



**PERCEIVED QUALITY AND PERCEIVED VALUE INFLUENCE
ON BRAND LOYALTY TOWARD LUXURY HOTEL
IN KUNMING, YUNNAN, CHINA**

ZHISHEN WANG



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHAP
ACADEMIC YEAR 2023
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ABSTRACT

This research scrutinizes the factors that drive brand loyalty within the luxury hotel sector in Kunming to strengthen the industry's competitive advantage in a time of changing global tourism trends and a growing consumer demand for customized and emotionally engaging experiences. Kunming has become a sought-after destination for both leisure and business travelers due to its distinctive landscapes and pleasant climate, reflected in the expansion of its luxury hotel market, increased tourism revenue, and regional GDP growth from 2018 to 2022. Despite these positive trends, the luxury hotel sector faces challenges from the global pandemic and fierce market competition. To address this, the study employs various inferential statistical methods to test the hypotheses, explicitly using the Independent Samples t-test, the One-way ANOVA, and the Multiple Regression analysis. This quantitative analysis, which gathers data from 400 patrons across three prestigious hotels in Kunming, reveals that age, monthly income, and profession are significant demographic predictors of brand loyalty. It is observed that loyalty is more pronounced among older and wealthier demographics, with students and government officials showing more loyalty than other professions. In conclusion, the research suggests that luxury hotels in Kunming need to customize their engagement and retention strategies to align with the distinctive characteristics of these key demographic groups to improve brand loyalty. The recommendations include enhancing the experience for older and wealthier clients and formulating targeted engagement policies for students and government officials. These strategies are essential for luxury hotels to successfully navigate the post-pandemic market and maintain a robust competitive edge, ensuring continuous growth and profitability in Kunming's upscale hospitality sector.

Keywords: luxury hotels, brand loyalty, demographic factors, perceived quality, perceived value

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CHAPTER I INTRODUCTION

1.1 Background and Statement of the Problem

The global international tourism industry's rapid development has significantly impacted the hotel market's competitive landscape. Nowadays, hotel consumers are concerned with the functional value of hotel products and services, emphasizing personalized experiences and the emotional value derived from the service. This trend has prompted the hotel industry to adapt to evolving customer demands and provide personalized services continually. Kunming, the capital of China's Yunnan province, boasts stunning natural landscapes and a pleasant climate, attracting a multitude of tourists and business travelers.

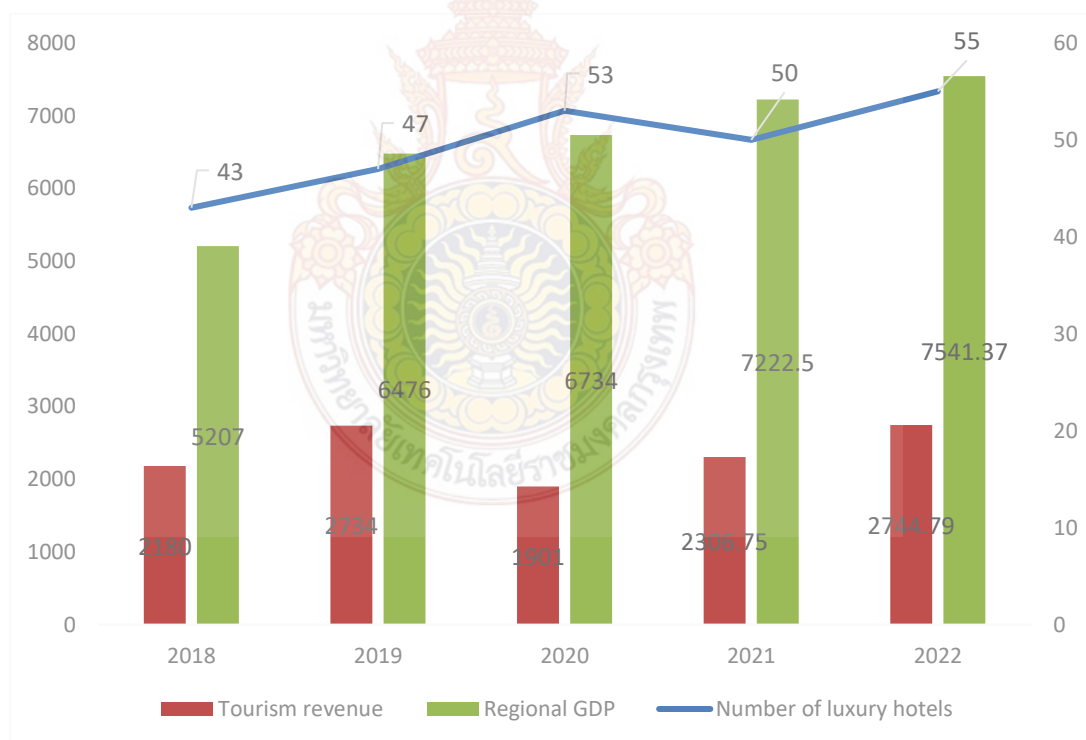


Figure 1.1 Kunming Luxury Hotel Statistics Chart

The statistics presented in Figure 1.1 reveal that from 2018 to 2022, there has been an upward trajectory in the metrics related to Kunming's luxury hotel sector, tourism earnings, and the regional Gross Domestic Product (GDP). This trend

underscores sustained growth and development within the city's luxury hotel sector, the broader tourism industry, and the local economy.

Specifically, Kunming's luxury accommodations inventory has swelled by 32%, indicative of an escalated appetite for luxury hotel services. Concurrently, tourism-generated income has climbed by 26.5%, signaling an enhanced role of tourism in bolstering the area's economic profile. Moreover, the regional GDP has surged by 46.9%, reflecting robust economic dynamism and the region's upward financial trajectory. There appears to be a symbiotic relationship between the burgeoning tourism sector and the regional GDP, suggesting that the health of Kunming's economy is, in part, buoyed by its appeal as a travel destination. The escalation in luxury hotel numbers points to Kunming's increasingly magnetic pull as a premier locale for tourism, drawing a growing number of visitors and encouraging them to indulge in prolonged stays. This pattern has translated into augmented tourism receipts for the city, with a notable uptick post-2019. While the onset of the global pandemic in 2020 cast a pall over the global tourism landscape, including a downturn in Kunming's tourism income, the statistics from 2021 and 2022 suggest a robust rebound. This rebound is a testament to Kunming's resilience and capacity to navigate through external economic shocks, ultimately maintaining a trajectory of growth—a reflection of the city's economic tenacity and potential. It is worth highlighting, however, that the rebound post-2020 underscores Kunming's agility in addressing and surmounting the challenges posed by the pandemic, further evidenced by the positive growth in both its tourism sector and regional GDP in the following years.

The luxury hotel industry in Kunming faces challenges such as intense market competition and disruptions caused by the pandemic. To address these challenges and gain a competitive advantage, luxury hotels must understand the factors influencing brand loyalty among different demographic groups. This study aims to explore these factors and provide strategic recommendations for Kunming's luxury hotel industry to cater to the needs of different customer segments, enhance brand attractiveness, reduce customer churn, and gain a competitive edge in the market. The research findings will be valuable for hotel operators as they can understand how different demographic variables affect customer brand loyalty. This knowledge will enable them to formulate more targeted strategies and provide services that align with

customer expectations, ultimately enhancing brand attractiveness. Additionally, the research will contribute to a deeper understanding of the Kunming market dynamics, facilitating more informed market positioning and customer segmentation strategies, which are critical for expanding market share and revenue.

However, the luxury hotel industry in Kunming faces challenges such as intense market competition and disruptions caused by the pandemic. To address these challenges and gain a competitive advantage, luxury hotels must understand the factors influencing brand loyalty among different demographic groups (Górska & Kulykovets, 2020). Thus, this study explores the factors influencing brand loyalty in Kunming's luxury hotel industry, particularly concerning various demographic variables (such as age, gender, educational background, and income levels). The research aims to provide strategic recommendations for Kunming's luxury hotel industry to better cater to the needs of different customer segments, enhance brand attractiveness, reduce customer churn, and gain a competitive advantage in the market (Liu et al., 2017).

The significance of this research is multifaceted. Firstly, it enables hotel operators to understand better how different demographic variables affect customer brand loyalty, helping them formulate more targeted strategies and provide services that align with customer expectations, ultimately enhancing brand attractiveness. Secondly, the research contributes to a deeper understanding of the dynamics of the Kunming market, facilitating more informed market positioning and customer segmentation strategies, which are critical for expanding market share and revenue. Most importantly, by elevating brand loyalty, the research aids in reducing customer churn, lowering marketing and advertising costs, increasing customer retention rates, and creating a more stable and sustainable operating environment for luxury hotels. Additionally, it enhances brand reputation, improves market positioning, and enhances the feasibility of pricing strategies. The research provides valuable insights into luxury hotels (Hyun & Perdue, 2017).

1.2 Research Questions

(1) How do demographics affect brand loyalty toward luxury hotels in Kunming?

(2) How does perceived quality affect brand loyalty toward luxury hotels in Kunming?

(3) How does perceived value affect brand loyalty toward luxury hotels in Kunming?

1.3 Research Hypotheses

H1: Differences in Demographic factors generate differences in Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

H2: Perceived Quality influences on Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

H3: Perceived Value influences on Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

H4: Perceived Quality and Perceived Value influence on Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

1.4 Research Objectives

(1) To study the influence of demographic factors on brand loyalty toward luxury hotels in Kunming, Yunnan, China.

(2) To study the influence of perceived quality on brand loyalty toward luxury hotels in Kunming, Yunnan, China.

(3) To study the influence of perceived value on brand loyalty toward luxury hotels in Kunming, Yunnan, China.

(4) To study the influence of perceived quality and perceived value on brand loyalty toward luxury hotels in Kunming, Yunnan, China.

1.5 Scope of the Research Study

1.5.1 Content

This research investigates the impact of various independent variables on brand loyalty in Kunming's luxury hotel industry. The study focuses on the factors influencing brand loyalty toward luxury hotels in Kunming, Yunnan, China. The

independent variables of this research encompass demographic variables, perceived quality, and perceived value. In contrast, the dependent variable is brand loyalty.

1.5.2 Area of Study

This research will be conducted in Kunming, Yunnan Province, China. Three luxury hotels in Kunming were selected as the research objects: Lakeview Hotel, Sheraton Kunming Hotel, and He Nian Banshan Forest Hotel. The selection of Kunming as the research location is based on its significance and uniqueness in the Chinese tourism industry.

