

Impact of Brand Loyalty on Customer Satisfaction (An Empirical Analysis of Clothing Brands)

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Abstract

Purpose of the study: This study explored to prove whether this relationship really exists or not. So author examined the case of a clothing brand. Three different types of customer satisfaction were distinguished: (i) satisfaction with the clothes; (ii) satisfaction with the sales service and (iii) satisfaction with the after-sales service. It was expected that all three types of satisfaction would be influenced by brand loyalty.

Methodology: Three brands have been selected three famous brands of Pakistan (Ideas, Outfitters and J.). and researched on them from 2018-2019. We have mail and got 122 responses from the customers of these brands and we have physically filled some questionnaires from customers also and collected an integrated data of 151 responses. The three different types of customer satisfaction and the intention to buy the same brand of clothes again, as well as the intention to buy from the same dealer again were measured.

Main Findings: The analyses of the results revealed that: customer satisfaction with the clothes is major determinants of brand loyalty. In this case Customer satisfaction is dependent and brand loyalty is independent because they have a causal relationship because when the brand will be loyal to its customers then the customers will be satisfied with the brand. Our brands are the most famous brands and are the market setters and compete with each other very well. So, we have selected these because they all are most accurate according to our research topic and there is no bias sampling in these sample. Furthermore, it was found that the strength of the relationship between different types of satisfaction and loyalty is the quality of clothes and the after services given by the brand.

Application of this study: This study will contribute toward new clothing brands who they are new in their track and struggling for the customer satisfaction with loyalty. Furthermore, the results of this study also can help out to the brands that has been taken as sample to understand their market and to improve them.

Keywords: Customer satisfaction, Brand loyalty, Clothing brand and Quality

1. INTRODUCTION

Client Satisfaction is a tool to measure the customer attitudes concerning products, services, and brands. Brand Loyalty consists of the loyalty behavior (also mentioned to as customer holding) which is the act of customers making repeat purchases of current brands, relatively than choosing competitor brands. Every business organization's success be contingent on the fulfillment of the customers. Whenever a business is about to start, customers always come "first" and then the profit. Those companies that are succeeding to satisfy the customers fully will remain in the top position in a market. Now a day's business companies have known that customer satisfaction is the key component for the success of the business and at the same time it plays a dynamic role to expand the market value. In over-all, customers are those people who buy goods and services from the market or business that meet their needs and wants. Customers purchase products to meet their expectations in terms of money. Therefore, companies should regulate their pricing with the quality of the product that attracts the customer and maintains the long-term association (Bloemer and Lemmink 1992).

The customer satisfaction and brand loyalty are directly relational to each other and they are taken for granted. When any brand is good with its quality, cost and availability, it means to they are loyal with their customers and they are providing their best facilities to customers. As result the customers are satisfied with that specific brand and they make repeat purchases. It results in income increase of that brand and goodwill. That's why it has significance. Bonuses must be given to the customers in shape of discounts, coupons and cash backs, this technique is applied by big names in the markets such as Walmart. Because it attracts the customers and they are forced for repurchasing and fully satisfied and gives suggestion others to buy our products or take our services because they are loyal to us. This loyalty process is two ways, if we are loyal to our customers then our

