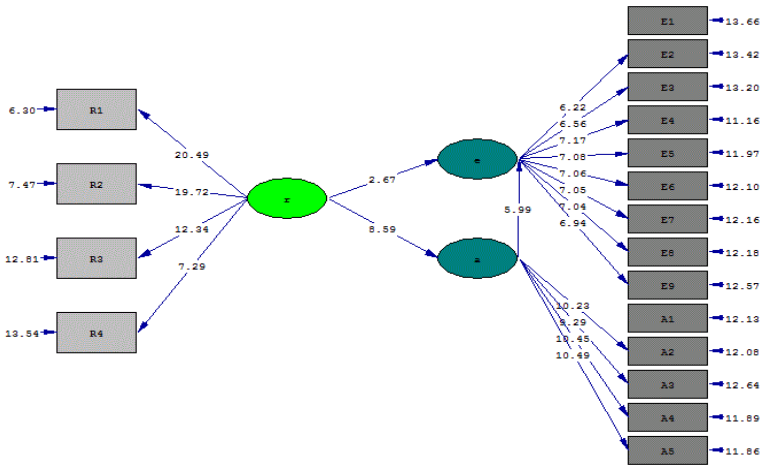


Fig: 12. Output of the model of structural equations of fifth hypothesis in mode of t-value

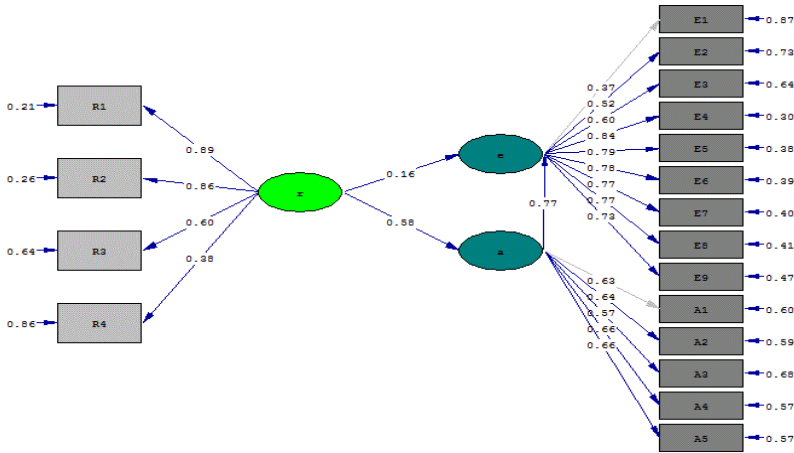


Fig: 13. Output of the model of structural equations of fifth hypothesis in mode of standard

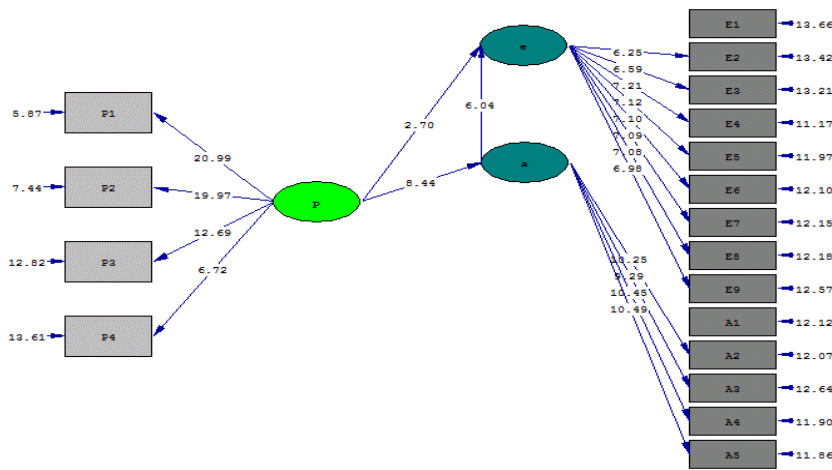


Fig: 14. Output of the model of structural equations of sixth hypothesis in mode of t-value

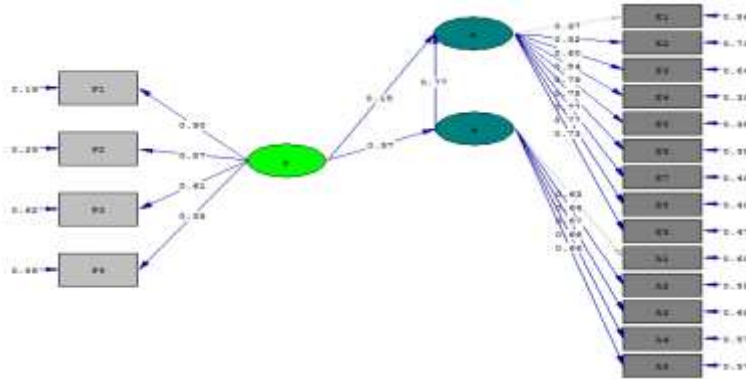


Fig: 15. Output of the model of structural equations of sixth hypothesis in mode of standard

According to **Figures- 14 and 15 and Table- 9**, the satisfaction of the fair price affects directly and indirectly and through the emotional attachment the selecting the hotel; this indirect effect (0.44) is more than direct impact (0.15). So it can be said that the emotional attachment has the mediating role between the satisfaction of fair price and selecting hotel. Therefore, the sixth hypothesis is confirmed and represents a significant and positive relationship between the satisfaction of fair price through the emotional attachment and selecting hotel.