1.5.3 Population and Sample Size

The population for this study comprises customers who visit luxury hotels in Kunming, Yunnan Province, China. The sample size will be determined using a convenient sampling method. It will include diverse customer groups from various demographic and background profiles. Therefore, the population for this study is considered to be infinite. Four hundred samples will be selected for this study, drawn from three different hotels.

1.5.4 Sampling Method

The sampling method employed in this study is a multi-stage sampling method. The first stage is the Quota Sampling Method. The second stage is the Convenient Sampling Method.

1.5.5 Duration

Duration of the Study: This study will be conducted from August 2023 to December 2023.

1.6 Research Framework

The conceptual framework was developed from research on Brand loyalty, Perceived Quality, and Perceived Value: A Study of Customer Satisfaction (Othman et al., 2017).

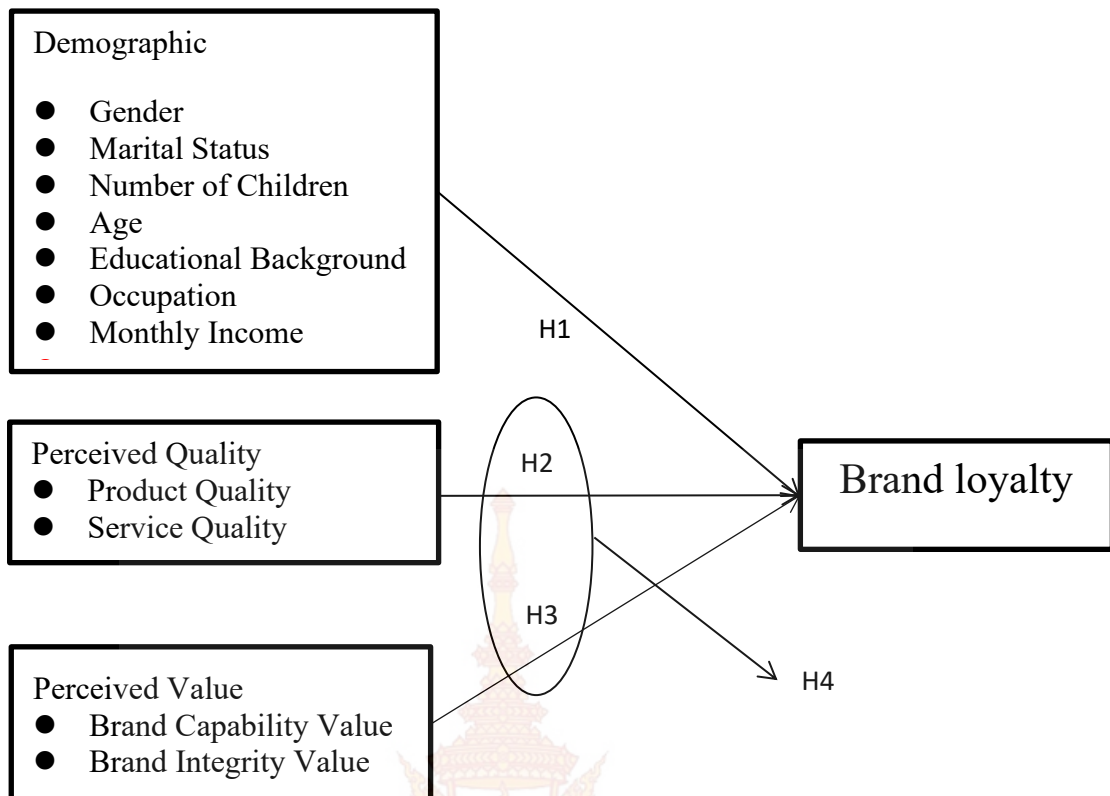


Figure 1.2 Conceptual Framework

1.7 Definition of Key Terms

1.7.1 Demographic Factor

In this study, the term "Demographic Factors" includes gender, marital status, number of children, age, educational background, occupation, and monthly income.

1.7.2 Perceived Quality

"Perceived Quality" represents the customers' subjective assessment of the overall quality of luxury hotels in Kunming, including factors influencing their perception.

Product Quality: In the context of this research, "Product Quality" signifies the quality of the various amenities, services, and features offered by luxury hotels in Kunming, as perceived by customers.

Service Quality: "Service Quality" pertains to assessing the level of service offered by luxury hotels in Kunming, encompassing staff courtesy, responsiveness, professionalism, and overall service experience.

1.7.3 Perceived Value

Within this study, "Perceived Value" encapsulates customers' assessments of the value they receive in return for their investment in luxury hotels in Kunming, considering various aspects such as quality, pricing, and overall experience.

Brand Capability Value: "Brand Capability Value" denotes the perceived ability of luxury hotel brands in Kunming to meet customer expectations and their reputation for delivering high-quality services.

Brand Integrity Value: In this research, "Brand Integrity Value" signifies the perceived ethical and responsible conduct of luxury hotel brands in Kunming, including their commitment to transparency, social responsibility, and ethical business practices.

1.7.4 Brand Loyalty

"Brand Loyalty" represents the degree of customer attachment, commitment, and preference for specific luxury hotel brands in Kunming, highlighting the central focus of this study on factors influencing customer loyalty.

1.7.5 Luxury Hotel

In this study, "Luxury Hotel" embodies high-end hospitality establishments in Kunming, reflecting their unique offerings, guest experiences, and role in the local market.

1.8 Benefit of the Study

1.8.1 Benefits for the Hospitality Industry

Assisting hotel operators in understanding how demographic variables such as age, gender, educational background, and income levels affect customer brand loyalty. This helps them formulate more targeted strategies and provide services that align with customer expectations, ultimately enhancing brand attractiveness, Contributing to a deeper understanding of the dynamics of the Kunming market, and facilitating more informed market positioning and customer segmentation strategies, which are critical for expanding market share and revenue; By elevating brand loyalty, the research aids in reducing customer churn, lowering marketing and advertising costs, increasing customer retention rates, and creating a more stable and sustainable operating environment for luxury hotels; Enhancing brand reputation, improving market positioning, and enhancing the feasibility of pricing strategies.

1.8.2 Academic Benefit

Providing insights into the factors influencing brand loyalty in Kunming's luxury hotel industry, particularly concerning various demographic variables, perceived quality, and perceived value. This research contributes to a deeper understanding of customer loyalty dynamics, offering a foundation for further research on the relationships between brand loyalty, perceived quality, and perceived value. This study acts as a reference point for future academic investigations.



CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

2.1.1 Demographic

The impact of demographic factors on brand loyalty is a highly researched topic in market research. Studies have shown that age, gender, and income significantly influence customer brand loyalty. According to research by Coelho et al. (2018), younger consumers tend to be more open to trying new brands, resulting in lower brand loyalty. In contrast, older consumers exhibit higher loyalty to specific brands over the long term. Chen and Wang (2017) found that female consumers emphasize brand reputation and quality when purchasing, leading to higher loyalty to certain brands. A study by Goodie-Okio (2022) discovered that well-educated individuals are generally more capable of discerning brand differences as they prioritize brand reputation and quality. Individuals with higher occupational status may also exhibit greater loyalty to high-end brands. Research by Costa et al. (2021) indicates that homemakers and more prominent families may focus more on value for money, tending to purchase more affordable brands.

Conversely, higher-income households may lean towards high-end brands. Overall, the impact of demographic factors on brand loyalty is multifaceted, with different demographic groups exhibiting distinct behavioral patterns. Therefore, understanding the demographic characteristics of the target audience and how these characteristics relate to brand loyalty is crucial when devising brand strategies. This understanding helps brands better meet customer needs and enhance their brand loyalty.

Age significantly influences brand loyalty. According to the Life-Cycle Hypothesis, younger customers may be more willing to try different hotel brands, resulting in relatively lower loyalty to specific brands. In contrast, older customers may be more likely to exhibit loyalty to specific brands due to the trust they have built over many years of experience. Research by Chahal and Bala (2010) found differences in brand loyalty among customers of different age groups. The younger generation is more interested in novelty and innovation, while older customers prioritize tradition and the brand's history.

Gender can also influence brand loyalty. According to Consumer Behavior Theory, female customers may emphasize service quality, emotional satisfaction, and social factors, which may lead to higher brand loyalty. Research by Sosianika et al. (2021) found that female customers exhibit a higher tendency toward hotel loyalty as they pay more attention to service quality and emotional satisfaction.

Educational background is essential to Demographic factors and significantly impacts brand loyalty. Customers with higher education levels tend to have higher expectations for brands and prioritize brand reputation and service quality, making them more likely to exhibit loyalty to specific brands. Research by Zhong and Moon (2020) demonstrated that customers with higher education levels place more importance on brand reputation and service quality, influencing their brand loyalty to hotels.

Monthly income is another crucial element among demographic factors. Customers with higher income levels are more likely to exhibit loyalty to luxury hotel brands because they have the economic capability to choose high-quality services. Research by Ferm and Thaichon (2021) found that customers with higher income levels tend to choose and stay loyal to high-end hotel brands.

2.1.2 Perceived Quality

Perceived Quality is a multidimensional concept encompassing product and service quality, vital for understanding customer perceptions and behaviors. The Product Performance Theory emphasizes that customers assess product quality based on its performance, durability, and functionality. When a product performs exceptionally and meets or exceeds customer expectations as promised, it produces a positive perception of product quality. Another crucial concept is Consistency Quality, which focuses on whether a product conforms to established standards and specifications. Customers generally regard higher consistency quality as an indicator of product reliability and quality.

The SERVQUAL model, introduced by Parasuraman et al. (1985), is a widely recognized framework for assessing service quality. Measuring and evaluating service quality encompasses five key dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This model emphasizes that these dimensions and their expectations influence customers' perceptions of service quality. Additionally, the Service Quality Gap Model, proposed by Parasuraman et al. (1985), suggests that

potential gaps in service quality can exist at various stages in the service delivery process. These gaps may occur between customer expectations and management perceptions, between management perceptions and service specifications, and between service specifications and service delivery. Understanding and addressing these gaps is crucial for delivering high-quality service and enhancing customer satisfaction and loyalty.

