



The Investigation of Customer Perception of Satisfaction on Brand Loyalty of the Bo Man Qing She Hotel, Xichang, China

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Abstract

Background and Aim: Competitive consumption creates competition in the tourism industry. Improve client satisfaction and repeat business by improving the hotel brand. This paper aims to study the level of customer perception of satisfaction and brand loyalty of the Bo Man Qing She Hotel, Xichang, China, and to study the guideline of customer perception of satisfaction on brand loyalty of the Bo Man Qing She Hotel, Xichang, China.

Materials and Methods: This research is a quantitative research method; the total sample size for the research will be 385 customers who used the service of Bo Man Qing She Hotel, Xichang, China. The questionnaire was used as a tool to collect data in this study. To present the first research objective, the calculation of the mean and standard deviation was utilized to investigate the customer perception regarding their level of customer satisfaction and brand loyalty.

Results: The study's findings revealed that each of the variables demonstrated a high level, with a mean score of 3.93 and a standard deviation of 0.50. Hotel managers must nurture customer loyalty by providing high-quality service and a favorable brand image. Attitudinal, emotional, and conative loyalty form attitude, and managers should deliver high-quality service and offer training and awards to motivate staff.

Conclusion: Hotel managers must provide high-quality service and a favorable brand image to nurture customer loyalty and create a positive attitude. 5-star hotels should focus on a beautiful environment, warm service, friendly staff, brand loyalty, Chinese-style services, and traditional nationality styles.

Keywords: Customer Perception; Customer Satisfaction; Brand Loyalty; Hotel

Introduction

Tourism has been touted as a cure-all for decades (Bourgeon-Renault et al., 2023). The UN and others explain many extreme failures to do so (Thanthong-Knight, 2021). Removal of local and indigenous people, unequal employment, cultural corruption, and disrespect are some of these reasons (Sánchez-Bayón, 2023). Favored classes may best demonstrate these inequalities. The economy and capitalist system have grown rapidly in recent decades, with the former supporting the latter. Due to its huge contribution to global GDP, the travel and tourism industry has benefited from current booming economic conditions.

The luxury hotel industry has grown significantly over the past decade, but its size relative to the lodging industry as a whole is unknown (Shahid & Paul, 2022). As capitalists, we instill capitalist goals throughout society (Perinott et al., 2023). Conspicuous consumption theories have shown that humans are conformist and competitive, seeking prestige and assimilation in the group. Sociality allowed this realization. In marketplaces for underpriced and conspicuous commodities like air travel and packaged vacations, competitive modes of consumption allow humans to generate natural points for competition while also offering the conspicuousness so many people want. Humans compete for status and prestige, and travel and leisure are no exception. Travel and leisure activities are so obvious that study must be done here.

Traditional mass tourism is part of competitive consumption in travel (Back, 2005). The democratization of vacationing through mass tourism among China's industrial working class has been extensively appreciated (Chen & Chiou-Wei, 2009). The items and services that contribute to mass trip consumption have limited seasonal and consumer-group-based differentiation, and customers have few places to spend their money (Chen et al., 2020). Due to the democratization of luxury, this sort of competitive tourism consumption requires more and more conspicuousness (Hu et al., 2010). "Global elites" are wealthy and powerful, despite their small number (Kandampully & Hu, 2007). Since many others admire and attempt to emulate them, they have a lot of power (Kotler, 2000). Conspicuous consumption—also known as luxury, privilege, prestige, and "class"—is often described as a product

[41]

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of and desire for the "global elites" and their impact. Given the magnitude of the tourism and travel business and the economic and social power of world elites, this topic deserves extensive examination (Lai, Griffin & Babin, 2009).

China's economy relies heavily on hospitality (Huo et al., 2022). China's tourism sector includes hotels, airlines, and travel agents (Hu et al., 2010). Hospitality contributed significantly to the nation's GDP. The first quarter of 2022 saw a major drop in China's tourism market (China Briefing, 2023). The Ministry of Culture and Tourism said that 52 million and 251 million individuals traveled around the country between New Year's Day and the Spring Festival, down 5.3% and 2.0% from the previous year. 2023 China Briefing. Novel COVID-19 strains have caused many regional and global epidemics (China Briefing, 2023). Ticket sales increased during summer vacation. Researchers can now investigate China's tourism industry during the pandemic. During COVID-19, tourists will prioritize hotel service and surroundings, making features like a selling point corner more important (Kamkankaew et al, 2023). This selling factor will amaze prospective clients, immediately impact their hotel experience, and help the hotel earn social media and word-of-mouth advertising. Due to vaccine research and widespread vaccination, the global viral infection rate has dropped in recent years. As a result, China has begun to loosen its restrictions on partial and full visits. China's hotels' success can be attributed to factors other than location, room rate, and amenity set, so their management needs to adjust their business strategies, improve their services, and continue to meet or exceed guest expectations. Profitability depends on satisfied customers. Client satisfaction can indicate service quality difficulties (Botha, Creaven & Mandy, 2020). Marketing words can show how an organization exceeds consumer expectations (Kotler, 2000). When a product or service exceeds expectations, customers are satisfied. Personal experiences, friend and family recommendations, advertising, and other variables impact customers' product quality perceptions. Customer satisfaction frequently indicates product or service quality. Future consumers will be more discerning and won't accept subpar services. Variety in products and services makes customers happier. Many companies measure success by client pleasure. Customer satisfaction is the most important aspect of obtaining and retaining repeat customers.