Table: 9. sixth hypothesis test

sixth hypothesis	Standard coefficient		Test result
	Indirect effect	Direct effect	
Emotional attachment has a mediating role between satisfaction of fair price and selecting hotel.	$0.57 \times 0.77 = 0.44$	0.15	Confirmed

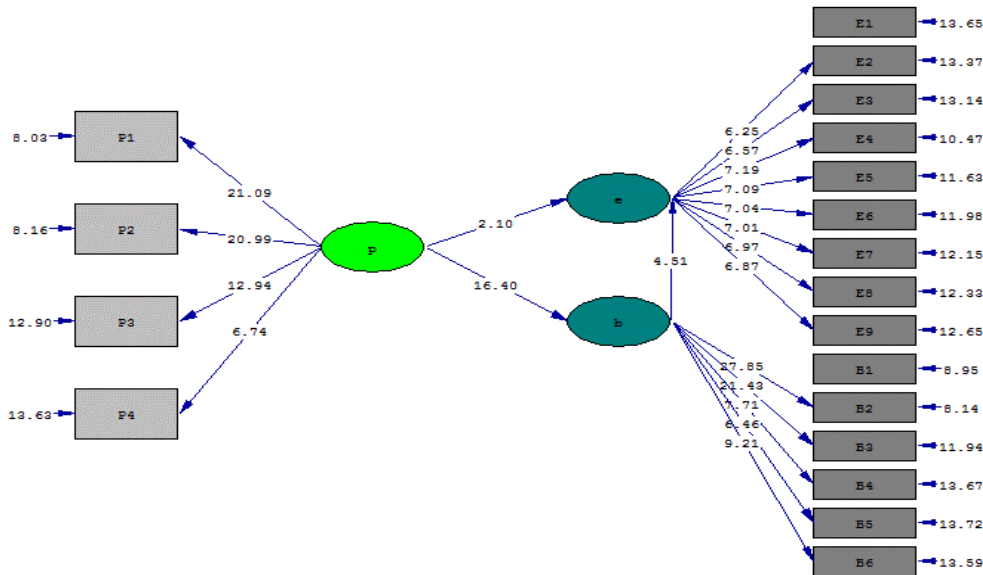


Fig: 16. Output of the model of structural equations of seventh hypothesis in mode of t-value



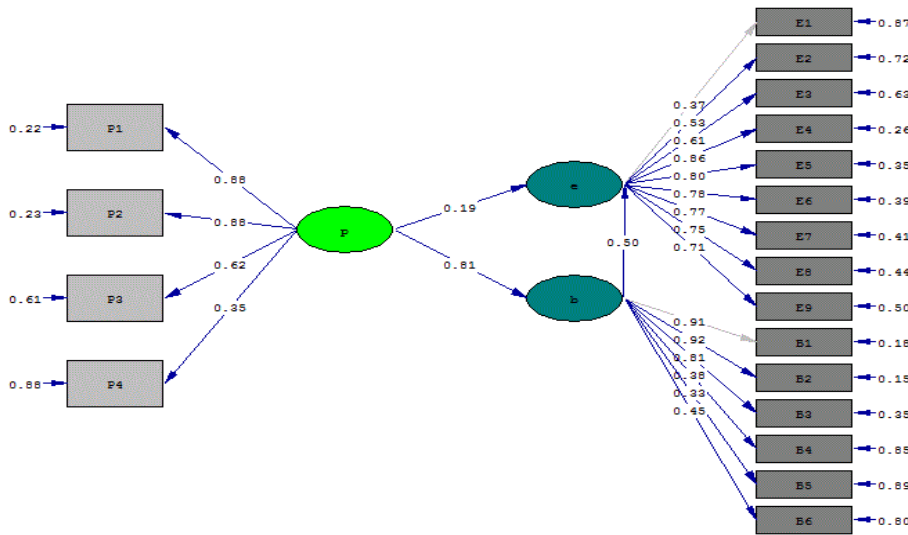


Fig: 17. Output of the model of structural equations of seventh hypothesis in mode of standard

According to Figures- 16 and 17 and Table- 9, the satisfaction of the fair price affects directly and indirectly and through the passionate love for brand the selecting the hotel; this indirect effect (0.40) is more than direct impact (0.19). So it can be said that the love for brand has the mediating role between the satisfaction of fair price and selecting hotel. Therefore, the seventh hypothesis is confirmed and represents a significant and positive relationship between the satisfaction of fair price through love for brand and selecting hotel.