Perceived quality plays a pivotal role in shaping consumer perceptions and behaviors. The Expectancy-Disconfirmation Theory of Yüksel and Yüksel (2008) posits that consumers evaluate products or services based on their expectations and perceptions of performance. When perceived quality exceeds initial expectations, it leads to greater satisfaction and, consequently, brand loyalty. Zeithaml et al. (1988) conducted an influential study highlighting the influence of perceived quality on customer satisfaction and loyalty. Their research findings emphasize the importance of perceived quality in fostering brand loyalty.

2.1.3 Perceived Value

Perceived Value refers to the perceived benefits customers believe they receive compared to the costs or sacrifices of acquiring a product or service. The Value-Percept Disparity Model is an essential theory of perceived value (Zeithaml et al., 1988). This model posits that perceived value results from comparing perceived benefits and costs. Brands that offer higher perceived value are more likely to secure customer loyalty. Researchers have emphasized the importance of perceived value in influencing customer decisions and loyalty (Sweeney & Soutar, 2001).

Brand Capability Value is related to the perception of a brand's ability to deliver on its promises and meet customer needs. While there may not be a specific theory directly related to Brand Capability Value, the concept aligns with the broader idea of brand credibility and trust. According to the Source Credibility Theory by Hovland and Weiss (1951), consumers are likelier to trust and be loyal to brands they perceive as credible and trustworthy. In brand loyalty, the perception of a brand's capabilities can significantly influence consumer behavior (Erdem & Swait, 2004).

Brand Integrity Value is associated with a brand's perceived honesty and ethical values. While there might not be a single theory exclusively dedicated to Brand Integrity Value, it connects with ethical branding and its impact on customer loyalty.

Brand trust and integrity are crucial for fostering brand loyalty. Customers are more likely to be loyal to brands they perceive as trustworthy and ethical (Chaudhuri & Holbrook, 2001). This highlights the significance of brand integrity in building and maintaining brand loyalty.

2.1.4 Brand Loyalty

Brand loyalty is a crucial factor in influencing consumer behavior and brand loyalty. According to Source Credibility by Theory Hovland and Weiss (1951), consumers are likelier to trust and be loyal to brands they perceive as credible and trustworthy. Erdem and Swait (2004) conducted a study demonstrating a positive relationship between Brand loyalty and consumer behavior. Their findings indicate that consumers are more likely to engage in brand-loyal behavior when they perceive a brand as credible.

Research on perceived value has led to the development of various theories. However, scholars generally agree that perceived value is a subjective feeling of consumers. It arises from the comparison and balance between perceived value and perceived risk. Cai et al. (2022) studied consumer perceived value theory and examined the relationship between government incentive policies and the purchase intention of electric vehicles. The research employed quantitative analysis and focused on the impact mechanisms of government incentive policies on purchase intentions. The study emphasized the mediating role of perceived value in the relationship between government incentive policies and purchase intentions, offering insights into the electric vehicle market. Zhao et al. (2023) studied the adaptability of ecological compensation for rural households based on perceived value theory. The research used quantitative analysis and focused on the mediating role of perceived value in the adaptability of ecological compensation for rural households. The study provided theoretical support for formulating and implementing rural ecological compensation policies. Wang (2021) studied rural public cultural service satisfaction based on perceived value theory. The research used quantitative analysis and examined the relationship between factors affecting public cultural service satisfaction and perceived value. The study found that perceived value plays an intermediary role in public cultural service satisfaction, offering suggestions for optimizing rural public cultural services. In the hotel industry, perceived value is defined based on quality, price, social,

aesthetics, functionality, and experience, as described and quantified by Sweeney and Soutar (2001). This division facilitates quantitative analysis.

This study will draw on and adjust Sweeney and Soutar's research results, considering the current social context and making the dimension division more relevant to current practice.

2.2 Related Studies

2.2.1 Demographic

Age significantly influences brand loyalty. According to the Life-Cycle Hypothesis, younger customers may be more inclined to explore various hotels, leading to lower loyalty to specific brands. Conversely, older customers may exhibit higher loyalty to particular brands because they have developed trust in them over many years. Research by Ryu et al. (2019) studied the effect of a brand story structure on narrative transportation and the perceived brand image of luxury hotels and identified age-based variations in customer brand loyalty. This research examines how the structure of a luxury hotel's brand story can affect customer perceptions, mainly focusing on narrative transportation and the perceived brand image.

Additionally, it identifies variations in customer brand loyalty based on different age groups. The study aims to understand how effective storytelling techniques influence customers' connections with luxury hotel brands and how these connections vary across various age demographics. Gender can also impact brand loyalty.

According to Consumer Behavior Theory, female customers may emphasize service quality, emotional satisfaction, and social factors, potentially resulting in higher brand loyalty to hotel brands. Lee et al. (2017) find that this article primarily investigates the impact of "country-of-operation and brand images" in the Chinese hotel industry. The research focuses on the influence of national factors on hotel brand images, especially the performance of hotel chain brands from different countries in the Chinese market. The article provides empirical evidence to support potential differences in brand images of hotels operated by various countries in the Chinese market. This contributes to understanding how international brands perform in China's market and informs more informed brand strategy and positioning decisions.

Education background is another significant component of demographic factors that affect brand loyalty. Customers with higher education tend to have higher expectations for brands, prioritize brand reputation and service quality, and are likelier to exhibit loyalty to specific brands. Han et al. (2015) stated that educational level might be crucial in guests' environmental decision-making. Guests with higher levels of education are more inclined to take environmentally friendly actions because they have a deeper understanding of environmental issues and are more likely to be influenced by social norms. Therefore, educational background is an essential demographic factor influencing customer brand loyalty and their environmental decision-making regarding brands.

Monthly income level is also a vital factor among demographic variables. Customers with higher income levels are more likely to exhibit loyalty to luxury hotel brands because they have the financial capacity to choose high-quality services. Kandampully et al. (2015) found that income significantly shapes customer loyalty within the hospitality sector. Customers with more significant disposable income often seek premium experiences. They are willing to invest in luxury hotel brands that offer exceptional service and amenities. Therefore, income level is a crucial demographic variable influencing customer loyalty, particularly in the hospitality industry.

2.2.2 Perceived Quality

The formation of hotel brand loyalty is influenced by various factors, with perceived quality playing a crucial role. Drawing from service quality theory, perceived value theory, and the expectation-satisfaction-loyalty model, customers are likelier to develop loyalty to a specific hotel brand when they receive high-quality services, meet their expectations, and accumulate positive brand experiences. This loyalty encourages customers to choose the same brand repeatedly. It stimulates word-of-mouth marketing, increasing market share and brand value. In addition to perceived quality, factors like pricing strategies, loyalty programs, brand reputation, and more can impact brand loyalty. Therefore, the hotel industry must focus on providing high-quality services, meeting customer expectations, and actively managing the brand experience to cultivate and solidify customer brand loyalty, enabling them to stand out in a highly competitive market.

Zeithaml et al. (2018) find out McGraw-Hill Education. This is a comprehensive textbook on services marketing. While it covers a wide range of topics, it provides insights into how delivering high-quality services and creating positive

customer experiences are critical for building brand loyalty. It offers a theoretical foundation for understanding the role of perceived quality in brand loyalty. Sigala (2016) found out that this article discusses the co-creation of meaningful tourism experiences and how customers' involvement in shaping their experiences impacts brand loyalty. It introduces the concept of co-creation in the hospitality industry, highlighting how delivering valuable and meaningful experiences can enhance customer loyalty. Niñerola et al. (2016) found that this research paper examines branding and consumer behavior in the hotel industry. It explores how brand reputation and customer experiences influence brand loyalty. The study examines the specific case of four international hotel chains in Spain. It provides insights into factors impacting brand loyalty in this context.

Buhalis and Foerste (2015) find out this article introduces the concept of SoCoMo (Social, Local, Mobile) marketing in the context of travel and tourism. It emphasizes the importance of co-creation of value with customers. While it may not directly address perceived quality, it highlights the role of customer engagement and value co-creation in building loyalty in the tourism and hospitality sector. Ashraf et al. (2018) find that this study delves into the intricate relationship between service quality, perceived value, and brand loyalty in the hotel industry. It underscores the essential link between providing high-quality services and creating value for customers, which, in turn, fosters brand loyalty. The findings highlight that maintaining service quality and enhancing perceived value are pivotal strategies for hotels to solidify customer loyalty. Keshavarz and Jamshidi (2018) focus on the Chinese hotel industry, and this research explores the intricate dynamics of service quality, perceived value, and customer satisfaction in shaping brand loyalty. It sheds light on the specific factors influencing brand loyalty in China. The study recognizes that understanding these unique dynamics is crucial for hotels operating in the Chinese market and offers valuable insights for creating strategies that resonate with Chinese customers.

2.2.3 Perceived Value

The impact of perceived value on hotel brand loyalty can be traced back to the Value-Satisfaction-Loyalty model, which emphasizes the significant relationship between value and satisfaction. Perceived value refers to consumers' perception of the relationship between the price they pay for hotel products or services and the value they

receive. When consumers feel that their price is in line with or exceeds the expected value, they are more likely to develop loyalty to the brand. This is because consumers, in their purchase decisions, are typically rational, weighing the price against the perceived value. Perceived value, through satisfaction as an intermediary, links the level of satisfaction with brand loyalty. Therefore, hotel brands must strive to provide value that exceeds the price in meeting customer expectations, build brand loyalty, and stand in a competitive market.

Eid (2015) find out that this study investigates the impact of perceived value on customer loyalty in the hotel industry. The research highlights the positive influence of perceived value on customer loyalty in the hotel sector. Specifically, when customers perceive that the price they pay for hotel products or services aligns with or exceeds their expectations, they are more likely to develop loyalty to the brand. This study underscores the pivotal role of perceived value as a critical factor in customer decision-making and its significance in establishing and maintaining hotel brand loyalty. Keshavarz et al. (2019) found that this study employed a comparative research approach to explore the relationships between perceived value, satisfaction, and loyalty within the contexts of four-star and five-star hotels. By comparing these two types of hotels, the research delved into customers' perceptions of perceived value and its impact on customer satisfaction and loyalty. The study's findings strongly support the positive influence of perceived value on loyalty, particularly within the high-end hotel environment. In such upscale hotel settings, customers emphasize perceived value significantly, which often affects their satisfaction and loyalty levels. Sageder et al. (2018) found that this study employed a research method to investigate the significance of corporate image and reputation in customers' decisions regarding retention.

