



THE IMPACT OF CUSTOMER SATISFACTION, CUSTOMER EXPERIENCE AND CUSTOMER LOYALTY ON BRAND POWER: EMPIRICAL EVIDENCE FROM HOTEL INDUSTRY

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Abstract. This research aims to investigate the impact of customer satisfaction, experience, and loyalty on brand power in the Hotel industry. This study used a descriptive-survey research design based on the correlation method. The selected populations were Pars Hotels' customers. Sample size was 384, based on Krejcie and Morgan's sampling table. The structural equation modeling was used to evaluate the causal simulation and to examine the reliability and validity of the measuring model. The research results showed that customer expectation has the most impact on customer satisfaction with path coefficient of 0.74. On the other hand, customer loyalty, with path coefficient of 0.65, is known as an influential factor. This study helps to understand that customer satisfaction and customer expectations are positive drivers of customer loyalty. Customer loyalty also is a strong predictor of brand power in hoteling and tourism industry. By strengthening that part, which you have better resources, you can have a better supply and thus, there would be more opportunities in establishing reputation and increasing visibility.

Keywords: Brand power, customer satisfaction, customer experience, customer loyalty, hotel industry, Smart-PLS.

JEL Classification: M30, M31, M37, M39, C83.

Introduction

From consumer's point of view, key advantages of branding growth in hoteling industry include perceived risks, searching costs reduction, and facilitated purchase decision process. From brand owners' view point, main advantages include gaining more market share against competitors, and the ability to maintain customer through building loyalty. These items can reduce marketing costs (Javalgi, Martin, & Young, 2006). Tourism industry covers more than 11% of gross domestic product (GDP) of the world. Also, about 200 million people work in the jobs related to tourism industry, and almost 800 million trips in the world occur annually.

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It is expected to have these figures doubled up to the year 2020. Regarding the mentioned information, if tourism industry is not the biggest industry in the world, but it is one of the biggest industries (tourism analysis website). Therefore, hoteling is considered as one of tourism subsets, and it gains a significant share of turnover and revenue of this industry. Hotels with a powerful brand can gain most part of the share. Branding is one of most important dominants in the world hoteling industry. In the United States, 70% of brands have equity. This is 40% for brands in Canada and 25% in Europe. Various researches showed that real value does not exist within the product/service, rather it exists in real and potential customers' mind. The need to influence the customers' minds is also evident in hoteling industry. In hoteling and tourism industries, in which seasonality phenomenon is one of major problems to deal with, having a powerful brand and brand loyalty is very crucial. Hoteling industry has long been as a revenue resource for different countries. But, unfortunately, it hasn't grown properly in Iran in recent years, even it has faced with depression. One of the important factors which has led to inappropriate growth of hoteling and tourism industry is a brand that is not familiar, known, and persistent in people's mind. Pars Hotels Investment Company has faced with the problem of finding an appropriate position in consumers' mind, and company's officials believe that their brand is not known for people and individuals don't value Pars Hotels' brand. Also, this company is faced with lack of customer loyalty and customers often don't return to the hotel. By understanding this issue which can be caused by weakness of the brand and consequently causing dissatisfaction and disloyalty to the brand, company's officials are seeking for appropriate solutions. Thus, regarding the increased importance of brand in Pars Hotel, which can cause customer satisfaction, customers' loyalty, more profitability and finally increased market share and increased return on investment. This study aimed to investigate the impact of customer satisfaction, expectation and loyalty on brand power in hoteling and tourism industry using structural equation modeling (SEM). It also seeks the answer for the following questions:

1. Based on what dimensions brand power is measured?
2. Based on what factors brand power is measured in hoteling industry?

The rest of the paper is structured as follows: in section 1, literature of the study reviewed. In section 2 hypothesis developing process and conceptual model of the research presented. Application of the research method validated in the hoteling industry and results explained thoroughly in section 3. Research discussion and managerial implication outlined in section 4. Finally, conclusion section clarifies the research findings.