Brands must initially familiarize customers and then meet their quality, cost, and other needs to retain their loyalty (Hu, Kandampully & Juwaheer, 2009). Brand loyalty is the willingness and propensity to buy the same brand repeatedly. A brand's favorability is connected with a target audience's recognition, use, and advocacy of it. A large customer base and strong word of mouth are needed to begin and grow a business. Brand loyalty is created when consumers feel strongly about a brand. Thus, brand loyalty is based on repeat business, recommendations from satisfied customers, accessibility, employment, brand preference, advertising, and the economy.

Xichang's first compact light luxury hotel, the Bo Man Qing She, offers high-end e-sports and smart light luxury. The Xichang Olympic Stadium, torch tower, and third phase of the national 4A-level Qionghai Wetland Park are all within walking distance of this establishment in the Youjiatun Economic District. The 282 luxurious guest rooms and suites are some of the city's largest. The Bo Man Qing She Hotel in Xichang City is a convenient and luxurious venue for corporate meals and meetings. Secretarial, limousine, and catering services are available to all guests, regardless of age. The 2,620-square-meter facility offers top-notch service and modern conveniences for important events.

Any hotel, but especially smaller ones, should prioritize customer service. High-quality service may make customers pleased, making it a key differentiator. Hotel operators invest in major tourist destinations and regional centers like Xichang province despite stiff competition. This has caused global hotel oversupply. This study shows how concepts, theories, and data can illuminate a phenomenon. This study examined how guests at the Bo Man Qing She Hotel in Xichang, China felt about their experiences and the hotel's brand and offered suggestions for improving client satisfaction and repeat business.

Research Objective

1. To study the level of customer perception of satisfaction and brand loyalty of the Bo Man Qing She Hotel, Xichang, China
2. To study the guideline of customer perception of satisfaction on brand loyalty of the Bo Man Qing She Hotel, Xichang, China





Literature Review and Conceptual Framework

Customer satisfaction

The level of satisfaction experienced by consumers of a business is directly proportional to the effectiveness with which the company manages its customers' experiences and provides value to those customers. After gaining expertise, customers are more likely to be satisfied with their purchases. It is a state that reflects the appraisal of a relationship between customers and the environment, product, and service of a firm, which consists : (Kotler,1997) the first scenario, in which the products or services deliver an experience that is inferior to what customers anticipate, results in dissatisfied customers; the second scenario, in which the products and services can deliver an experience on par with what customers anticipate, results in satisfied customers; and the third scenario, in which the products and services can deliver an experience that is superior to what customers anticipate, results in customers who get an emotionally moving impression and are left feeling extremely satisfied. The Service Satisfaction Survey is a useful tool for gathering information about what consumers typically think and feel about the items and services they purchase. A client base can be retained through the use of a service satisfaction survey, which is an important aim for the management of a business (Jones & Sasser, 1995).

Researchers and practitioners agree that knowing client satisfaction provides service providers with vital input about their services. Measuring customer happiness can reveal strengths and flaws that cause (dis) satisfaction with the service among current, returning, and future consumers (Wu, 2009; Deng et al., 2008; Reisinger and Tumer, 2003; Baker and Crompton, 2000; Kozak, 2000). Hotels and other tourism businesses thrive on high-quality service and customer happiness (Wu, 2009; Choi and Chu, 2001). A view that remains true today (Ziegler et al., 2011) and is seen in the many hospitality and tourism research initiatives worldwide and in Asia (Song et al., 2012; Pike and Murdy, 2011; Ziegler et al., 2011; Wu, 2009).

In conclusion, the achievement of increased levels of profitability by enterprises is contingent upon the achievement of higher levels of customer happiness. It is essential to conduct customer satisfaction surveys to ascertain any underlying problems with the level of service provided. A marketing word can be used to express how a company's products and services might exceed the expectations of its clients and customers. Expectations and perceptions come together to provide the basis for contentment, which can be computed as follows: satisfaction = impression minus anticipations. Customers' earlier experiences, unique requirements, word-of-mouth recommendations, and other forms of communication all play a role in shaping their expectations regarding the quality of a given product. When a service lives up to or surpasses the customer's expectations, the customer's opinion of the service is established both before and after the event. This is because the customer's opinion is based on a comparison to greatness. Using the level of customer satisfaction as a yardstick, businesses have to provide a wide selection of goods if they want to keep and increase their number of devoted customers.