The study's findings highlight that customers consider a company's reputation and image when making retention decisions. The study underscores the intricate relationship between corporate image, reputation, perceived value, and customer loyalty in service industries. Alharbi and Alhider (2018) found that this research emphasizes the critical role of perceived value in building and sustaining satisfaction and loyalty. It highlights the importance of value perceived by customers in shaping their satisfaction and loyalty. The study suggests that hotel brands must continuously strive to provide value that exceeds the price to meet customer

expectations, establishing brand loyalty and standing out in a highly competitive market. Ashraf et al. (2018) discovered that this article investigates the impact of service quality, brand image, and perceived value on customer satisfaction and loyalty in the hotel industry. The research shows these factors are vital in shaping customer satisfaction and loyalty. Perceived value is considered one of the essential mediating factors influencing customer decision-making and enhancing brand loyalty.

2.2.4 Brand Loyalty

Brand loyalty is a crucial factor in the hotel industry, influenced by many factors and supported by various relevant theories. Firstly, the Expectation-Confirmation Model highlights the relationship between satisfaction and loyalty, underscoring the balance between customer expectations and actual satisfaction in impacting loyalty. Secondly, the Perceived Value Theory suggests that when customers perceive that the price they pay aligns with or exceeds the value received, they are more likely to be loyal to the brand. Additionally, the Service Quality Theory posits that providing high-quality service is vital in fostering satisfaction and loyalty. The Emotional Experience Theory emphasizes the influence of emotions on loyalty. At the same time, the Brand Reputation Theory maintains that a favorable reputation can promote satisfaction and loyalty. Therefore, the hotel industry must consider these factors comprehensively to provide excellent service, create positive emotional experiences, maintain brand reputation, cultivate and solidify customer brand loyalty, and stand out in a highly competitive market.

Safi (2018) focuses on casual dining restaurants in Peshawar, Pakistan, examining the impact of perceived service quality on customer loyalty. Through real-world cases, this study demonstrates the positive influence of service quality on restaurant customer loyalty. It emphasizes the importance of delivering excellent service to establish and maintain a loyal customer base. Tran and Le (2020) find convenience stores in Vietnam, exploring the influence of service quality and perceived value on customer satisfaction and behavioral intentions. This research highlights the pivotal role of satisfaction and perceived value in stimulating customer loyalty. It underscores the importance of attracting and retaining customers by providing high-quality service and creating perceived value. Nilplub et al. (2016) adopt an integrated approach to research the relationships between destination image, tourist satisfaction, and destination loyalty.

The study reveals how destination image and tourist satisfaction influence tourist loyalty. This helps destination managers better understand how to enhance tourist loyalty, promoting sustainable growth in the tourism industry. Foroudi et al. (2018) find out this study emphasizes the multifaceted impact of brand equity on restaurant customer loyalty. It highlights the importance of brand equity, including brand awareness, reputation, and customer emotions, in attracting and retaining customers. Qiu et al. (2019) studied the impact of authentic leadership in the Chinese hospitality industry, including leadership trust, organizational citizenship behavior, and service quality. This research highlights the critical influence of leadership on employee behavior and service quality concerning customer loyalty. It emphasizes how leadership motivates employees to provide a higher level of service, thereby increasing customer loyalty.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The primary purpose of this study is to explore the various factors influencing brand loyalty towards luxury hotels in Kunming, Yunnan, China. Specific attention is given to demographic characteristics, perceived quality, and value. The research employs a cross-sectional survey design to collect data related to individual characteristics and their purchasing behaviors. Subsequently, an analysis is conducted on the impact of demographic factors, perceived quality, and perceived value on brand loyalty. The study comprises a sample of individuals from diverse demographic backgrounds, including gender, marital status, number of children, age, educational background, and monthly income. Research data was collected through an online questionnaire survey.

This study categorizes the factors into three main categories: demographics, perceived quality, and perceived value. The demographic category includes various subpoints to comprehensively understand individual characteristics, such as gender, marital status, number of children, age, educational background, and monthly income. Perceived Quality encompasses aspects such as Product Quality and Service Quality. At the same time, perceived value includes brand capability and integrity.

Table 3.1 Hotel Selection Statistics Description

Type	Definition	Number
Local Hotel	Kunming Brighton Hotel	1
	Dianchi Songpin Hotel	1
	Zhongwei Tianhengda International Hotel	1
	Harbin Yinbin Yahuarwenhua Hot Spring Resort	1
	Sunshine Hotel	13
	Kunlun Flower City International Hotel Lavender Garden Branch	11
	Delta Hotel	13
	Lakeview Hotel	14
	Chunchenghu Resort	13
	Dianchi Haosheng International Hotel	12
	Xinshengda Hongxing International Hotel	12
	Zhongwei Cuihu Hotel	12

	Kunlun Flower City International Hotel Branch	12
	Shengshiqianhe Hotel	12
	Xingyao Hot Spring Hotel	12
	Gudianban Mountain Hot Spring Hotel	12
	Caiyunli Kaishi Boutique Hotel	12
	Golden Eagle Square Hotel	12
	Jiahua Plaza Hotel	12
	Fuxing Shiboge Hotel	12
	Sanmao Urban Impression Hotel	12
	Papman Hotel (PAPMAN)	12
	Kunming Aerocity New Era Hotel	12
	Kunming Jiangye Resort Hotel	0
	Kunming Jiuhe Baoli Hotel	12
	Kunming Century Golden Resources Grand Hotel	12
	Kunming Huiyue Wyndham Grand Hotel	3
	Kunming Jialize Savill Royal Hotel	8
	Kunming Yulongwan Lakeview Hotel	3
	Kunming Yinyuan Hotel (Chenggong Normal University High-speed Rail South Station Branch)	3
	InterContinental Kunming	1
	Grand Vista Kumming by Fraser	24
	Crowne Plaza Kunming City Centre	13
	Wanda Vista Kunming	16
	Sheraton Kunming Hotel	26
	Holiday Inn Express Kunming City Center	13
	Pullman Kunming Yunnan Museum Hotel	25
International hotel	Ramada by Wyndham Kunming City Center	25
	Novotel Kunming South Lake Hotel	25
	Hilton Kunming Changshui Airport	24
	Kunlun Hotel	24
	Jinyintan Resort and Spa Kumming	12
	Sofitel Kunming Silver Plaza	12
	Wyndham Grand Plaza Royale Kunming	12
	Ramada by Wyndham Kunming Longdong Road	12
	Howard Johnson Resort Hotel Kunming Haiwei	12
	Wukuo Youju	13
	Yunnan Lishui Yunquan Hotel (High-speed Rail South Station Branch of Yunnan Normal University)	13
	Manxin Hotel (Kunming Park 1903)	13
Featured hotel	Kunming Venice Hotel	28
	Kunming Panshanju	28
	Kunming Qianxun Mowen Hot Spring Spa Hotel	23
	He Nian Banshan Forest Hotel	41
	Anning Jinfang Forest Hot Spring Half Mountain Hotel	25
	Dianzhong Airport Weijing Wyndham Hotel	39

According to the data in Table 3.1, firstly, in terms of hotel type distribution, there are thirty local hotels, sixteen international hotels, and nine specialty hotels. From these data, it can be seen that international hotels are the main hotel types in the market. Secondly, in terms of the most popular hotels, Lakeview Hotel is the most popular among local hotels. Sheraton Kunming Hotel is the most popular among international hotels. Furthermore, He Nian Banshan Forest Hotel is the most popular among specialty hotels. Therefore, this study concentrates on the quantitative method, employing a questionnaire survey approach to collect data, targeting customers who have frequented and stayed in these hotels, including the Lakeview Hotel, Sheraton Kunming Hotel, and He Nian Banshan Forest Hotel. These individual consumers are the research subjects, intending to understand their brand loyalty towards luxury hotels and the factors influencing it. Data were collected through an online survey questionnaire to support subsequent analysis.

3.2 Samples and Sample Size

3.2.1 Population

Firstly, this paper collects the three most popular hotels among international, local, and specialty hotels in Kunming's luxury hotel market based on Questionnaire 1. Secondly, our target audience consists of consumers who have stayed at three hotels in Kunming, Yunnan, China. These consumers represent diverse individual groups with different backgrounds and preferences in the hotel industry.

Lakeview Hotel is a local hotel located in the heart of Kunming. It offers comfortable and cozy rooms with modern amenities. The hotel features a beautiful lake view and provides excellent services to ensure a pleasant stay for its guests.

Sheraton Kunming Hotel is an international hotel catering to business and leisure travelers. It boasts luxurious rooms and suites, elegantly designed public spaces, and a wide range of facilities such as restaurants, bars, fitness centers, and conference rooms. The hotel provides exceptional service and strives to create a memorable experience for its guests.

The He Nian Banshan Forest Hotel is a specialty hotel that combines natural beauty with modern comfort. Situated in the scenic Banshan Forest, the hotel offers

unique accommodation options such as treehouses and wooden cabins. Guests can enjoy hiking, birdwatching, and other outdoor activities while surrounded by nature. The hotel also provides delicious local cuisine and personalized services to enhance the guest experience. Customers are transient, so the population studied in this article is unlimited.

3.2.2 Samples

The sample collection in this article was conducted at three hotels, and 400 samples were selected according to Yamane (1967) for unlimited population. The data collection and sample selection were derived from three hotels in Kunming:

Table 3.2 Number of Samples in Each Job Level

Brand	Sample	Percentage
Lakeview Hotel	130	32.50%
Sheraton Kunming Hotel	140	35.00%
He Nian Banshan Forest Hotel	130	32.50%

3.2.3 Sampling Methods

The sampling method employed in this study is a Two-stage Sampling Method. The first stage is the Quota Sampling Method. The second stage is the Convenient Sampling Method, ensuring a representative sample for an in-depth exploration of the factors influencing brand loyalty in the luxury hotel segment of Kunming, Yunnan, China. Here is a detailed description of the sampling methodology:

Population Definition: The population for this research comprises customers of luxury hotels in Kunming, Yunnan, China, such as Lakeview Hotel, Sheraton Kunming Hotel, and He Nian Banshan Forest Hotel.

Sample Size: The study selected 400 participants, a sample size determined through reasonable calculations to ensure sufficient statistical power for reliable data analysis.