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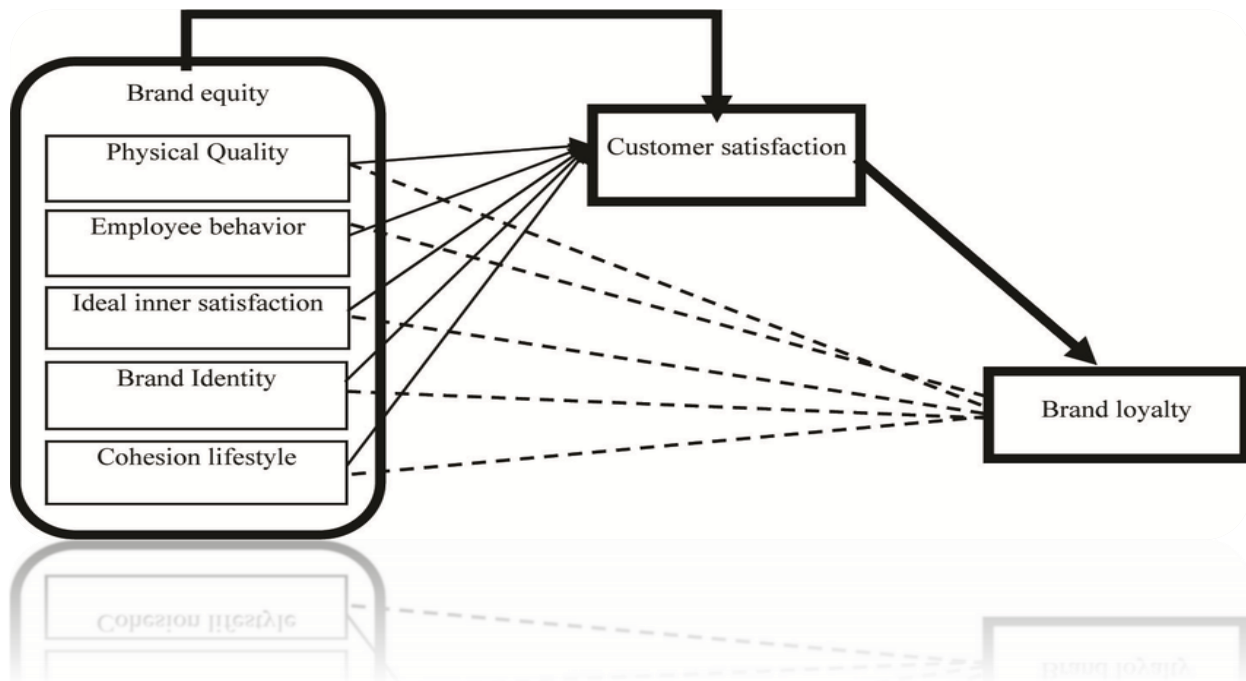
customers will also be loyal to us (Bowen and Chen 2001). Customer satisfaction is the most significant in the business now and only those business is succeeding which are following these points. 1. A Loyal customer is a gem you should keep it serious 2. They are heartbeat of your business 3. It increases our wealth to 4. Customer satisfaction is gives us the competitive advantage. 5. Great customer experience can take your brand at high level.

Brand Loyalty is the main independent variable which impacts the dependent variable that is customer satisfaction. Brand loyalty is a customer buying products and services from the **same brand again and again** rather than shifting to other brands. Brand loyalty contains of a customer's **commitment** to repurchase or continue to use one brand. It is more than simply repurchasing. Businesses may provide a customer loyalty programs that **keeps customers coming back**. Customers enjoy the rewards and bonuses of being a loyal customer. Marketers know brand loyalty is a key factor is terms of customer holding. (Taylor, Celuch et al. 2004).

There are three things in this method which provide customer satisfaction which are:

- ❖ Is the brand quality good and price?
- ❖ Are the brand services being good?
- ❖ After services are also affecting the customer satisfaction.

Brand Price, Quality, Services and After Services are having great impact on customer's satisfaction and this study states that the Brand image, Service, Price and Quality have great impact on the customer's mind and purchasing decision. Brand quality and the price are the main factors of customer satisfaction and increases the brand image in the market and give the brand the competitive advantage in the market so the main things that the brands must determine is the price and the quality of the things they are providing to the customers because the customers are the king now. When the brand is giving a middle quality product their prices must be low so that the customers can say that what if it is middle quality, the prices are very reasonable (Malik, Ghafoor et al. 2012). The other factor is the services provided by the brand to its customers, customers observe everything when the go to purchase something. The environment, behavior, over-frankness and much more. So, the brands must put the best of their men and services in front of customers so that they must feel the inner relationship building with the brand and they must do repurchasing again and again. When the customer is entered in the brand shop or outlet, the brand must deal him as if they are their 1st customer and they are starting the day now, then they can give their best services to them and make them satisfied. These also effect the customer satisfaction and brand image in the market. These services include the things changing, defected pieces changing immediately. When the customers went back to change the things and return, the employees must deal them as if they are here for repurchasing because when the after-services will be satisfied then it is very possible



that the customer can buy some other thing also. (Caruana 2002)

2. LITERATURE REVIEW

Customer satisfaction is described “When the quality, time, cost and flexibility is all according to the customer’s needs, wants and demand then the customers are satisfied and becomes loyal to the brand”.