Brand loyalty

Brand loyalty is defined in this research as a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thus causing repetitive same-brand or same-brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behaviors (Homburg et al. 2009; Lam et al. 2010; Yi and Jeon 2003). The term brand can be used interchangeably with product or service, depending on the circumstances (Oliver 1997). The concept of brand loyalty offered by Oliver (1997) places behavioral brand loyalty after attitudinal brand loyalty. This interpretation can be argued either way. A strong intent to purchase from a given brand is the first manifestation of attitude-based brand loyalty, which ultimately takes the form of repeated buying behaviors (Liu Thompkins and Tam, 2013). Reviewing the literature in this area makes it crystal evident that researchers have explored the concept of brand loyalty from both the behavioral and attitude-based perspectives (Chiou and Droge 2006; Farr and Hollis 1997; Ha et al. 2009; Sloot and Verhoef 2008; Yang et al. 2005). First, we'll take a look at brand loyalty from the perspectives of both behaviors and attitudes. This is important since several scholars have offered competing definitions of brand loyalty. The concept of deliberate action will then be discussed.





Instead of aiming to explain why brand loyalty develops, the vast majority of literature on brand loyalty focuses on a certain purchasing behavior that is only concerned with the who, what, and where parts of the purchase. This is in contrast to the original goal of the literature, which was to explain why brand loyalty develops (Kim, Morris & Swait, 2008). Studies that focus largely on analyzing the shopping behaviors of individual customers are frequently referred to as having been conducted from a stochastic perspective (Odin et al., 2001; Kim, Morris & Swait, 2008). The stochastic technique considers evidence of a customer's loyalty to a brand when the client makes repeated purchases from the same manufacturer (Odin et al. 2001; Pedrick and Zufryden 1991; Salegna and Goodwin 2005).

It is possible that the views of customers do not necessarily correlate with all of their buying actions. This raises doubts about the construct validity of attitudinal brand loyalty alone because it is unable to examine all person-specific characteristics and may cause problems (Odin et al. 2001). A client may have a favorable opinion of the products or services offered by a brand, but in the end, they may opt not to purchase due to other factors, such as the product's price or the fact that it is not readily available. Research conducted by Fazio and Zanna (1981) reveals that a strong, positive attitude toward a brand may only provide a weak forecast of whether or not the brand will be purchased on the next buying occasion. This is because other factors may co-determine which brand is judged attractive.

In conclusion, customers remain loyal to a brand as long as it occupies a favorable place in their minds and offers a satisfactory balance of quality, cost, and other considerations. Loyalty to a given brand refers to both the willingness and the likelihood to purchase that brand on several occasions. It is the internal determination to continue purchasing the same brand time and time again. The level of brand loyalty that is lowest on the scale is an acknowledgment of the brand, while the level that is most is an insistence on the brand. The establishment of a meaningful connection between a consumer and a brand ultimately results in consumer loyalty and ensures the continued success of the brand over the long term. Therefore, customer loyalty is defined by factors such as customer retention, future visits, and word-of-mouth referrals. Other factors that play a role in determining consumer loyalty include location, availability, employment, brand affiliation, marketing, and the well-being of the economy.

Information of Bo Man Qing She Hotel

In 2021, Xichang's first light small luxury hotel was the Bo Man Qing She Hotel. It emphasizes guest comfort and smart light luxury, and high-end e-sports. The Xichang Olympic Stadium, torch tower, and third phase of the national 4A-level Qionghai Wetland Park are all within walking distance of the hotel. Xichang City's booming Youjiatun Economic District houses the hotel. All squares and other folk-charming locations are within 500 meters of one other. Man, Qing She Group's first Chinese project, Xichang City, redefines modern sophistication. Xichang City's magnificent hotel features unique services inspired by the nation's capital's fascinating history, culture, and geography. The handy Bo Man Qing She Hotel in the Xichang Central Business District improves even the most mundane events.

This Xichang premium hotel has elegant, comfortable residential-style rooms. The hotel's 282 opulent rooms and suites, many of which are the city's largest, make guests feel like they're living in a luxurious flat. Natural finishes, textured overlays, spacious bathrooms, and walk-in closets make the apartments in Xichang City warm and elegant. Non-traditional elements also have an oriental feel. Each guest room has beautiful cloisonné paintings, fine art prints, floor-to-ceiling windows, and bathroom mirror TVs. Business is easy and luxurious at the Bo Man Qing She Hotel. The hotel offers secretarial services, limousine transportation, and places for high-powered meetings and executive meals. Guests can use these. The Bo Man Qing She Hotel also caters to all ages, making it the perfect family getaway for everyone. Our new 2,620-square-meter Xichang City venues will add elegance to any event. The Bo Man Qing She Hotel's state-of-the-art facilities and impeccable service will make any special occasion, whether it's a board meeting, product launch, red carpet gala, or dream wedding, a success.

Based on the concept of theory as presented above, this paper can generate the conceptual framework of this study, as shown in Figure 1.