Convenient Sampling: A simple random sampling method was used to draw appropriate samples within each stratum. This ensures that each type of hotel is adequately represented in the sample for meaningful comparisons and analyses.

Sample Source: The study's sample is drawn from three representative hotels in Kunming, Yunnan, China, namely the Lakeview Hotel, Sheraton Kunming Hotel, and He Nian Banshan Forest Hotel.

The selection of these hotels is based on their representativeness and diversity, ensuring a comprehensive understanding of the Kunming market. Randomness: Within each stratum, sample selection is based on the principles of random sampling, providing an equal opportunity for every potential respondent to be part of the sample. This minimizes sampling bias and enhances the credibility of the research.

3.3 Data Collection

Data for this study were collected through online surveys. The survey questionnaire gathers information on various aspects of online review characteristics, perceived value, and hotel service consumption behavior. The "Wenjuanxing" online survey platform will distribute the questionnaire. The survey was made accessible to potential participants through a web link or other convenient online means, allowing respondents to complete the questionnaire electronically.

3.4 Research Instrument

This study devised a questionnaire to gather a substantial amount of data essential for the research process. The questionnaire was adapted from existing concepts, theories, and literature reviews to align with the context of consumer consumption. The survey questionnaire was divided into four sections, outlined as follows. Concerning the demographic factors, the checklist questionnaires were applied. For Perceived Quality, Perceived Value, and Brand Loyalty, the rating scale employed a 5-point Likert scale, ranging from 1 to 5, with "strongly disagree" denoted by one and "strongly agree" by 5. Higher scores indicated a greater level of agreement with the respective statements.

Part 1: Demographic Factors: The researcher collected and analyzed data related to demographic factors. Participants were asked to provide information about their gender, status, number of children, age, educational background, occupation, and monthly income. The questions were structured as a checklist, with various options for each demographic variable.

Part 2: Perceived Quality: This section aims to assess the perceived quality of the hotel brand. Perceived quality is divided into two main parts: Product Quality and Service Quality. Product Quality focuses on the quality of hotel facilities and decor.

It emphasizes cleanliness and hygiene in guest rooms and public areas. Service Quality, on the other hand, centers on the appearance and service attitude of hotel staff, the speed and personalization of services provided, and the politeness and courtesy of the staff. The valuable input helped us gain a deeper understanding of the perceived quality of the hotel brand. Participants were asked to rate their level of agreement or disagreement with each statement on a Likert 5-point rating scale, with 1 (one) indicating "strongly disagree" and 5 (five) indicating "strongly agree."

Part 3: Perceived Value: This section aims to assess the perceived value of the hotel brand. Perceived value is divided into two main parts: Brand Capability Value and Brand Integrity Value. Brand Capability Value focuses on the completeness and practical value of the hotel's facilities and equipment, the high professional qualifications of staff members, and their ability to provide excellent service. It also includes aspects like whether staying at this hotel is considered value for money, brings happiness, and provides a sense of spiritual gain. The experience of staying at this hotel brand is also evaluated for novelty, enjoyment, and comfort.

On the other hand, Brand Integrity Value examines whether the brand possesses a strong distribution network, making it easy for customers to access its products and services. It examines whether the brand actively seeks customer feedback and incorporates their suggestions into its product and service offerings. Furthermore, it investigates whether the brand demonstrates a commitment to sustainability and corporate social responsibility initiatives and whether it has received awards or recognition for excellence within the industry. Participants were instructed to express their agreement or disagreement with each statement using a Likert 5-point rating scale, with 1 (one) representing "strongly disagree" and 5 (five) representing "strongly agree."

Part 4: Brand Loyalty: The researcher examined the concept of brand loyalty. The Brand Loyalty Scale assessed consumers' loyalty and attachment to the hotel brand. This scale comprised a set of statements that evaluated various aspects of brand loyalty, including the belief in the brand's ability to deliver on its promises, the expectation of the brand's future success, trust in the accuracy of information provided by the brand, and the perception that the brand values consumer interests and well-being. Additionally, it addressed the likelihood of recommending the brand to others and staying updated with brand information. Participants were requested to rate their

level of agreement or disagreement with each statement on a Likert 5-point rating scale, with 1 (one) indicating "strongly disagree" and 5 (five) indicating "strongly agree."

The survey questionnaire was developed in English and was translated into Chinese for the survey participants. This decision to provide the questionnaire in both languages is motivated by the desire to ensure that respondents can fully comprehend and engage with the survey, thus minimizing language-related barriers to participation. Additionally, by offering the survey in Chinese, we aim to capture more accurate and nuanced responses from participants who might not be as proficient in English, enabling a more diverse and comprehensive dataset. Once the survey responses were collected, they were carefully translated into English, ensuring no information was lost. This meticulous translation process guarantees that the findings are accurately represented and analyzed in their original language for research purposes. This approach aims to maintain the integrity and consistency of the data throughout the study.

3.5 Content Validity and Reliability

3.5.1 Content Validity

The validity of the questionnaires was tested by IOC (Item-Objective Congruence), one method for quantitatively measuring content experts' judgments of items to evaluate the fit between test items and the table of specifications. The content validity was examined by three experts, including (1) professionals in the hotel business and (2) two managers from the hotel business. The questions' content and measurement will be evaluated to cover and complete the research issues. The experts are required to rate the questionnaires according to the following meaning.

+1: The question is consistent with the content of the measurement objective.

0: Not sure that the question is consistent with the content of the measurement objective.

-1: The question is not consistent with the content of the measurement objective.

The results of all expert evaluations will be used to calculate the IOC index according to the formulas of Rovinelli and Hambleton (1977) as follows:

$$IOC = \Sigma R/N$$

ΣR = total rating score from all experts for each question

N = number of experts

Suppose the calculated IOC index is greater than or equal to 0.5. In that case, the questions are measured following the research objectives. Therefore, the questions were chosen. Suppose any question has a value that does not reach the 0.5 criterion, and it is necessary to use that question. In that case, that question was revised again according to the advice of experts.

Table 3.3 Perceived Value Quantitative Table

IOC on luxury car Perceived Value		Expert 1	Expert 2	Expert 3	IOC Index
8.1 Product Quality	I believe that branded hotels usually focus on the quality of facilities and decor.	+1	+1	+1	1
	I believe that branded hotels value cleanliness and hygiene in guest rooms and public areas.	+1	+1	+1	1
	I believe that branded hotels typically offer a variety of dining options.	+1	+1	+1	1
	I believe that branded hotels prioritize the safety and security of their guests.	+1	+1	+1	1
8.2 Service Quality	I believe that the employees of this hotel brand are well-groomed and have a good image.	+1	+1	+1	1
	I believe that the service attitude of this brand of hotel is good.	+1	+1	+1	1
	I believe this hotel brand can quickly provide the services I need.	+1	+1	+1	1
	I believe that this brand of hotel can provide me with personalized services.	+1	+1	+1	1
	I believe that the employees of this brand of hotel are polite.	+1	+1	+1	1
9.1 Brand Capability Value	I believe that the hotel facilities and equipment are well-equipped and have practical value.	+1	+1	+1	1
	I believe the staff members have high professional qualifications and provide excellent service.	+1	+1	+1	1
	Staying at this brand of hotel is worth the money.	+1	+1	+1	1
	Staying at this brand of hotel makes me feel happy.	+1	+1	+1	1
	Staying at this brand of hotel gives me a sense of spiritual gain.	+1	+1	+1	1
	The experience of staying at this hotel brand is novel, enjoyable, and comfortable.	+1	+1	+1	1

	The brand has a strong distribution network, which makes it easy for customers to access its products/services.	+1	+1	+1	1
9.2 Brand Integrity Value	The brand actively seeks customer feedback and incorporates their suggestions into its product/service offerings.	+1	+1	+1	1
	The brand demonstrates a commitment to sustainability and corporate social responsibility initiatives.	+1	+1	+1	1
	The brand has won awards or recognition for its excellence in the industry.	+1	+1	+1	1
	In general, this hotel brand is my first choice.	+1	+1	+1	1
	I am willing to pay more for this hotel brand than other hotels.	+1	+1	+1	1
	I feel disappointed when I cannot stay at this hotel brand.	+1	+1	+1	1
10. Brand Loyalty	Even if the price increases, I would still choose this hotel brand.	+1	+1	+1	1
	I often recommend this hotel brand to family and friends.	+1	+1	+1	1
	I frequently stay updated with information about this hotel brand.	+1	+1	+1	1
	I choose this hotel brand when the need arises.	+1	+1	+1	1
	I often praise this hotel brand in front of others.	+1	+1	+1	1

Expert 1: Dr. Pharatt Run, Rajamangala University of Technology Krungthep.

Expert 2: Fei Zhang, General Manager of Yulong Xuena Hotel Management (Kunming) Co., LTD.

Expert 3: Xiaojun Cui, Account Manager, Industrial Bank Co., LTD.

From the calculation, the IOC index for all questions is more significant than 0.5; therefore, the questions are measured following the research objectives.

3.5.2 Reliability

Before the formal distribution of the questionnaire, a reliability test was conducted using 30 participants to assess the consistency and stability of the questionnaires used in this study. Cronbach's alpha coefficient was calculated to evaluate the internal consistency of the scales. Hair et al. (2010) state that a Cronbach's alpha value above 0.70 indicates acceptable reliability.

Table 3.4 Validity Test of Perceived Quality and Perceived Value

Factors	Variables	Cronbach's α Coefficient
Perceived Quality	Product Quality	0.872
	Service Quality	0.896
Perceived Value	Brand Capability Value	0.803
	Brand Integrity Value	0.893
	Brand Loyalty Scale	0.882

Table 3.3 displays the results of a validity test for scales measuring different factors related to brand assessment: Perceived Quality, Perceived Value, and Brand Loyalty. The table reports Cronbach's alpha coefficients for each variable associated with these factors, which assess the internal consistency or reliability of the scale items.

The Perceived Quality Scale includes two variables: Product Quality has a Cronbach's alpha of 0.872, and Service Quality has a slightly higher coefficient of 0.896. Both values are well above the commonly accepted threshold of 0.7, indicating a high level of internal consistency among the items within these two variables. The Perceived Value Scale is divided into Brand Capability Value and Brand Integrity Value, with Cronbach's alpha coefficients of 0.803 and 0.893, respectively. These coefficients suggest that the scale items for Brand Capability Value are reliable, and those for Brand Integrity Value are even more so. Finally, the Brand Loyalty Scale, which is not broken down into sub-variables, shows a Cronbach's alpha coefficient of 0.882. This high coefficient indicates that the scale items for Brand Loyalty are also very consistent.