Table: 10. Seventh hypothesis test

seventh hypothesis	Standard coefficient		Test result
	Indirect effect	Direct effect	
Passionate love for brand has a mediating role between satisfaction of fair price and selecting hotel.	$0.50 \times 0.81 = 0.40$	0.19	Confirmed

## DISCUSSION AND CONCLUSION

*First hypothesis:* The satisfaction of the brand performance has a significant and positive impact on the choice of hotel.

The findings of the test of first hypothesis confirm the impact of satisfaction of the brand performance on hotel choice. Because the value of the standard coefficient is 0.60 and the significance value (t-value) is greater than 1.96 (equal to 6.20), at the level of 95 percent we can say the relationship between these two variables is significant; given that the correlation coefficient is equal to 0.585, the relationship of these two variables is positive and direct. The result of the first hypothesis test indicates that the outcome of the present research is consistent with the researches that have been carried out in this area by [15] and [18].

*Second hypothesis:* The satisfaction of services has a significant and positive impact on the choice of hotel. The findings of the test of second hypothesis confirm the impact of satisfaction of services on hotel choice. Because the value of the standard coefficient is 0.59 and the significance value (t-value) is greater than 1.96 (equal to 6.22), at the level of 95 percent we can say the relationship between these two variables is significant; given that the correlation coefficient is equal to 0.564, the relationship of these two variables is positive and direct. The result of the second hypothesis test indicates that the outcome of the present research is consistent with the researches that have been carried out in this area by [10] and [6], and [17].

*Third hypothesis:* The consent of a fair price has a significant and positive impact on the choice of hotel. The findings of the test of third hypothesis confirm the impact of satisfaction of a fair price on hotel choice. Because the value of the standard coefficient is 0.59 and the significance value (t-value) is greater than 1.96 (equal to 6.19), at the level of 95 percent we can say the relationship between these two variables is significant; given that the correlation coefficient is equal to 0.584, the relationship of these two variables is positive and direct. The result of the third hypothesis test indicates that the outcome of the present research is consistent with the researches that have been carried out in this area by [20].

*Fourth hypothesis:* The satisfaction of the performance has an impact through the passionate love for brand on the choice of hotel.

The findings of the fourth hypothesis test confirm the role of mediation of the passionate love of the brand in relationship between the satisfaction of the performance and choosing the hotel, because the indirect effect of the satisfaction of performance on choice of hotel (via passionate love for brand) (0.39) is more than the direct impact of the satisfaction of performance on choice of hotel (0.21). This represents a significant and positive relationship between the satisfaction of the brand performance through the passionate love for brand and choice of hotel. This finding is similar to the results of the studies of [13,14]and [19].

*Fifth hypothesis:* The satisfaction of the performance has an impact through the emotional attachment on the choice of hotel.

The findings of the fifth hypothesis test confirm the role of mediation of the emotional attachment in relationship between the satisfaction of the performance and choosing the hotel, because the indirect effect of the satisfaction of performance on choice of hotel (via emotional attachment) (0.45) is more than the direct impact of the satisfaction of performance on choice of hotel (0.16). This represents a significant and positive relationship between the satisfaction of the performance through emotional attachment and choice of hotel. This finding is similar to the results of the studies of [16]and [21].

*Sixth hypothesis:* The consent of a fair price has an impact through emotional attachment on the choice of hotel. The findings of the sixth hypothesis test confirm the role of mediation of the emotional attachment in relationship between the satisfaction of fair price and choosing the hotel, because the indirect effect of the satisfaction of fair price on choice of hotel (via emotional attachment) (0.44) is more than the direct impact of the satisfaction of fair price on choice of hotel (0.15). This represents a significant and positive relationship between the satisfaction of the fair price through emotional attachment and choice of hotel. This finding is similar to the results of the studies of [16]and [15].

*Seventh hypothesis:* The consent of a fair price has an impact through the passionate love for brand on the choice of hotel.

The findings of the seventh hypothesis test confirm the role of mediation of the passionate love for brand in relationship between the satisfaction of the fair price and choosing the hotel, because the indirect effect of the satisfaction of fair price on choice of hotel (via passionate love for brand) (0.40) is more than the direct impact of the satisfaction of fair price on choice of hotel (0.19). This represents a significant and positive relationship between the satisfaction of the fair price through passionate love for brand and choice of hotel. This finding is similar to the results of the studies of [16]and [12].

#### CONFLICT OF INTEREST

The author declares having no competing interests.

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#### FINANCIAL DISCLOSURE

None.

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