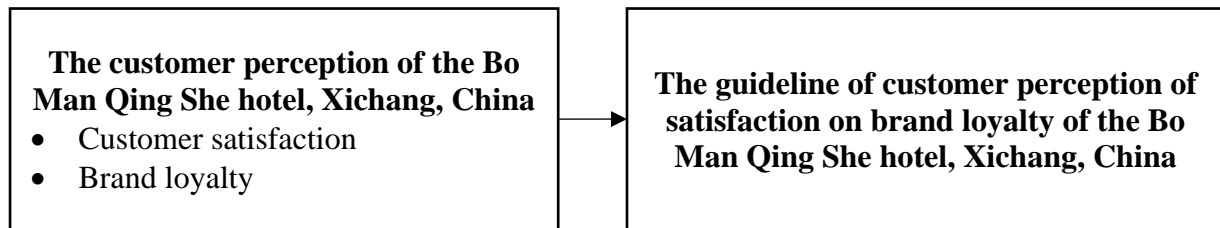


Figure 1 The conceptual framework of this study

Research Methodology

Population and Sample

The population term refers to the total number of people or other entities to which the results of an investigation are intended to be generalized. The customer who used the service of Bo Man Qing She Hotel, Xichang, China, was the focus of the study's primary recruitment efforts. To determine the sample size of this study, the number of customers who used the service of Bo Man Qing She Hotel, Xichang, China, is unidentified. The sample size was calculated based on Cochran (1977). The total sample size for the research will be 385 customers who used the service of Bo Man Qing She Hotel, Xichang, China. These customers will represent the total population. The researcher used an online questionnaire to facilitate an online sampling approach using products of Bo Man Qing She Hotel, Xichang, China, that was booked the hotel from an online application.

Research Tools

The questionnaire was used as a tool to collect data in this study, and the researcher constructed a questionnaire from the related concept and theory, academic research journals related to studied variables such as customer satisfaction and brand loyalty which are shown in Table 1.

Table 1 Research variables and measurements

Research variables	Source	Number of Items
Customer satisfaction	Bowen & Chen (2001) Gupta, McLaughlin & Gomez (2007) Ramanathan & Ramanathan (2011)	14
Brand loyalty	Aaker (1996) Keller (2003) Gupta, Gupta & Yadav (2020)	11

The questionnaire was developed based on two variables. The questionnaire was divided into three parts. The measure items are close-ended response questions about the perception of customer satisfaction and brand loyalty. For measurement of the perception of customer satisfaction and brand loyalty, the interval scale was used, a five-point Likert Scale, to measure the level of agreement. The five-point Likert scale was ranked below (Likert, 1932) :

- 5 = the highest level of perception
- 4 = the high level of perception
- 3 = the moderate perception
- 2 = the low level of perception
- 1 = the lowest perception

The width of the class interval was defined by utilizing the formula as follows (Sauro & Lewis, 2011)

- 4.21-5.00 = Respondent acceptance of all variable factors is the highest level of perception
- 3.41-4.20 = Respondent acceptance of all variable factors is a high level of perception
- 2.61-3.40 = Respondent acceptance of all variable factors is the moderate perception
- 1.81-2.60 = Respondent acceptance of all variable factors is the low level of perception
- 1.00-1.80 = Respondent acceptance of all variable factors is the lowest perception

[45]

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Cronbach's alpha coefficient was used to do statistical analysis to find the reliability of each variable factor from 30 pilot respondents. The value of Cronbach's alpha must be between $0 \leq \alpha \leq 1$; the higher value means higher reliability and is closely related to the section. Based on the above, Cronbach's alpha (α) of each factor in this research was from 0.735 to 0.863 for 30 pilot test results. Therefore, the reliability of all the indices in the pilot test and the full-scale survey was conducted and was good. Cronbach alpha (α) of all the variables passed the benchmark of 0.65 (Craig & Moores, 2006).

Data Collection

Primary data consisted of information collected straight from respondents. The questionnaire was the research instrument of choice. The researcher read a substantial number of articles, documents, and publications before deciding on a research topic and developing survey questions. As a result, between the months of January 2023 and March 2023, we gathered data from 385 individual questionnaires. Completed questionnaires were double-checked for accuracy using both student and adviser suggestions before data analysis began. Data were entered into a statistical program in its raw form from filled-out surveys for further processing and analysis. After that, we did the calculations, analyzed the data, and summarized up the findings. In this case, secondary data was easily accessible. The research team gathered information from a wide range of resources, such as textbooks, academic journals, paperwork, websites, company profiles, and other documents.

Data Analysis

The completed questionnaire served as the basis for arriving at the weight determined based on the predetermined requirements. Using a statistics tool, the information was saved to a file. To present the first research objective, the calculation of the mean and standard deviation was utilized to investigate the customer perception regarding their level of customer satisfaction and brand loyalty. To present the second research objective, the findings of the first objective of the research will be categorized, and descriptive statistics will be utilized in the process of generating descriptions for the development guideline for guideline of satisfaction on brand loyalty of the Bo Man Qing She Hotel, Xichang, China.

Statistics Used in Data Analysis

Statistical values such as mean and standard deviation were used for data analysis to define the information that was presented in the form of a descriptive table. These statistical values were utilized as a part of the statistics that were employed in the study of the data.

Research Result

To provide the first research objective of the study, the first research objective aims to study the level of customer perception of satisfaction and brand loyalty of the Bo Man Qing She Hotel, Xichang, China. This section covers the level of perception of satisfaction and brand loyalty.