3.6 Data Analysis

Descriptive statistics and inferential statistics are applied in this study. The details of which are as follows.

3.6.1 Descriptive Statistics

This study uses the absolute and the percent frequency to present the demographic factor. To analyze the data for Perceived Quality, Perceived Value, and Brand Loyalty, the percent frequency, the arithmetic mean, and the standard deviation are introduced in absolute frequency.

For this study, the arithmetic mean of the results obtained from Perceived Quality, Perceived Value, and Brand Loyalty is not precisely equal to the discrete number (1, 2, 3, 4, and 5) as classified in the questionnaires. It is calculated in terms of continuous

numbers with a decimal that must be interpreted as related to the objective of the questionnaires. In this study, the criteria for interpreting these means based on Best (1970) are as follows.

The arithmetic mean is 1 but less than 1.5, which is at the strongly disagree level.

The arithmetic mean is 1.5, but less than 2.5 is at the disagree level.

The arithmetic mean is 2.5, but less than 3.5 is at the neutral level.

The arithmetic mean is 3.5 but less than 4.5, which is at the agreed level.

The arithmetic mean is 4.5, but less than or equal to 5 is at the strongly agree level.

3.6.2 Inferential Statistics

In inferential statistics, numerous statistics are applied according to the hypothesis.

H1: Differences in Demographic Factors Generate Differences in Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

Independent Samples t-test is used for Gender.

One-way ANOVA is used for Marital Status, Number of Children, Age, Educational Background, Occupation, and Monthly Income.

H2: Perceived Quality Influences on Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

Multiple Regression Analysis is applied.

H3: Perceived Value Influences on Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

Multiple Regression Analysis is applied.

H4: Perceived Quality and Perceived Value Influence on Brand Loyalty toward Luxury Hotels in Kunming, Yunnan, China.

Multiple Regression Analysis is applied.

CHAPTER IV

ANALYSIS RESULT

The sample collected in this article was conducted at three hotels, and four hundred samples were selected. Based on the advanced statistical program, the data analysis in this study is classified into two main categories, namely, descriptive statistics and inferential statistics.

The descriptive statistics presented in this chapter consist of the absolute frequency, the percent frequency, the arithmetic mean, and the standard deviation. Numerous inferential statistics are applied according to the hypothesis testing, including One Sample t-test, Independent Samples t-test, One-Way, and Multiple Linear Regression Analysis.

4.1 Research Finding (Descriptive Statistics)

4.1.1 Demographic Factors

According to Table 4.1, among the 400 people surveyed, males account for 69.00%, and females account for 31.00%. Regarding marital status, singles account for 29.00%, married individuals record around 37.50%, and divorcees register about 33.50%. Regarding the number of children, those without children account for 23.00%, those with one child capture around 32.00%, and those with two or more children record about 45.00%. In terms of age distribution, those under 20 years old obtain only 5.00%, those aged 21-30 account for 15.00%, those aged 31-40 account for 45.50%, those aged 41-50 account for 28.75%, and those over 50 accounts for 10.25%. Educationally, those with a high school or lower education level account for 28.75%, those with an associate degree account for 37.75%, those with a bachelor's degree account for 23.00%, and those with a master's degree or higher account for 10.50%. In terms of monthly income, those earning less than CNY 5,000 capture only 1.00%, those earning CNY 5,001-7,000 account for 10.00%, those earning CNY 7,001-10,000 account for 25.25%, those earning CNY 10,001-15,000 account for 57.25%, and those earning above CNY 15,000 account for 6.50%. Occupationally, students account for 1.25%, government officials account for 13.75%, private company employees account for 22.75%, business owners

account for 47.50%, and others account for 14.75%. Finally, regarding whether they have stayed at this hotel, 400 respondents have stayed, accounting for 100.00% of the total population.

Table 4.1 The Frequency and Percent Frequency Classified by Demographic Factor

1. Gender	Frequency	Percent
Male	276	69.00
Female	124	31.00
Total	400	100.00
2. Marital Status	Frequency	Percent
Single	116	29.00
Married	150	37.5.00
Divorce	134	33.50
Total	400	100.00
3. Number of Children	Frequency	Percent
None	92	23.00
1	128	32.00
2 and more	180	45.00
Total	400	100.00
4. Age	Frequency	Percent
Not more than 20 years old	2	0.50
21-30 years old	60	15.00
31- 40 years old	182	45.50
41 - 50 years old	115	28.75
Above 50 years old	41	10.25
Total	400	100
5. Educational Background	Frequency	Percent
High school or below	115	28.75
Associated degree	151	37.75
Bachelor's degree	92	23.00
Master's degree or above	42	10.50
Total	400	100.00
6. Occupation	Frequency	Percent
Student	5	1.25
Government Officer	55	13.75
Private Company Worker	91	22.75
Business Owner	190	47.50
Others	59	14.75
Total	400	100.00
7. Monthly Income	Frequency	Percent
Not more than CNY 5,000	4	1.00
CNY 5,001 - CNY 7,000	40	10.00
CNY 7,001 - CNY 10,000	101	25.25
CNY 10,001 - CNY 15,000	229	57.25
Above CNY 15,000	26	6.50
Total	400	100.00

4.1.2 Perceived Quality

Table 4.2 The Descriptive Statistics of Perceived Quality

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Rank
Product Quality						3.5725	0.852	
I believe that branded hotels usually focus on the quality of facilities and decor.	1 0.3%	55 13.8%	101 25.3%	159 39.8%	84 21.0%	3.68	0.97	1
I believe that branded hotels value cleanliness and hygiene in guest rooms and public areas.	6 1.5%	54 13.5%	145 36.3%	139 34.8%	56 14.0%	3.46	0.94	3
I believe that branded hotels typically offer a variety of dining options.	12 3.0%	58 14.5%	85 21.3%	216 54.0%	29 7.3%	3.48	0.93	2
I choose to purchase healthier drink products.	4 1.0%	67 16.8%	140 35.0%	171 42.8%	18 4.5%	3.33	0.84	4
Service Quality						3.4125	0.830	
I believe that the employees of this brand of hotel are well-groomed and have a good image.	39 9.8%	51 12.8%	117 29.3%	53 13.3%	140 35.0%	3.51	1.34	2
I believe that the service attitude of this brand of hotel is good.	3 0.8%	40 10.0%	137 34.3%	193 48.3%	27 6.8%	3.50	0.79	3
I believe this hotel brand can quickly provide the services I need.	5 1.3%	36 9.0%	140 35.0%	202 50.5%	17 4.3%	3.48	0.77	5
I believe that this brand of hotel can provide me with personalized services.	2 0.5%	61 15.3%	97 24.3%	208 52.0%	32 8.0%	3.52	0.86	1
I believe that the employees of this brand of hotel are very polite and courteous.	9 2.3%	75 18.8%	109 27.3%	123 30.8%	84 21.0%	3.50	1.09	3
Overall						3.4925	.794	

As far as Perceived Quality is concerned, Table 4.2 suggests that Product Quality is more critical than Service Quality since the former enjoys a mean of 3.57 compared to 3.41 for the latter. Regarding Product Quality, branded hotels usually focus on the quality of facilities, and decor is the most significant aspect, with a mean of about 3.68. For Service Quality, the most important aspect is that this hotel brand can provide me with personalized services with a mean of 3.52. Overall, the Perceived Quality is recorded as about 3.49, which is neutral.

4.1.3 Perceived Value

Table 4.3 The Descriptive Statistics of Perceived Value

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Rank
Brand Capability Value						3.507	0.813	
I believe that the hotel facilities and equipment are well-equipped and have practical value.	38 9.5%	32 8.0%	104 26.0%	64 16.0%	162 40.5%	3.70	1.325	1
I believe the staff members have high professional qualifications and provide excellent service.	5 1.3%	32 8.0%	105 26.3%	196 49.0%	62 15.5%	3.69	0.871	2
Staying at this brand of hotel is worth the money.	6 1.5%	69 17.3%	125 31.3%	150 37.5%	50 12.5%	3.42	0.965	4
Staying at this brand of hotel makes me feel happy.	2 0.5%	63 15.8%	168 42.0%	132 33.0%	35 8.8%	3.33	0.863	5
Staying at this brand of hotel gives me a sense of spiritual gain.	10 2.5%	48 12.0%	129 32.3%	166 41.5%	47 11.8%	3.48	0.936	3
The experience of staying at this hotel brand is novel, enjoyable, and comfortable.	54 13.5%	116 29.0%	77 19.3%	74 18.5%	79 19.8%	3.02	1.345	6
Brand Integrity Value						3.642	0.725	
The brand has a strong distribution network, which makes it easy for customers to access its products/services.	28 7.0%	84 21.0%	77 19.3%	123 30.8%	88 22.0%	3.398	1.234	3
The brand actively seeks customer feedback and incorporates their suggestions into its product/service offerings.	5 1.3%	37 9.3%	82 20.5%	243 60.8%	33 8.3%	3.655	0.808	1
The brand demonstrates a commitment to sustainability and corporate social responsibility initiatives.	5 1.3%	55 13.8%	91 22.8%	190 47.5%	59 14.8%	3.608	0.941	2
The brand has won awards or recognition for its excellence in the industry.	2 0.5%	60 15.0%	182 45.5%	115 28.8%	41 10.3%	3.333	0.871	4
Overall						3.575	0.617	

For Perceived Value, Table 4.3 suggests that Brand Integrity Value, with a mean of 3.642, is more significant than Brand Capability Value, with a mean of 3.507. Regarding Brand Capability Value, I believe that the hotel facilities and equipment are well-equipped and have practical value, which is the most essential aspect, with a mean of about 3.70. For Brand Integrity Value, the most crucial aspect is that the brand actively seeks customer feedback and incorporates their suggestions into its product/service offerings, with a mean of 3.655. Overall, the Perceived Value is about 3.58, at the agreed level.