1. Theoretical background

1.1. Brand power

Creating and building a powerful brand is an investment that its goal is creating intangible assets and consequently, ensuring the success of the company in the future. Investing on powerful brand not only provides faster access, but it also provides the company with long term development and growth on a more profitable way (Kottler & Pfoertsch, 2006). Therefore, one of the needs of senior management of each organization is creating powerful

brands which beside operation to promises and commitments, he or she improves his or her power and abilities over time. Powerful brands are able to improve business performance. What makes a brand powerful? The investigations established by Ogilvy showed that world's powerful brands have few simple attributes. Understanding and getting to know these attributes are important lessons for business officials. Especially, deep analysis of 4400 brand showed that four factors influence power of brands as follow: 1) Sense of belonging and closeness: this brand name is belonged to me. 2) Challenging: a brand name which challenges common and traditional behaviors and rules, and changes the society. 3) Fame: the most famous brand name in a product category. 4) Price: a brand name which offers a good value to the consumer due to the consumer payments. Through creating a logical attraction for customers, a powerful brand can define multiple touch points among itself and customers. The combination of these two concepts allows the brands to create a significant position for themselves (Keller, 2008).

1.2. Customer loyalty

In reality, from a buyer's point of view, numerous brand connections are seen as signs of "loyalty" (Xie & Heung, 2012). In spite of the fact that customer loyalty (CL) is basic for the survival of service organizations, it should be studied further (Leong, Hew, Lee, & Ooi, 2015). The same number of researches showed that there is a critical relationship between consumer loyalty and client satisfaction. Kumar, Dalla Pozza and Ganesh (2013) stated that the relationship between consumer loyalty and satisfaction is intensely variable relying upon a few elements as the business, client portion concentrated on the presence of various elements that act as mediators, the essence of the independent and dependent variables (Aktepe, Ersöz, & Toklu, 2014). For more illustration regarding the conduct of loyal clients, latest study has tried to move to the idea of client devotion.

1.3. Customer satisfaction

Customer satisfaction (CS) is a business philosophy showing the responsibility and ability to meet customers' needs, managing and forecasting their expectations, and highlights the importance of creating value for them (Lager, 2008). CS may be defined as an individual's perception either discontent or pleasure by comparing the perceived performance of a product with respect to one's expectations (Mendoza, Marius, Pérez, & Grimán, 2007). Because hotels are not able to compete effectively without meeting their customers' expectations, so, customer satisfaction is the secret and the determinant of success in the hospitality industry. Therefore, if hotel managers want to improve and develop their businesses, they should clearly understand the factors that provide higher value for customers (Yilmaz, Alpkan, & Ergun, 2005). Because customer satisfaction metrics provide information for hotel managers which is necessary to understand and identify the real needs and requirements of customers, so they can have high value for improving this understanding (Kim, 2008). Hotel performance and competitiveness are significantly depended on their ability to satisfy customers efficiently and effectively.

1.4. Customer experience

Lemke, Clark and Wilson (2011) expressed that customer experience is defined as “client experience quality as its clear superiority or greatness, and the client’s subjective reaction to the strange experience and full immediate with the firm”.

For the service brands, the customer experience is an important variable. In today’s very competitive atmosphere in service business, management of client experience is considered as an important topic (Garg, Rahman, Qureshi, & Kumar, 2012). Client experience consolidates service quality definition parallel to the goal to clarify static estimation of service quality. Client consumes the benefit/item that forms utilization experiences after service transferring (Khan, Garg, & Rahman, 2015). Contemplates contended the reasonable contrast between client encounter and benefit quality and developed new analyses for it (Klaus & Maklan, 2013). Klaus and Maklan (2013) experience measures mix feelings and sentiments in which service quality measures are less extensive than his measures. By a few definitions, one can better understand client experience. As, in Meyer and Schwager’s (2007) point of view, “clients’ subjective and inside reaction to any immediate or backhanded contact with the organization over various touch focuses” is as client experience. Gentile expressed that “client experience begins from an arrangement of communications between a client and an item, an organization, or piece of its association, which incites a response. This experience is entirely individual and suggests the client’s contribution at various levels (profound, discerning, physical, passionate, and sensorial)”. In Klaus and Maklan’s (2013) view, client experience is “the client’s intellectual and full of feeling evaluation of all immediate and circuitous experiences with the firm identifying with their acquiring conduct”.