Table 2 shows the overall level of agreement with this study

Variables	Mean	S.D.	Meaning
Customer satisfaction	3.96	0.45	high
Brand loyalty	3.90	0.55	high
Total	3.93	0.50	high

As table 2 provides a level of customer perception of satisfaction and brand loyalty of the Bo Man Qing She Hotel, Xichang, China, which are satisfaction and brand loyalty. The results indicated that all of the variables had a high level (mean score = 3.93, S.D. = 0.50), especially customer satisfaction (mean score = 3.96, S.D. = 0.45) and brand loyalty (mean score = 3.90, S.D. = 0.55) accordingly.

To provide the second research objective of study, the second research objective aims to study the guideline of customer perception of satisfaction on brand loyalty of the Bo Man Qing She Hotel, Xichang,





China. This section covers the guideline of customer perception of satisfaction on brand loyalty of the Bo Man Qing She Hotel, Xichang, China, which is based on the result of the previous section.

The findings of this research can be interpreted in several unique ways, and each of those ways has significant repercussions that are a direct result of the conclusions that it reaches. The managers of the Bo Man Qing She hotels must place a greater focus on their customers' attitudes of loyalty to cultivate their customers' behaviors of loyalty. At the same time, the management of the Bo Man Qing She Hotel must place equal focus on each of the aspects that constitute a devoted attitude towards the establishment. One of the many approaches that can be taken to achieve this goal is to emphasize the fact that the Bo Man Qing She Hotel is superior to the majority of the other hotels that are located in the area. It is imperative that the management of the Bo Man Qing She Hotel maintains a high level of service quality as well as a positive brand image to cultivate customer loyalty and guarantee that guests are satisfied with their experience at the hotel. Four-star international and domestic Bo Man Qing She hotels need to provide a high level of service while also keeping a strong brand image if they want to be successful in the competitive positioning tactics that they deploy. In the coming sessions, each of these managerial repercussions will be examined in greater depth than they were previously.

Given the substantial amount of variation in behavioral loyalty that can be explained by attitudinal loyalty, it would appear that a favorable attitude on the part of a consumer does result in repeat business from that client. This is the case because adherence to a particular attitude may provide an explanation. The managers of three-star and four-star Bo Man Qing She hotels can gain rapid insight by using this information; the development of attitudinal loyalty is a crucial stage in the development of behavioral loyalty. According to the findings of this study, the significance of attitudinal loyalty is demonstrated by the fact that guests of Bo Man Qing She hotels form their attitude towards a Bo Man Qing She hotel based more on how it compares to other Bo Man Qing She hotels than on how well the Bo Man Qing She hotel performs in terms of providing service. This demonstrates that guests form their attitude towards a Bo Man Qing She hotel based on how it compares to other Bo Man Qing She hotels. This illustrates that hotel customers construct their opinion of a Bo Man Qing She hotel based on how it compares to other hotels in the Bo Man Qing She chain. The fact that this is the case implies that there is more required to cultivate genuine brand loyalty than simply providing great service quality, a high perceived value, and satisfied customers and clients. This is due to the reality that the growth of authentic brand loyalty involves more than just these three variables alone. The findings of this study show that the management of hotels in Bo Man Qing She should strive to provide services that are superior to those given by other hotels in Bo Man Qing She. Even though these findings are significant, the findings of this study suggest that this goal should be pursued. To be more specific, they should strive to offer services that are superior to those offered by the hotels in Bo Man Qing She. Hotel managers in Bo Man Qing She are required to do routine inspections of the quality of the services their institution offers and to evaluate how these services compare to those offered by other hotels in Bo Man Qing She that is categorized as being in the same class as their establishment. These inspections and evaluations must be carried out by local regulations. It is imperative that you do this to maintain a level of performance that is somewhat consistent. To achieve this goal, the service evaluation, which is also known as customer feedback, must include questions about the level of service provided by the Bo Man Qing She Hotel in comparison to the level of service provided by other Bo Man Qing She hotels in the same class. The managers of the Bo Man Qing She Hotel will be able to concentrate their efforts on improving particular parts of the service they give if they make use of this service evaluation. Because of this, the hotel Bo Man Qing She will be able to provide service that is superior to that offered by its rivals, which will, in the end, lead to the formation of dedicated customer connections.

According to the conclusions of this study, there is just one component of loyalty when it comes to attitudes. Items that show cognitive loyalty, affective loyalty, and conative loyalty make up this dimension of loyalty. Cognitive loyalty refers to the conviction that staying at a Bo Man Qing She hotel is preferable to doing so at other hotels. The sense that one enjoys staying at the Bo Man Qing She Hotel more than any of the others is an example of affective loyalty. The intention to return to the Bo Man Qing She Hotel more frequently than to any of the other hotels is an example of conative loyalty. The results of this study indicate that customers who stayed at the Bo Man Qing She Hotel viewed attitudinal loyalty as the sum of cognitive loyalty, emotional loyalty, and conative loyalty rather than the sequence in which these components are presented. Therefore, hotel managers who work at Bo Man Qing She hotels rated three or four stars are exempt from the need they adhere to the meaning of the sequence phases of attitudinal loyalty. This exemption comes as a result of the fact that Bo Man Qing

[47]