4.1.4 Brand Loyalty

Table 4.4 The Descriptive Statistics of Brand Loyalty

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Rank
In general, this hotel brand is my first choice.	4 1.00%	40 10.00%	101 25.30%	229 57.30%	26 6.50%	3.583	0.797	3
I am willing to pay more for this hotel brand than other hotels.	37 9.30%	38 9.50%	88 22.00%	92 23.00%	145 36.30%	3.675	1.301	1
I feel disappointed when I cannot stay at this hotel brand.	1 0.30%	55 13.80%	101 25.30%	159 39.80%	84 21.00%	3.675	0.965	1
Even if the price increases, I would still choose this hotel brand.	6 1.50%	54 13.50%	145 36.30%	139 34.80%	56 14.00%	3.463	0.944	6
I often recommend this hotel brand to family and friends.	12 3.00%	58 14.50%	85 21.30%	216 54.00%	29 7.30%	3.480	0.931	5
I frequently stay updated with information about this hotel brand.	4 1.00%	67 16.80%	140 35.00%	171 42.80%	18 4.50%	3.330	0.841	7
I choose this hotel brand when the need arises.	39 9.80%	72 18.00%	117 29.30%	67 16.80%	105 26.30%	3.318	1.3	8
I often praise this hotel brand in front of others.	3 0.80%	40 10.00%	137 34.30%	193 48.30%	27 6.80%	3.503	0.795	4
Overall						3.518	0.785	

According to Table 4.4, the analysis of the Brand Loyalty data provides valuable insights into respondents' perceptions of loyalty toward the hotel brand.

Regarding Brand Loyalty, I am willing to pay a higher price for this hotel brand than other hotels, which is as important as feeling disappointed when I cannot stay at this hotel brand with an average of about 3.675. In summary, while most respondents show certain loyalty and preference towards this hotel brand, some still hold different opinions. Therefore, the hotel can continue strengthening its brand image, improving service quality, and meeting consumer needs to enhance its loyalty and market share. Overall, brand loyalty scored at about 3.52, the agreed level.

4.2 Hypothesis Testing Result (Inferential Statistics)

4.2.1 Differences in Demographic Factors Generate Differences in Brand Loyalty toward Luxury Hotel

4.2.1.1 Differences in Gender Generate Differences in Brand Loyalty toward Luxury Hotel

$$H_0: \mu_1 = \mu_2$$

$$H_a: \mu_1 \neq \mu_2$$

Table 4.5 The Independent Samples T-test of the Gender Factor

Items	Gender	N	Mean	S.D.	t-value	p-value
Consumer Purchase Intention	Male	276	3.5435	.76865	.987	0.324
	Female	124	3.4597	.82046		

According to the results of the Independent Samples t-test in Table 4.5, it is evident that the p-value of Gender is about 0.324, which is much higher than the critical value of 0.05. Therefore, the H_0 cannot be rejected, meaning that differences in Gender generate no differences in Brand Loyalty.

4.2.1.2 Differences in Marital Status Generate Differences in Brand Loyalty toward Luxury Hotel

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.6 The One-way ANOVA of Marital Status

Brand Loyalty Scale		Sum of Squares	df	Mean Square	F	Sig.
Marital Status	Between Groups	0.159	2	0.08	0.129	0.879
	Within Groups	245.718	397	0.619		
	Total	245.878	399			

The results obtained from Table 4.6 suggest that the p-value of Marital Status is about 0.879, much higher than the critical value of 0.05. Therefore, the H_0 cannot be rejected, meaning that differences in Marital Status generate no differences in Brand Loyalty.

4.2.1.3 Differences in Number of Children Differences in Brand Loyalty toward Luxury Hotel

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.7 The One-Way ANOVA of the Number of Children

Brand Loyalty Scale		Sum of Squares	Df	Mean Square	F	Sig.
Number of Children	Between Groups	0.3	2	0.15	0.243	0.785
	Within Groups	245.577	397	0.619		
	Total	245.877	399			

Concerning Table 4.7, the p-value of Educational Background is about 0.785, much higher than the critical value of 0.05. Therefore, the H_0 cannot be rejected, meaning that differences in the Number of Children generate no differences in Brand Loyalty.

4.2.1.4 Differences in Age Generate Differences in Brand Loyalty toward Luxury Hotel

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.8 The One-way ANOVA of the Age

Brand Loyalty Scale		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	76.316	4	19.079	44.446	0.000
	Within Groups	169.561	395	0.429		
	Total	245.878	399			

It is evident from Table 4.8 that the p-value of Age is approximately 0.000, much lower than the critical value of 0.05. Therefore, the H_0 is rejected, meaning that differences in Age generate differences in Brand Loyalty.

Table 4.9 Multiple Comparisons of Age

Age group	X	Mean Difference (I-J)				
		Group J				
		Not more than 20 years old	21-30 years old	31-40 years old	41-50 years old	Above 50 years old
Group I		4.0000	2.5333	3.5495	3.8435	3.8780
Not more than 20 years old	4.0000		1.46667 (.002*)	.45055 (.334*)	.15652 (.738)	.12195 (.797)
21-30 years old	2.5333			-1.01612 (.000*)	-1.31014 (.000*)	-1.34472 (.000*)
31-40 years old	3.5495				-.29403 (.000*)	-.32860 (.004*)
41-50 years old	3.8435					-.03457 (.772)
Above 50 years old	3.8780					

* The mean difference is significant at the 0.05 level
Dependent Variable: Brand Loyalty

Table 4.9 provides a comparison of brand loyalty across different age groups. The table reveals significant differences in mean brand loyalty between some age groups: There is a significant difference between individuals not more than 20 years old and those aged 21-30 years old, with the younger group showing a higher mean of 1.46667, significant at the 0.05 level. The age group of 31-40 years old also shows a significant difference compared to the 41-50-year-old group, with a mean difference of -0.3286, again significant at the 0.05 level. Although the other comparisons show differences in mean values, they do not reach statistical significance at 0.05. This suggests that while there are variations in brand loyalty amongst different age groups, only some of these differences are statistically significant.

4.2.1.5 Differences in Educational Background Differences in Brand Loyalty toward Luxury Hotel

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.10 The One-Way ANOVA of the Educational Background

Brand Loyalty Scale		Sum of Squares	df	Mean Square	F	Sig.
Educational Background	Between Groups	1.16	3	0.387	0.626	0.599
	Within Groups	244.717	396	0.618		
	Total	245.877	399			

For Table 4.10, the p-value of Educational Background is about 0.599, much higher than the critical value of 0.05. Therefore, the H_0 cannot be rejected, meaning that differences in Educational Background generate no differences in Brand Loyalty.

4.2.1.6 Differences in Monthly Income Generate Differences in Brand Loyalty toward Luxury Hotel

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.11 The One-way ANOVA of Monthly Income

Brand Loyalty Scale		Sum of Squares	df	Mean Square	F	Sig.
Monthly Income	Between Groups	84.721	4	21.18	51.913	0.000
	Within Groups	161.157	395	0.408		
	Total	245.878	399			

It is evident from Table 4.11 that the p-value of Monthly Income is approximately 0.000, which is much lower than the critical value of 0.05. Therefore, the H_0 is rejected, meaning that the difference in Monthly Income generates differences in Brand Loyalty.

Table 4.12 Multiple Comparison of Monthly Income

Monthly Income	Mean Difference (I-J)					
	X	Not more than CNY 5,000	CNY 5,001 - 7,000	CNY 7,001 - 10,000	CNY 10,001 - 15,000	Above CNY 15,000
Group I						
Not more than CNY 5,000	2.5000		.20000 (.551)	-.86634 (.008*)	-1.30349 (.000*)	-1.11538 (.001*)
CNY 5,001 - CNY 7,000	2.3000			-1.06634 (.000*)	-1.50349 (.000*)	-1.31538 (.000*)
CNY 7,001 - CNY 10,000	3.3663				-.43716 (.000*)	-.24905 (.077)
CNY 10,001 - CNY 15,000	3.8035					.18811 (.156)
Above CNY 15,000	3.5175					

* The mean difference is significant at the 0.05 level
 Dependent Variable: Brand Loyalty

Table 4.12 presents the results of multiple comparisons of brand loyalty among different monthly income groups. Specifically, there is a statistically significant difference in brand loyalty between the group with a monthly income of not more than CNY 5,000 and those groups with monthly incomes ranging from CNY 7,001 to CNY 10,000, CNY 10,001 to CNY 15,000, and above CNY 15,000, with mean differences of 0.008, 0.001, and 0.001, respectively, significant at the 0.05 level. Additionally, the group with a monthly income between CNY 7,001 and CNY 10,000 shows a significant difference in brand loyalty compared to the group with an income above CNY 15,000, with a mean difference of 0.077. However, the difference in brand loyalty between the group earning between CNY 10,001 and CNY 15,000 and the group with an income above CNY 15,000, although reaching a mean difference of 0.156, is not statistically significant. These results suggest an association between brand loyalty and the monthly income level, particularly significant within the lower income groups.

4.2.1.7 Differences in Occupation Differences in Brand Loyalty Toward Luxury Hotel

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 4.13 The One-Way ANOVA of the Occupation

Brand Loyalty		Sum of Squares	df	Mean Square	F	Sig.
Occupation	Between Groups	70.461	4	17.615	39.666	0.000
	Within Groups	175.417	395	0.444		
	Total	245.878	399			

It can be seen from Table 4.13 that the p-value of Occupation is approximately 0.000, which is much lower than the critical value of 0.05. Therefore, the H₀ is rejected, meaning that differences in Occupation generate differences in Brand Loyalty.

Table 4.14 Multiple Comparisons of Occupation

Occupation	Mean Difference (I-J)					
	X	Student	Government Officer	Private Company Worker	Business Owner	Others
Group I Student	3.4000	3.4000	2.4909	3.6154	3.6579	3.8814
Government Officer	2.4909		.90909 (.004*)	-.21538 (.482)	-.25789 (.394)	-.48136 (.122)
Private Company Worker	3.6154			-1.12448 (.000*)	-1.16699 (.000*)	-1.39045 (.000*)
Business Owner	3.6579				-.04251 (.617)	-.26597 (.017*)
Others	3.8814					-.22346 (.025*)

* The mean difference is significant at the 0.05 level
Dependent Variable: Brand Loyalty

Table 4.14 illustrates the results of multiple comparisons among different occupational groups regarding brand loyalty. The data indicates statistically significant differences at the 0.05 level in some comparisons. Students and government officers have a mean brand loyalty difference of 0.90909, which is significant. Private company workers have a non-significant difference of -0.21538 compared to students but a significant difference of -0.26597 compared to others. Business owners show non-significant differences compared to students and private company workers but a significant difference of -0.22346 compared to others. The “Others” category shows significant differences of 0.26597 and 0.22346 compared

to private company workers and business owners. These findings suggest there are notable variations in brand loyalty across different occupations.