2. Hypothesis development

2.1. Linking customer experience to customer satisfaction

According to electronic communications and transactions (ECT), consumers typically collect and assess product information from mass media or friends and then form their own expectations, before making purchasing decisions. In other words, the expectation is pre-acceptance and thus is unrelated to customer experience levels. By contrast, the post-purchase perceived performance is influenced by first-hand experience, which always varies depending on the customer experience level. This issue is relatively insignificant for experience products, because such products are usually used only once and for a short period of time. Exploring the relationship between customer experience levels and perceived performance is more meaningful for durable products because consumers usually use these products frequently and for a longer period of time (Wang, Du, Chiu, & Li, 2018). Accordingly, the first hypothesis has been formulated as follows:

H₁: Customer satisfaction is positively influenced by customer experience.

2.2. Linking customer satisfaction to brand power

In a study, Huang and Cai (2015) successfully showed that distributive justice results in higher recovery satisfaction than low equity brands, and brand equity balances the relationship

between satisfaction and service recover. It was said that associations of the favorable and strong quality with high strong brands help customers characterize the service failure as unstable and temporary, which results in lower dissatisfaction. Brady, Cronin and Brand (2002) similarly said that behavioral intentions and customer satisfaction, without considering the connection of equity and the brand, rely on the recovery efforts' evaluation. By these mixed findings it is clear that there is a need to work more to evaluate the role of brand reputation in customer reactions to service failure. Therefore, our next hypothesis is:

H₂: Brand power is positively influenced by customer satisfaction.

2.3. Linking customer experience to brand power

The power of customer experience is usually underestimate by business leaders. Brand management firm Prophet released a State of the Market study in 2011 showing that only 13 percent of executives believe the purchase experience is the most critical driver of future brand equity, whereas 36 percent said product and service quality would be the top driver. Even though marketing executives think about customer experience, but they also acknowledge that their companies don't value it as a critical component of the brand experience and develop it as a core competency (Huang & Cai, 2015). Hence our third hypothesis will be:

H₃: Brand power is positively influenced by customer experience.

2.4. Linking customer satisfaction to customer loyalty

Many scholars have supported the idea that customer satisfaction is a significant determinant of customer loyalty (Loureiro, 2010). Chitty, Ward and Chua (2007) postulated that satisfaction with the services provided may result in loyal customers. Kao, Huang and Wu (2008) also tested and confirmed the significant impact of customer satisfaction on customer loyalty in theme parks. Many researches showed that customer satisfaction and loyalty have meaningful and positive relation with each other and they impact the company's performance. Therefore, the next hypothesize is as following:

H₄: Customer satisfaction has a positive impact on customer loyalty.

2.5. Linking customer experience to customer loyalty

Kim (2008) empirically tested that experiences which are memorable, more probably impact a person's future behavior and he also made a scale to measure memorable experiences and proved that it highly and positively influenced the future behavioral intentions. Yeng and Mat (2013) empirically tested the antecedents of loyalty in Malaysian retail and found that while promotion activity, store atmosphere, product quality, and service quality strongly impact the attitudinal/cognitive loyalty, affective (attitudinal) loyalty is directly influenced by retailer brand equity, loyalty programs, and satisfaction. Therefore, we can summarize that:

H₅: Customer loyalty is positively influenced by customer experience.

2.6. Linking customer loyalty to brand power

A strong brand name can help consumers to convey and distinguish the quality of a product (Aaker, 1996). Previous study stressed the positive relation between customer loyalty and brand equity. Therefore, the following hypothesis formulated as:

H₆: brand power is positively influenced by customer loyalty.

Therefore, the proposed conceptual framework of this research is shown in Figure 1.