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She hotels are rated three or four stars. On the other hand, they are free to assume that each component can independently provide a helpful approach for increasing the clients' attitudes towards the establishment. Although each of these components of attitudinal loyalty affects a guest's attitude towards the Bo Man Qing, She Hotel, that effect will be significantly amplified if all of them are implemented concurrently as a part of a plan for establishing attitude. Although a strategy that centers on cognitive messaging through marketing communication channels like advertising, for instance, might raise consumer knowledge of the Bo Man Qing She Hotel, such an approach is unlikely to be as successful in fostering customer loyalty. When it comes to developing customer loyalty in the sense of attitudes, a strategy that focuses on cognitive messaging through marketing communication, such as advertising, for example, may promote customer loyalty. This is because advertising is an example of how marketing communication may be cognitively persuasive. The successful building of attitude loyalty is dependent on the marketing message concurrently focusing on cognitive loyalty, emotional loyalty, and conative loyalty components. Only then can the successful construction of attitude loyalty be possible.

Because it is widely held in the hospitality sector that loyal customers are associated with increased profits, there is a strong interest in the factors that influence customer loyalty to a Bo Man Qing, She hotel. As a direct result of this notion, the hospitality industry is currently performing a substantial amount of research to determine the characteristics that influence the loyalty of their customers. When it comes to developing relationship marketing strategies, the hotel managers at Bo Man Qing She should find the brand loyalty model and its four antecedents to be useful. These antecedents include service quality, customer happiness, perceived value, and brand image. According to the findings of this study, the managers of three-star and four-star hotels in Bo Man Qing She should be aware that customer satisfaction works as a mediator in the links between service quality, perceived value, brand image, and attitudinal loyalty. This is important information for these hotel managers to have. These hotel managers need to be aware of this information because it is quite significant. As a consequence of this, one essential component of the objective is to cultivate a loyal attitude to deliver an exceptional experience to the patrons of the Bo Man Qing She Hotel. According to the findings of this research, rising levels of customer satisfaction are highly predicted by improvements in service quality and perceived value, and they are augmented by positive perceptions of the company itself. Even if increasing client satisfaction is not a novel concept, this holds all the same. According to the findings of this study, hotel managers at Bo Man Qing She should provide a high degree of service quality to both please their customers and grow their customers' loyalty to the brand. This is because pleasing their customers will develop their customers' loyalty to the brand. This can be accomplished by providing a safe environment within the Bo Man Qing She Hotel and by hiring employees who can earn the trust of customers by serving them promptly, providing service that is accurate on the first attempt, and having an awareness of the specific requirements that each customer requires. It is possible to improve the skills of these employees by providing them with the necessary training as well as awards that will encourage them to put in more effort. This will make it more likely that they will succeed. By maintaining a high level of service that is generally acknowledged to be of good quality, a Bo Man Qing She Hotel's brand can have the potential to gain a better reputation in the marketplace. In addition to this, the process of building a positive image for a brand can also be completed through communication, which is a component of the process of marketing. The improvement of the image of the brand, in conjunction with the enhancement of the perceived quality of the service, will, in the long term, result in a rise in the perceived value, which will ultimately result in the happiness of the customer.

According to the findings of this poll, many people are under the impression that hotels with four stars in Bo Man Qing She that are located in foreign countries have a greater level of quality than hotels with four stars in Bo Man Qing She that are located in countries within the same country. According to this research, to sustain their higher perceptual position than four-star domestic Bo Man Qing She hotels, four-star international Bo Man Qing She hotels should constantly give a high quality of service and maintain a positive international brand image. In particular, this research shows that multinational Bo Man Qing She hotels with a rating of four stars should strive to maintain a positive brand image on a global scale. This is because providing services of high quality and keeping a favorable image can build a high perceived value, which, in turn, satisfies customers and creates customers who are loyal to the brand. This finding also suggests that delivering services of high quality while upholding a positive image can result in the client perceiving a greater value in the product or service being offered. The domestic four-star Bo Man Qing She hotels should work towards improving the quality of their services as well as the image of their brand to combat the perception that their brands

[48]

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are of lower quality in comparison to four-star brands that are located in other countries. To provide increasingly high levels of service to their clientele, domestic four-star Bo Man Qing She hotels should make use of cutting-edge technology and work to improve their management skills. Both the quality of the services that the hotels provide and the reputation of their brand will improve as a result of this development. It is a well-established fact that competitors of domestic four-star Bo Man Qing She hotels that are international Bo Man Qing She hotels have superior managerial ability and technology, which enables them to give services of a higher level. The significance of these techniques is brought out by this, which highlights their importance. In addition to this, it is of the utmost importance to cultivate a positive brand image for four-star domestic by carrying out marketing and promotional efforts that emphasize cultural qualities that four-star businesses in other countries may not have, Bo Man Qing She hotels can compete with those hotels in other countries. This can be accomplished through the execution of marketing and promotional campaigns that emphasize cultural features that are exclusive to the local market.