The importance of customer satisfaction in explaining brand and dealer loyalty address that the positive influence of customer satisfaction on brand and dealer loyalty is often taken for granted. In this study they attempted to prove whether this relationship really exists. (Bloemer and Lemmink 1992). In order to do so they examined the case of an automobile-dealer network. Three different types of customer satisfaction were distinguished: (a) satisfaction with the clothes; (b) satisfaction with the sales service and (c) satisfaction with the after-sales service. It was expected that all three types of satisfaction would have an influence on brand loyalty as well as on dealer loyalty. More specifically, it was expected that satisfaction with the car would be the major determinant of brand loyalty and that satisfaction with the service (both sales- and after-sales service) would be the major determinant of dealer loyalty. Furthermore, a study of the literature revealed that dealer loyalty might also significantly affect brand loyalty. In this case the Brand loyalty is independent variable and the Customer Satisfaction is dependent variable. The brand loyalty is independent because it does not depend on anything because it is self-oriented while customer satisfaction is dependent upon brand loyalty because when the brand will be loyal to its customers then the customers will be satisfied with it. The impact on our article is positive because it creates a positive relationship (Ha Janda 2009).

There is a relationship between customer loyalty and customer satisfaction which tells that the study makes the uses of the hotel’s database to draw samples for both focus groups and a mail survey. Hotels are the systems which determines that there must a relationship between customer loyalty and customer satisfaction and off course it can be negative as well as positive but relationship must be positive and because it create a positive impact on our research and this study is Based on 564 completed surveys from hotel guests, the authors found the relationship between customer satisfaction and customer loyalty was non-linear. The authors use the data to develop internal benchmarks for the hotel based on scores that were representative of loyal customers. This study tells us the hotels are the main functions or major subjects that determines the relationship between customer loyalty and customer satisfaction, when hotels are mixed services because they provide both services and products so they determine whether the customers are satisfied with us or not. (Bowen and Chen 2001). In this study the customer satisfaction is independent and the customer loyalty is dependent, when our customer will be satisfied, they will be our loyal and will prefer our hotel on others. This also gives a positive impact on article.

Service loyalty states that the effects of service quality and the mediating role of customer satisfaction and Service loyalty, with its final effect on repurchasing by customers, appears to have received relatively little attention. This study starts by first providing the concept of service loyalty and proceeds to distinguish between service quality and customer satisfaction. A model that links service quality to service loyalty via customer satisfaction is proposed. (Caruana 2002). This study relates that the customers will be satisfied when they are provided with the best quality of services they were expecting and then they will be loyal to us. In this study banks are the samples because banks are pure services material and they provide their best services to the customers and make them loyal, when our services quality will be good and loyal to our customers, then they will regain our services and ask others to take our services hence they will be satisfied more. In this study service quality and service loyalty are independent variable and customer’s satisfaction is dependent variable and this creates a positive impact on the article (Grace & Ocass 2005; gonzalez et al., 2007; Petrick 2002; Camal et al., 2015).

Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector determines that this study is to make sure that these customers remain loyal, the telecom companies are working to achieve high customer satisfaction through improved service quality, better price and superior brand image. This study particularly looks at all of these aspects and their association with customer satisfaction. Data was collected from educational and business sector of Gujranwala region of Pakistan using stratified random sampling technique. Sample size was 200 and 165 complete questionnaires were received back with response rate of 82.5%. Results of this research are favorable and will help the telecom service providers to shape their products and pricing policies in such a way that they could maximize customer satisfaction and maintain their customers in order to achieve higher market share. (Malik, Ghafoor et al. 2012). In this study we can determine that the telecommunication sector of Pakistan is giving high and improved service quality with best prices and good image because they want to make their customers satisfied and for a good reputе in market so that their

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share prices can be increased and purchased. They are giving best voice quality with easy and affordable packages to customers and in low cost so that they could gain attention of their customers, they are targeting the students of today's era because now student want best quality of voice and internet services and they can create great impact on the reputations of this company. In this article Service quality, Better price and Brand image are independent variables and customer's satisfaction is dependent variable (Wilkins et al., 2007).

Customer satisfaction and consumer's interpretations is the study which is used for interpreting the consumer's need wants and demand in our own products and services for satisfying the customers and this study defines that the term satisfaction is a very important concept in marketing and is central to many definitions. This study seeks to examine what this term means to the public at large. It explores the various definitions of satisfaction within the literature. The empirical results derive from individuals' own interpretation and definition of the term satisfaction, as well as evaluation of their definitions. According to the Authors, the most common interpretations reflect the notion that satisfaction is a feeling which results from a process of evaluating what was received against that expected, the purchase decision itself and/or the fulfillment of needs/wants (Parker and Mathews 2001). It also finds that the particular interpretation is affected by contextual issues, such as whether it is a product or service under consideration. Implications for consumer satisfaction measurement and interpretation are discussed. In this study, the authors are trying to define the term Satisfaction in their own terms that satisfaction is a feeling which results from a process of evaluating what was received against that expected, the purchase decision itself and/or the fulfillment of needs/wants. (Parker and Mathews 2001). This means that the customers are satisfied when they received what they were expecting and if it is not done then it could reduce customer satisfaction and gives a negative impact, when the customer is satisfied it begins to repurchase our products and services and asks others to do so, which increases our product or service value image. This study contains a single article which is Satisfaction and it is a dependent variable which depends on other variables such as loyalty, quality, cost etc. and it has a positive impact (Suhartanto 2011; Terblanche & Boshoff 2016; Gustafsson et al., 2007).

3. METHODOLOGY

We are using Explanatory (the research which is used to describe or explain a problem more properly as before and much explained now) type of researches which are helped or have Surveys (the sampling of individual units from a population) at the backhand. We have selected Questionnaire technique (a type of techniques in which a written form is distributed to public with some options) and distribute to the public according to our topic (Brand Loyalty and Customer Satisfaction) and we have issued and collected questionnaires from different brands such as (Ideas, Fork n Knives and Suzuki Motors Fsd) and they have helped us to have a qualified and tested research at our topic. We have implemented the Deductive Approach which is a quantitative type of study in which we have just took data from resources already provided and explain it in our own words having the concept same and theme must be clear.

Population.

A research population is also known as a well-defined collection of individuals or objects known to have similar features. All individuals or objects within a certain population usually have a common, necessary distinctive properties or features. Population helps us to take the proper sample for our research and make it valid and reliable. So, we have selected the population that have same characteristics which are satisfying their customers with their products, services and after-services. Our customers are people who want products and need services both. We are targeting the brands which are very famous in market and surveying, why they are successful and what kind of techniques they are applying to satisfying their customers.

Sample Size.

We have chosen a sample from the population that consist the businesses of manufacturing and services both. We have selected a manufacturing business which is clothing business and we have selected the brands (Ideas, Outfitters and J.) and researched on them from 2018-2019.

Unit of Analysis.

We are taking three units of analyzing they how they maintain their relationship: 1: Satisfaction with the clothes, 2: Satisfaction with the sale and services and 3: Satisfaction with the aftersales services. More specifically, it was expected that satisfaction with the clothes would be the major determinant of brand loyalty and that satisfaction with the service (both sales- and after-sales service) would be the major determinant of customer satisfaction. In this case Customer satisfaction is dependent and brand loyalty is independent because they have a causal relationship because when the brand will be loyal to its customers then the customers will be satisfied with the brand. Our brands are the most famous brands and are the market setters and compete with each other very well. So, we have selected these because they all are most accurate according to our research topic and there is no bias sampling in these sample. They are accessible to all and easy to reach. We have done proper

measurements so there will be minor non-sampling error but it is approximately accurate. We have selected random sampling technique. So, we have identified a sampling frame for our research having a suitable size and checking its accurate representation. Our sample is now valid and reliable having non bias nature and our sample size is that size which we can take errors and correct them and the most important part is that our samples are active respondents and they are taking active part in our research.