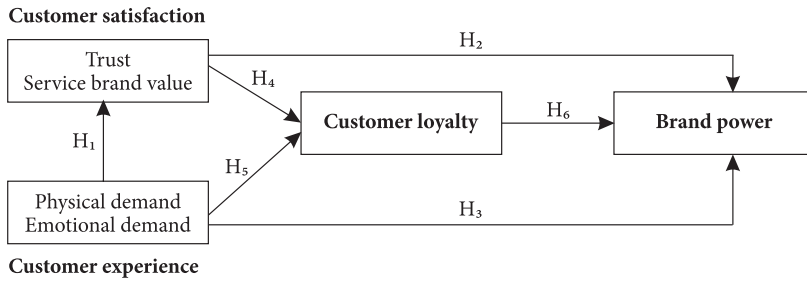


Figure 1. Model and hypothesized relationships

3. Research method

3.1. Measurement and data collection

Nature of the research is cross-correlation. Social statistics of this research is Pars Hotels' customers. Sample size is 384 based on Krejcie and Morgan's sampling table. Questionnaire distribution is done through cluster sampling. Hotels are chosen accidentally among Tabriz and Kerman International Hotel Pars. The customers who have repeatedly and more than 5 times used hotel services, have filled in questionnaires. In order to move closer to the probable sample, these questionnaires were distributed among individuals in different days of the week and hours of the days. In order to design questionnaire, the researcher has used indices from valid articles. They have used the five point Likert spectrum to examine main variables of the research in which 1 is totally disagree to 5 totally agree. Structural equation modelling in PLS software is used for testing the model. From 361 returned questionnaires, 31 were removed because they weren't complete, and 330 usable surveys were left. A male response rate were 44.5% and female respondents accounted for 56%. Also 0.07% of respondents were under the age of 29, 39% were between 41 and 51, and 44% were over the age of 41. From 2014 to 2015 was the time range of this study. Sample characteristics are provided in Table 1.

Table 1. Characteristics of respondents

Range	Number of customers	Percent
(a) Gender		
Female	145	44.5%
Male	185	56%
Total	330	100%

End of Table 1

Range	Number of customers	Percent
(b) Age		
19–29	24	0.07%
30–40	80	24%
41–51	130	39%
More than 51	96	29%
Total	330	100%
(c) Education		
Diploma	28	9%
Associate Degree	35	11%
Bachelor’s degree	159	48%
Master’s Degree	84	25%
PhD	24	7%
Total	330	100%

3.2. Data analysis and results

The model appeared in Figure 1 was analyzed utilizing Smart PLS. It estimates the parameters of the structural model and it evaluates the psychometric properties of the measurement model taking into record the moderating inactive constructs. In the first place, we run a PLS confirmatory examination. The results showed that things have much higher self-loading than cross-loading. Actuality models with good fit indices may still be considered poor based on other measures such as the factor loadings. The factor loadings for all of the other constructs examined, the loadings were greater than 0.703, suggesting that all of the items were good indicators of their respective components. Looking at the measurement models, all the relationships in the reflective measurement models have high factor loadings (see Table 2). Alpha values range from 0.72 to 0.87, and all values are greater than their commended values of 0.7, which recommends sufficient estimation reliability. At the next step, composite reliabilities were calculate to check measures utilized for the different structure. The composite reliability scores are very acceptable as shown in Table 3. Cronbach’s alpha and composite reliability are similar. Third, using by each of the diverse latent constructs in Table 3, we evaluated the average variance extracted (AVE). Every single latent constructs have an average variance extricated higher than 0.5 and it shows that all AVEs are more important than their relationships with different construct.

Table 2. Constructs and measuring items

Item cods	Constructs items	α	AVE	Factor loadings	t-value	Com-posite reliability
Customer satisfaction:		0.72	0.79	0.868		0.88
TR1	I trust to the services provided by this brand because it is an Iranian brand.			0.870	7.402	