In conclusion, Bo Man Qing She hotel managers must nurture customer loyalty by providing high-quality service and a favorable brand image. Attitudinal loyalty is key to the development of behavioral loyalty and determines which components of the hotel are necessary for success. This study suggests that hotel clients should aim to outperform similar hotels. Hotel management must perform regular quality checks and analyses of their services without comparing them to others to attain this goal. Service evaluation, or client feedback, helps managers improve specific services and build loyal customer relationships. Cognitive, emotional, and conative loyalty form attitude. Bo Man Qing, She hotel managers, should know that service quality, customer happiness, perceived value, and brand image affect customer loyalty. They should deliver high-quality service to gratify clients and build brand loyalty offering a safe workplace, employing staff, offering accurate service, and knowing each customer's needs helps achieve this. To motivate them, they should offer training and awards.

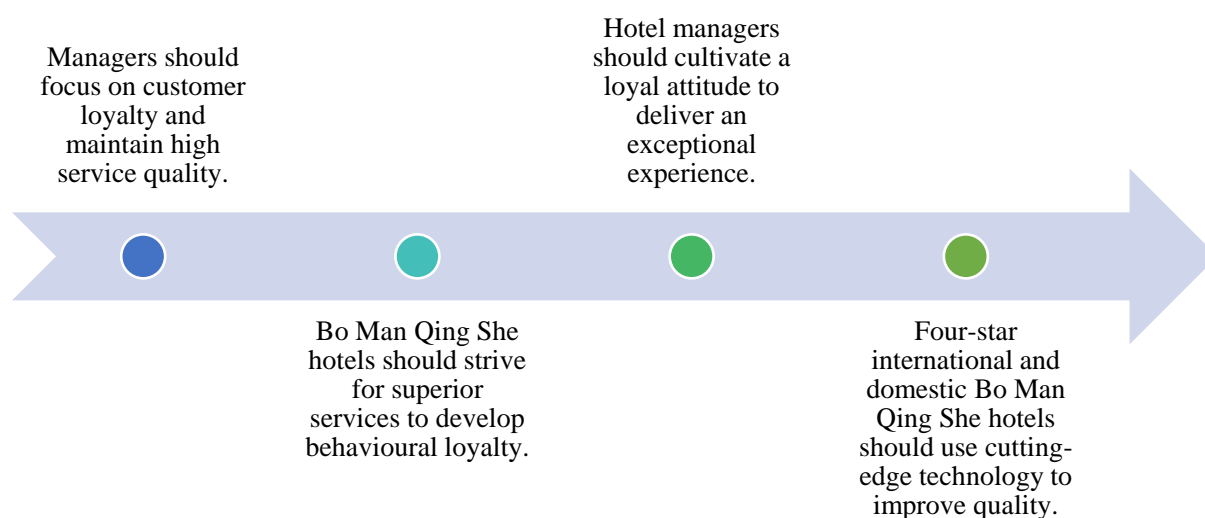


Figure 2 The guideline of customer perception of satisfaction on brand loyalty of the Bo Man Qing She Hotel, Xichang, China

Conclusion

The study's findings revealed that each of the variables demonstrated a high level, with a mean score of 3.93 and a standard deviation of 0.50. Particularly, customer satisfaction and brand loyalty exhibited particularly high levels, with mean scores of 3.96 and 3.90, respectively, and standard deviations of 0.45 and 0.55, respectively. The research examined the degree of customer satisfaction and brand loyalty at the Bo Man Qing She Hotel in Xichang, China. It found that customer attitudes and dedication are key factors in cultivating customer loyalty. Attitudinal loyalty, which is grounded in an individual's cognitive perspective, can explain a substantial proportion of behavioral loyalty. The research aims to establish a sense of brand loyalty using exceptional service, perceived value, and





contented customers and clients. International four-star hotels are preferred over their domestic equivalents, and hotels with a four-star rating from foreign entities are considered noteworthy.

Discussion

Discussion for the level of customer perception of satisfaction and brand loyalty of the Bo Man Qing She Hotel, Xichang, China, customer satisfaction scores 3.96, S.D. 0.45. The Bo Man Qing She Hotel is known for its exceptional customer service, trustworthiness, and quick reaction time. For those in need, it has the best service and accommodating staff. The Bo Women's Half Hour's well-written staff made for a terrific day. Yanyang Li & Kananurak (2018) found that service quality and brand image affect consumer satisfaction and loyalty to China's Top 5 Express Delivery Services. 400 Taobao sellers provided data. Descriptive statistical and crosstabs analysis examined personal data. Customer happiness and loyalty were directly influenced by service quality and brand image, respectively. This research may help express delivery service managers increase service or brand loyalty. Chen, Chao & Pan (2020) found that consumer delight drives market orientation. This study examined the relationship between corporate goals, consumer goals, and market behaviors in 120 entrepreneurial firms. The results demonstrated that setting cooperative goals with customers helps internal departments collaborate, strengthening organizations' market focus. This text discusses theoretical and practical implications.