Data Collection Tools.

We are collecting data for our research topic (Brand Loyalty and Customer Satisfaction) from the tool which is called Questionnaires distribution. This tool is used in the survey technique of data collecting and applied to the topic. We are distributing some questionnaires to the general public as well as on the brands which we have taken as sample (Ideas, Outfitters, and J.) and now customers and also the brands employees are filling these questionnaires.

Measuring Scale:

We are applying Likert Scale measuring on the questionnaires which makes accurate measurement of the survey result. In this measurement tool we are taking suggestions for every variable separately while giving 5 perimeters (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) and customers and brand employees are checking the perimeters they thin

Table 1: Model summary of Regression Analysis

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.862 ^a	.743	.736		.36224

a. Predictors: (Constant), Delivery, Barand_Loyalty, Relationship_Brand, Communication

In this table R shows us that correlation between Brand loyalty (Independent) and Customer Satisfaction (Dependent) is 0.862 which is high and shows positive relation. R-Square shows that there are .862 variations in customer satisfaction due to brand loyalty, Adjusted R-Square shows that the actual variation is .736.

Table 2: Reliability statistics

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.929	24

Researcher can use reliability analysis is when two observations under study that are equivalent to each other in terms of the construct being measured also have the equivalent outcome. The alpha coefficient for the 24 items is .927, suggesting that the items have relatively higher internal consistency.

Table 3: Coefficient Correlation:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.010	.110		-.094	.925
	Barand_Loyalty	.021	.060	.019	.354	.724
	Relationship_Brand	.358	.070	.317	5.110	.000
	Communication	.426	.074	.429	5.750	.000
	Delivery	.192	.070	.201	2.733	.007

a. Dependent Variable: Customer Satisfaction

Constant: The value -.010 is here when there is no independent variable present.

Table 4: Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Barand_Loyalty	151	1.00	5.00	1.9062	.62348

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Relationship_Brand	151	1.00	5.00	1.9695	.62429
Customer_Satisfaction	151	1.00	5.00	1.9497	.70511
Communication	151	1.00	5.00	2.0079	.70951
Delivery	151	1.00	5.00	1.8675	.73644
Valid N (listwise)	151				

Table 5: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.860
Bartlett's Test of Sphericity	Approx. Chi-Square	2091.093
	df	276
	Sig.	.000

If the value of Kaiser-Meyer- Olkin Measure of Sampling Adequacy:

- ❖ 0.5 – 0.7: mediocre
- ❖ 0.7 – 0.8: good
- ❖ 0.8 – 0.9: great
- ❖ 0.9 – above: superb

Our value is .860 which means that our sample size is great and reliable.

Our Significance level is 000 which means it is reliable

It is not an identity matrix so we have concluded and rejected null hypothesis and accepted alternative hypothesis

Table 6: Communalities

Communalities	Initial	Extraction
1: I am proud to be attached with his brand	1.000	.431
2: Continue buying products and services from this brand	1.000	.427
3: It will matter a lot if I left this brand	1.000	.581
4: This brand is very well in building loyalty	1.000	.603
5: This brand communicates openly and honestly	1.000	.584
6: Over the past year this brand has become more loyal to me	1.000	.476
1: This brand really knows to build relationship	1.000	.582
2: This brand always takes care of their employees	1.000	.656
3: This brand values customer ahead of profit	1.000	.698
4: This brand representatives listen properly and respond quickly	1.000	.555
5: Customer Loyalty is properly valued at this brand	1.000	.748
1: Satisfied with our services	1.000	.655
2: Satisfied with Salesmen Behavior	1.000	.687
3: Satisfied with quality of products	1.000	.609
4: Product Knowledge of our salesmen	1.000	.760
5: Satisfied with the speed of services provided	1.000	.620
1: Satisfied with the salesmen communication	1.000	.567
2: Satisfied with clarity of Information provided	1.000	.591
3: Satisfied with the telephone Enquiries	1.000	.636
4: Satisfied with email enquiries	1.000	.756
5: Professional communication style of salesmen	1.000	.741
1: Delivery without any damage	1.000	.656
2: Delivery of actual products	1.000	.653
3: Satisfied with speed of Delivery	1.000	.678