End of Table 2

Item cods	Constructs items	α	AVE	Factor loadings	t-value	Com-posite reliability
TR2	This brand is safe to accommodate			0.800	4.087	
SBV1	The Management of this brand always try to create value added services for customers			0.845	26.936	
SBV2	I receive special offers that suits my needs from this brand			0.823	24.374	
Customer experience:		0.77	0.81	0.737		0.91
ASS1	Customer services personnel are knowledgeable			0.812	21.919	
ASS2	If initially personnel were not able to answer my queries they immediately start finding answer and get back to me promptly			0.809	20.619	
PE1	I am satisfied with provided services by this brand			0.754	23.721	
PE2	I will expand using services offered by this particular brand			0.756	24.720	
Customer loyalty:		0.78	0.83	0.703		0.92
SQ1	This brand offers services that benefits me			0.773	21.940	
SQ2	Services of this particular brand always catches my attention			0.801	26.863	
BR1	I believe that this company is contributing to the Society.			0.779	16.832	
BR2	The services provided by this brand are well priced.			0.708	23.348	
CC1	I believe that this company does not take Advantage of consumers.			0.725	21.218	
CC2	Believe that this company and people who stand Behind the brand are socially responsible.			0.786	19.395	
Brand power:				0.87	0.67	
Affin-ity	customers would respond positively to received service			0.815	20.720	
	I like this brand			0.786	20.853	
	it appeals more interesting			0.789	31.790	
Chal-lege	this brand is growing popular			0.781	29.379	
	this brand is setting trends			0.725	28.741	
Fame	The variety of services offered by five star Pars hotels is high among competitors			0.832	27.389	
	The five star Pars hotels, with well-appointed facilities, provide a memorable stay for customers.			0.868	28.782	
	The location of Pars El-Gölü Hotel in Tabriz is such that the guests can easily access to other historic sites.			0.870	13.206	
Price	The price of hotel service is commensurate with the quality of service provided during the stay.			0.800	30.179	
	The hotel considered a discount for guests to provide tourist services.	0.845	26.494			

Table 3. Discriminant validity

	1	2	3	4
1) Customer satisfaction	0.89^a			
2) Customer experience	0.76	0.90^b		
3) Customer loyalty	0.80	0.74	0.91^c	
4) Brand power	0.78	0.79	0.73	0.82^d

Notes: diagonals represent the square root of average variance extracted, while the other matrix entries represent the correlations.

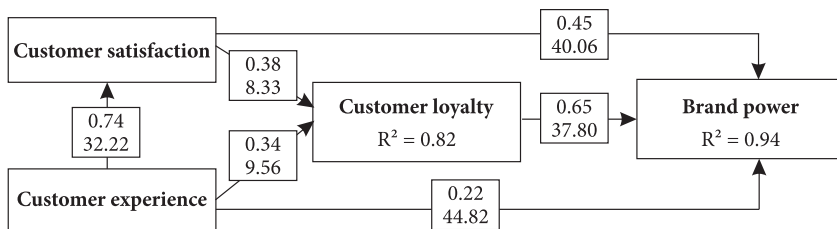
3.3. The structural model's validity

The structural model's path was surveyed. Every path (Figure 2) is similar to a theory. Every hypothesis was tried by checking the statistical significance, size, and sign of path coefficients (β) between the dependent variable and each latent variable. If the path coefficient is higher, then a predictor latent variable' impact on dependent variable will be stronger. By analyzing the significance of the t value for every path coefficients, the significance of the path coefficients (β_1 to β_4) was checked. This was done by using the boot strapping function of the Smart PLS 2.0. The related t -values and evaluated p values connected with every t value and the synopsis of the path outcomes are shown in Table 4.

Table 4. Results of PLS analysis

Hypothesis	Relationship	β	t -value	Supported
H1	Customer experience → Customer satisfaction	0.74	32.22***	Yes
H2	Customer satisfaction → Brand power	0.45	40.06***	Yes
H3	Customer experience → Brand power	0.22	44.82***	Yes
H4	Customer satisfaction → Customer loyalty	0.38	8.33***	Yes
H5	Customer experience → Customer loyalty	0.34	9.56***	Yes
H6	Customer loyalty → Brand power	0.65	37.80***	Yes

Note: *** $p < 0.001$, " → " shows path hypothesis. β : path coefficient.



Note: *** $p < 0.001$.