Brand loyalty scores 3.90, S.D. 0.55. The Bo Man Qing She Hotel is a superb Xichang hotel. Its service is the highlight of every China vacation. For future guidance, this hotel is ideal. Lianfei, Pusaksrikit & Nattapan (2020) revealed that brand loyalty is linked to positive brand experiences. Quantitative research is undertaken to determine Chinese customers' loyalty to international skincare brands. Brand experience increases brand satisfaction, trust, and personality, which can boost customer loyalty. According to Yongzhong, Khan & Yu Zhang (2020), social media marketing activities (SMMAs) affect Chinese customers' perceptions of apparel brands and their satisfaction. Quantitative survey data were analyzed using CFA and the Hayes PROCESS macro. The study found that SMMAs boost brand value and consumer happiness in China. This report advises Chinese marketers on social media advertising. Zhang & Kananurak (2020) examined customer satisfaction and loyalty at the Industrial and Commercial Bank of China Ltd. Luliang Branch. The study examined how service mix affects customer happiness and loyalty. ICBC clients interviewed for the study found that service mix affected customer pleasure and loyalty. The bank's service marketing technique got a higher R-square score of 80.9%.

Discussion for the guideline of customer perception of satisfaction on brand loyalty of the Bo Man Qing She Hotel Xichang, China, the Bo Man Qing She Hotel in Xichang, China, was studied for customer satisfaction and brand loyalty. Attitudinal loyalty—based on an individual's cognitive viewpoint—can account for a considerable amount of behavioral loyalty, according to research. Due to its loyalty scheme, the hotel outperforms competitors in customer satisfaction. Customer happiness affects service quality, perceived value, brand image, and attitude, according to the study. To satisfy clients, the business should prioritize excellent service and hire people who can build trust by providing prompt, attentive service tailored to their needs. Marketing communication and high-quality services can improve a brand's image and consumer happiness. This increases brand value. These findings support Wilson, Keni & Pattyranie Tan's (2021) study on how perceived usefulness and ease of use affect customer loyalty in China's computer sector. PLS-SEM and IoT analyzed online survey data. Customer happiness, trust, and loyalty increased with perceived usefulness and satisfaction. Customer trust and happiness positively mediate perceived utility and satisfaction, but trust is more effective than contentment—an in-depth study on using the TAM to predict computer client loyalty added to marketing literature. Cronin, Brady & Hult (2000) examined how increasing sustainable purchase intentions affects CSR. It also examined how brand trust and loyalty affect mediation and green innovation in Pakistan. CSR appears to increase environmentally responsible innovation and purchasers' long-term purchase intentions. CSR and sustainable purchase intents, and green innovation performance are moderated by brand trust and loyalty. These findings help academics, specialists, and

[50]

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policymakers understand CSR-focused textile, garment, and fashion firms. Shang, Xuefei & Qingfei (2022) examined the relationship between the promotion/prevention of regulatory fit and brand loyalty, as well as the potential moderating impacts of product type. The study interviewed 27 brand page platform users to learn about IT affordances and subdimensions. The results demonstrated that regulatory fit has both good and negative effects on brand loyalty, suggesting that the article might add to the literature and provide marketers with useful insights. These support Day (2003) that a good impression leads to business. It's when a consumer decides, intends, and buys the same brand. Three perspectives—behavioral, attitudinal, and reasoned—are modified by diverse factors. Also, the Brand loyalty model by Gounaris and Stathakopoulos (2004) emphasizes consumer, brand, and social motivations. Consumers (risk aversion and diversity seeking), brands (reputation and replacement availability), and social groups (peer recommendations and social group impacts) are drivers. Yi & Jeon (2003) examined brand loyalty from behavioral and attitude perspectives. Brand loyalty is a commitment to a favored product/service despite marketing and situational pressures. It often manifests as repetitive purchases.

Recommendation

Managerial Recommendations

1. Build a beautiful environment and focus on the quality of Bo Man Qing She Hotel equipment quality to make customers feel comfortable. Warm service and a friendly staff attitude are key to 5-star hotels. Brand loyalty is also important, as customers can quickly imagine the Bo Man Qing, She Hotel symbol or logo in their minds. Additionally, Chinese-style services such as weddings and baby feasts should be offered, as well as traditional nationality styles such as Yunnan's. The decoration style should also be more nationality and provide nationality food.
2. Trustworthiness is the most important factor to consider when companies want to establish customer confidence in their services. It is a prerequisite for customers to choose again to purchase through this website. The "trust" variable was the highest score on this section of the questionnaire, indicating that successful transactions are a very important factor affecting the repurchase intention of customers of the Bo Man Qing She Hotel.
3. The study recommends that all members of the staff of Bo Man Qing She Hotel should be included in loyalty programs to improve the effectiveness of brand performance. Tiered programs, such as premium, regular, and premium programs, should be introduced to match customer age, customer value, preference, and customer loyalty.
4. The study found that brand loyalty helps reduce marketing costs and brand awareness, but it also brings about familiarity and likeness. The Bo Man Qing She Hotel should improve its loyalty programs and make them offered to every guest who visits the hotel to improve the hotel's performance.

Further research Recommendations

1. Research is needed to understand the influence of loyalty programs on the performance of all-star hotels in China, as it is a dynamic market with growth potential.
2. This study aims to explore the challenges of loyalty programs and brand performance in the Chinese hospitality industry and identify the number of star ratings for all-star Hotels. It will include multiple respondents to gain a clear understanding of the loyalty programs.
3. Research can be done to understand the factors influencing security companies in China, such as insecurity, government regulations, inflation, and exchange rates, to assess the effects of security business.

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