Extraction Method: Principal Component Analysis.

In this table we have observed that sample 15 has the highest value .760 and makes the strongest relation with other samples and sample 02 has the lowest value .427 and makes the weakest relation with other samples.

Table 7: Component Matrix

Component Matrix^a

	Component				
	1	2	3	4	5
1: Delivery without any damage	.785				
4: Satisfied with email enquiries	.767				
2: Satisfied with Salesmen Behavior	.738				
2: Satisfied with clarity of Information provided	.733				
4: Product Knowledge of our salesmen	.732				
3: Satisfied with quality of products	.731				
3: This brand values customer ahead of profit	.727				
5: Customer Loyalty is properly valued at this brand	.719		.420		
5: Professional communication style of salesmen	.716				
3: Satisfied with speed of Delivery	.711				
1: Satisfied with our services	.705				
2: Delivery of actual products	.690				
5: Satisfied with the speed of services provided	.685				
4: This brand representatives listen properly and respond quickly	.679				
1: Satisfied with the salesmen communication	.665				
3: Satisfied with the telephone Enquiries	.646		-.424		
4: This brand is very well in building loyalty	.521			-.488	
5: This brand communicates openly and honestly	.500	.430			
2: Continue buying products and services from this brand	.447				
2: This brand always takes care of their employees		.519		.454	
1: This brand really knows to build relationship	.465	.501			
6: Over the past year this brand has become more loyal to me	.423	.454			
1: I am proud to be attached with his brand		.443			
3: It will matter a lot if I left this brand					.466

Extraction Method: Principal Component Analysis.

As we observed in table 6 that all the samples except 20, 23 and 24 are laying or loading in the component 1. In component 2 there are only 16, 18, 20, 21, 22 and 23 are loading. In component 3 there are only sample 8 and 16. In component 4 there are only 17 and 20 and in component 5 is only 24 sample.

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4. CONCLUSION

The positive influence of customer satisfaction on brand is often taken for granted. In this study we tried to prove whether this relationship really exists or not. So we examined the case of a clothing brand. Three different types of customer satisfaction were distinguished: (a) satisfaction with the clothes; (b) satisfaction with the sales service and (c) satisfaction with the after-sales service. It was expected that all three types of satisfaction would be influenced by brand loyalty.

We have chosen a sample from the population that consist the businesses of manufacturing and services both. We have selected a manufacturing business which is clothing business and we have selected the brands (Ideas, Outfitters and J.) and researched on them from 2018-2019. We have mail and got 122 responses from the customers of these brands and we have physically filled some questionnaires from customers also and collected an integrated data of 151 responses. The three different types of customer satisfaction and the intention to buy the same brand of clothe again, as well as the intention to buy from the same dealer again were measured. The customers were also asked why they would buy the same brand (again) or from the same dealer. In general, the analyses of the results revealed that: customer satisfaction with the clothes is major determinants of brand loyalty.

In this case Customer satisfaction is dependent and brand loyalty is independent because they have a causal relationship because when the brand will be loyal to its customers then the customers will be satisfied with the brand. Our brands are the most famous brands and are the market setters and compete with each other very well. So, we have selected these because they all are most accurate according to our research topic and there is no bias sampling in this sample. Furthermore results showed that, the strength of the relationship between different types of satisfaction and loyalty is the quality of clothes and the after services given by the brand.

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