Figure 2. Path diagram for model

4. Discussion

As shown in Table 4, the achieved results from the path coefficient and sample t-test implied that brand power is highly and positively influenced by customer satisfaction ($\beta = 0.45$, $t = 40.06$, $p < 0.001$) which supports hypothesis 1. Also, it is confirmed that customer satisfaction influences customer loyalty significantly and positively ($\beta = 0.38$, $t = 8.33$, $p < 0.001$). With the correspondence between customer loyalty and customer experience ($\beta = 0.34$, $t = 9.56$, $p < 0.001$), H3 is supported. H1, H2, and H3 received support, respectively. Thus, the results showed that client experience and consumer satisfaction have critical impact on client loyalty which leads to ascend in brand power. Also, hypothesis 4, which proposed a positive relationship between customer experience and brand power, supported ($\beta = 0.22$, $t = 44.82$, $p < 0.001$). Customer satisfaction was significantly influenced by the customer experience ($\beta = 0.74$, $t = 32.22$, $p < 0.001$) and the correspondence between brand power and customer loyalty ($\beta = 0.65$, $t = 37.80$, $p < 0.001$). Thus, H4, H5, and H6 were supported. The findings for the three variables that this hypothesis examines indicate that customer experience and customer loyalty have significant effects on brand power.

The findings of Suh and Youjae (2006) showed that customer satisfaction has both direct and indirect effects on loyalty, whereas attitudes and corporate image have only indirect effects through their mediating influence on brand attitudes. Also, Hallowell (1996) illustrated the relationship of customer satisfaction with customer loyalty, and customer loyalty with profitability, using multiple measures of satisfaction, loyalty, and profitability. According to Taylor, Celuch and Goodwin (2004) brand strength and trust are consistently the most important antecedents to both behavioral and attitudinal forms of customer loyalty.

Hotel is an industry in which service is dominant. To achieve a long-term success in these industries, brand management is a crucial factor. Brand strength growth may lead to brand value growth. Hotel brand strength improves when hotel managers decide to expand their competitive position in long term. On the other hand, nowadays, customer experience concept is used by market leaders as an optimal strategy for creating value and achieving competitive advantage. For example, tourism experience management is a complicated concept which includes many stages from vocation planning to moving, temporary residence, and returning to home. In addition, tourism experience requires many different services from its providers. In fact, about customer experience, hotels want their customers to turn back and talk about their experiences with others. With the development of social media and the internet, this has highly improved. Therefore, considering the customer experience and managing it correctly can be effective in customer loyalty. Our findings showed that trust in the setting of industry services is prone to effect consumer loyalty, which likely impacts the brand power. The purpose of branding in the accommodation business is to upgrade your client's view of your quality. The comprehension about the necessities and needs of the clients is vital yet larger part of the organizations neglected to do it. The force of the clients' understanding about the items in present day is more as thought about before. As a result, client remains unsatisfied. So, not only credibility but loyalty of the brand is also affected directly and indirectly by dissatisfaction of clients. In the beginning point, consumer loyalty's is assembled if the client has full certainty or trust on the brand (Ahmed, Rizwan, Ahmad, &

Haq, 2014). If by any chance, a brand neglects to satisfy promises, client will move to the contender brand's products. Everything about firm needs to be draw in the clients, so they would have the highest brand feeling about the products. For this reason, consumer loyalty is an essential element that can move the clients towards it. If the clients be satisfied by their particular brand, they would make re-buys and indicate commitment.

Today's clients have more force of comprehension about the brand and they will purchase the brand from particular product class if they feel that the item has right attributes, quality and cost. This study gives some help in the relationship between service quality and brand trust. Our research conclusion bolsters that perceived quality helps a great deal in the establishment of brand trust and takes client towards loyalty.

4.1. Managerial implications

A powerful brand creates value for both the customer and the organization. On the one hand, branding tools provide a quick and easy way to simplify the process of selecting and purchasing a product or service for the customer, making the process of data and information easier and faster, and thus creating value for customers. On the other hand, product development and design processes may simply be copied, but the image and pivotal role that has remained in the minds of individuals and organizations based on several years of marketing and brand experience is not easily replaceable and not copied (Souri, 2017). Therefore, today branding of hotels and marketing to attract customers is an integral part of the industry, and given the change in the way people look at all the categories in the industry, there is no way to go away from traditional methods. According to the positive experience of hotel services, hotel customers have improved customer satisfaction, and based on the fact that the customer's trust in hotel services is more likely to lead to increased customer loyalty and improve brand strength. Managers of the hotel can consider their brand strengths and weaknesses in brand equity if they focus on the issues of customer satisfaction and customer complaints and criticism, in order to improve the human capital, marketing and financial situation.

Due to the study's outcome, there are three managerial implications for the hotel industry. First, in order to increase customer loyalty by trust in brand, holding event and sponsorship, creating social bonding through developing brand community, and activating the innovation of new products can be developed. Second, customer loyalty could be increased by improved service quality, for example, performing operations of booking room, and increasing the availability of the internet service. In tourism, traditional distribution channels must coexist with the emergence of new digital media (Xiang & Gretzel, 2010). Third, for enhancing the customer loyalty through customer satisfaction, customer satisfaction should be carried on, for examples by following up complaints for the customers, giving more outlet to make sure that services are directly available, and giving facilities that satisfy the customer needs. To respond these changes effectively, companies that offer tourist products and especially hotels, need to better understand the technology dynamics in order to offer better services and products and promote their businesses and destinations to travelers seeking information or schedule their trips using the Internet (Erdem & Cobanoglu, 2010).

Conclusions

Brands are a company's most beneficial origin. With no respect to the geographical extend of the company, a "brand" alludes to capacity of a company to reliably transfer its guarantee over all business units. The expression "service brand" is now and then used in service businesses. However, the worth of a service brand is greatly depended on the staff individuals' ability in conveying promises of the brand. Then, a service brand varies from a user's products brand. A service brand should be taken to that association's staff and grasped, acknowledged, and disguised by staff individuals, but a consumer's products brand relies greatly on utilizing outside correspondence to express brand meaning to clients. Imperatively, an organization's workers should emphatically relate to and focus on the service brand by displaying brand-supporting practices, and typically understanding qualities of their service images.

Like every study, this study also has some limitations that need to be considered in evaluating the findings. First, the firms that participated in this study come from only one country with the relatively small sample size, thus limiting the generalizability of the findings. Second, other variables such as time, personal interests and heaviness of workload may have overlooked that may hinder the brand power (Ramayah, Yeap, & Ignatius, 2013). Future researchers intending to investigate brand power within on other organization and other industry can perhaps discuss the outcomes gathered. But, future researches can analyze the degree of the impact of different elements, for example, power of brand over social networks. It is recommended that further researches can be conducted on companies across the country. Future studies may also try to increase sample size that would help to better detect the hypothesized relationships. Thus, the various methods by which firms can stimulate and develop intrinsic brand power need to be explored in future studies.

A conceptual model for the evaluation of brand power in hotel industry was presented. This research focuses on the presentation of the effective variables for brand power expansion. The motivation behind this study is to look at the components influencing brand power. Customer experience management means that we get a good knowledge of the customer so that his tastes and interests can be identified and provide him with a special experience. In the hotel industry, which has to be exciting in delivering distinctive services to customers, it is imperative to investigate customer experience and get feedback from them. Therefore, the main goal of customer experience management is to create loyalty in customers. The result will be shown itself as increased revenues, reduced costs, increased brand value, and emotional brand building from the hotel. Meanwhile, customer loyalty and increased brand credibility for hotels that are four stars and five stars, and customers do not have a financial concern, is crucial. Accordingly, in this article, the relationship between the three variables of satisfaction, experience and loyalty of customers with brand power has been investigated. The distinctive feature of this work is to highlight customer experience and brand power that hotel managers can focus on developing their brand credibility. So, first of all, they need to focus on the experience of customer service and customer orientation if they have a positive and satisfying experience of hotel services, they offer mouth-to-mouth advice to friends and other people. On the other hand, customer experiences can serve as a guideline to improving customer service because when customers are well aware of the quality of services, they indicate that the services they receive are in line with their expectations and have gained a

positive experience and have a positive and potential impact on improving brand power. According to findings of the study, we came to know the power for brand among clients in hotel industry in Iran. The multidimensional build of brand power essentially contains three variables; customer satisfaction (trust, commitment), customer experience (after sales service, performance) and customer loyalty (customers' expectations, extra benefits of hotels, society value). In the competitive accommodation industry, separating your organization is vital to setting up a firm client base. The reason for branding is to guarantee that clients will return once more, and even prescribe your business to others.

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