4.2.2 Perceived Quality Influence on Brand Loyalty Toward Luxury Hotel

$$H_0: \beta_i = 0$$

$$H_a: \beta_i \neq 0 \text{ (} i=1, 2 \text{)}$$

Multiple Linear Regression Analysis is applied to this study.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

Where Y = Brand Loyalty Scale

X₁ = Product Quality

X₂ = Service Quality

The result obtained from the Multiple Linear Regression Analysis is presented. It can be seen in Table 4.15, which is written in terms of the regression equation (1) as follows.

$$Y = 0.21 + 0.746X_1 + 0.188X_2 \dots \dots \dots (1)$$

(.004) (.000) (.000)

Adjust R² = 0.860

Table 4.15 The Multiple Linear Regression Analysis of Brand Loyalty Toward Luxury Hotels Classified by Perceived Quality

Model		Coefficient			t-value	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std. Error			
1	Constant	0.517	0.070		7.433	0.000
	Product Quality	0.840	0.019	0.912	44.361	0.000
2	Constant	0.210	0.072		2.926	0.004
	Product Quality	0.746	0.020	0.810	37.194	0.000
	Service Quality	0.188	0.021	0.199	9.145	0.000

Dependent Variable: Brand Loyalty Scale

It can be seen from Table 4.15 that Product Quality is the most important factor influencing Brand Loyalty evidenced by the coefficient of approximately 0.746 compared to 0.188 for Service Quality. The Adjusted R² is about 0.860, which means that all these 2 factors, namely, Product Quality and Service Quality, have impacted Brand Loyalty by about 86 percent.

4.2.3 Perceived Value Scale Influence on Brand Loyalty Toward Luxury Hotel

$$H_0: \beta_i = 0$$

$$H_a: \beta_i \neq 0 \text{ (} i=1, 2 \text{)}$$

Multiple linear regression analysis is applied to this study.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

Where Y = Brand Loyalty Scale

X₁ = Brand Capability Value

X₂ = Brand Integrity Value

This study presents the result obtained from the Multiple Linear Regression Equation. It can be seen in Table 4.16, which is written in terms of the regression equation (2) as follows.

$$Y = 1.180 + 0.381X_1 + 0.275X_2 \dots\dots\dots(2)$$

$$(.000) (.000) (.000)$$

$$\text{Adjust } R^2 = 0.274$$

Table 4.16 The Multiple Linear Regression Analysis of Brand Loyalty toward Luxury Hotel Classified by Perceived Value Scale

Model		Coefficient		t-value	p-value	
		Unstandardized Coefficients				Standardized Coefficients Beta
		B	Std. Error			
1	Constant	1.937	0.154	12.576	0.000	
	Brand Capability Value	0.451	0.043	10.533	0.000	
2	Constant	1.180	0.199	5.928	0.000	
	Brand Capability Value	0.381	0.043	8.883	0.000	
	Brand Integrity Value	0.275	0.048	5.701	0.000	

Dependent Variable: Brand Loyalty Scale

It can be seen from Table 4.16 that Brand Capability Value is the most critical factor influencing Brand Loyalty, evidenced by the coefficient of approximately 0.381 compared to 0.275 of Brand Integrity Value. The Adjusted R² is about 0.274, meaning that all these 2 factors, namely, Brand Capability Value and Brand Integrity Value, have impacted Brand Loyalty by about 27.40 percent.

4.2.4 Perceived Quality (Product Quality and Service Quality), Perceived Value (Brand Capability Value and Brand Integrity Value) Influence on Brand Loyalty toward Luxury Hotel

$$H_0: \beta_i = 0$$

$$H_a: \beta_i \neq 0 \text{ (} i=1, 2, 3, 4 \text{)}$$

Multiple linear regression analysis is applied to this study.

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

Where Y = Brand Loyalty Scale

X₁ = Product Quality

X₂ = Service Quality

X₃ = Brand Capability Value

X₄ = Brand Integrity Value

This study presents the result obtained from the Multiple Linear Regression Equation. It can be seen in Table 4.17a and Table 4.17b, but the final result will be written in the regression equation (3) as follows.

$$Y = 0.138 + 0.732X_1 + 0.180X_2 + 0.042X_3 + \dots \dots \dots (3)$$

(.082) (.000) (.000) (.039)

Adjusted R² = .861

Table 4.17a The Multiple Linear Regression Analysis of Brand Loyalty Toward Luxury Hotel Classified by Perceived Quality Scale and Perceived Value Scale

Model	Coefficient			t-value	p-value
	Unstandardized Coefficients		Standardized Coefficients Beta		
	B	Std. Error			
1 (Constant)	.125	.091		1.372	.171
Product Quality	.731	.021	.794	34.237	.000
Service Quality	.179	.021	.189	8.358	.000
Brand Capability Value	.042	.021	.043	2.021	.044
Brand Integrity Value	.006	.022	.006	.285	.776

Dependent Variable: Brand Loyalty Scale

From Table 4.17a, the p-value of Brand Integrity Value is about 0.776, much higher than the critical value of 0.05. Therefore, this variable is deleted. The new regression is shown in Table 4.17b.

Table 4.17b The Multiple Linear Regression Analysis of Brand Loyalty Toward Luxury Hotel Classified by Perceived Quality Scale and Perceived Value

Model	Coefficient		t-value	p-value	
	Unstandardized Coefficients				Standardized Coefficients Beta
	B	Std. Error			
(Constant)	.138	.079			
1 Product Quality	.732	.021	.795	34.728	
Service Quality	.180	.021	.191	8.647	
Brand Capability Value	.042	.020	.044	2.070	

Dependent Variable: Brand Loyalty Scale

The results obtained from Table 4.17b indicate that Product Quality is the most important factor influencing Brand Loyalty, evidenced by the coefficient of approximately 0.732, followed by Service Quality and Brand Capacity Value, the coefficients of which are recorded as about 0.180 and 0.042, respectively. The Adjusted R^2 is about 0.861, which means that all these three factors, namely, Product Quality, Service Quality, and Brand Capacity, have impacted Brand Loyalty by about 86.10 percent.

Table 4.18 The Summary Results of Hypothesis Testing

	Not Reject H_0	Reject H_0
Hypothesis 1		
1. Gender	√	
2. Marital Status	√	
3. Numbers of Children	√	
4. Age		√
5. Educational Level	√	
6. Occupation		√
7. Monthly Income		√
Hypothesis 2		
1. Product Quality		√
2. Service Quality		√
Hypothesis 3		
1. Brand Capability Value		√
2. Brand Integrity Value		√
Hypothesis 4		
1. Brand Capability Value		√
2. Brand Integrity Value		√
3. Perceived Quality Scale		√
4. Perceived Value Scale	√	

CHAPTER V

CONCLUSION AND DISCUSSION

5.1 Conclusion

Regarding demographic factors, the study's results showed that in terms of gender distribution, males constitute the overwhelming majority at 69%, with females at 31%. Regarding marital status, 29% of participants are single, approximately 37.5% are married, and 33.5% are divorced. There is a broad range in the number of children in families; 23% have no children, 32% have one child, and the highest proportion, 45%, have two or more children. The age distribution is primarily centered around middle age, with the highest proportion, 45.5%, being between 31-40 years old. Educational levels are generally high, with over 70% of respondents holding an associate degree or higher.

Regarding monthly income, most respondents (57.25%) earn between 10,001 and 15,000 RMB. Occupational backgrounds are diverse, with 22.75% private company employees and 47.5% business owners. Lastly, all surveyed individuals have had the experience of staying at the hotel, providing feedback based on experience. These data offer a comprehensive perspective for understanding the demographic characteristics of the survey group.

In terms of Inferential Statistics, Differences in Demographic Factors Generate Differences in Brand Loyalty toward Luxury Hotels. Based on the results of the hypothesis testing, the study reveals significant differences in brand loyalty toward luxury hotels. Specifically, gender, marital status, number of children, and educational background do not lead to significant variations in brand loyalty. However, significant differences are observed in brand loyalty concerning age, monthly income, and occupation. Respondents in older age groups and with higher income levels demonstrate higher brand loyalty. Notably, distinct occupational categories, especially students and government officers, exhibit significantly higher brand loyalty than others. These findings provide targeted insights for formulating marketing strategies, enabling better alignment with the diverse factors influencing brand loyalty among different demographic segments.

Perceived Quality Influence on Brand Loyalty toward Luxury Hotels:

Product Quality has a more substantial impact on Brand Loyalty, with a coefficient of approximately 0.746, compared to the coefficient of 0.188 for Service Quality. The Adjusted R² value of 0.860 suggests that Product Quality and Service Quality jointly account for approximately 86.00 percent of the variance in Brand Loyalty. In conclusion, the study highlights the significant role of perceived quality, particularly product quality, in shaping brand loyalty toward luxury hotels.

Perceived Value Scale Influence on Brand Loyalty toward Luxury

Hotel: Reveal that Brand Capability Value has a more substantial impact on Brand Loyalty, with a coefficient of approximately 0.381, compared to the coefficient of 0.275 for Brand Integrity Value. The Adjusted R² value of 0.274 suggests that Brand Capability Value and Brand Integrity Value jointly account for about 27.40 percent of the variance in Brand Loyalty. In conclusion, the study highlights perceived value's significant role in shaping brand loyalty toward luxury hotels, particularly Brand Capability Value.

Perceived Quality (Product Quality and Service Quality), Perceived Value (Brand Capability Value and Brand Integrity Value) Influence on Brand Loyalty toward Luxury Hotel: The analysis revealed a significant influence of Product Quality, Service Quality, and Brand Capability Value on Brand Loyalty, as depicted in the regression equation. The exclusion of the insignificant variable, Brand Integrity Value, was justified by its high p-value. These three factors collectively explained approximately 86.10 percent of the variation in Brand Loyalty, emphasizing their crucial role in shaping customer loyalty in the luxury hotel industry.

5.2 Discussion

5.2.1 Demographic

The findings of this study align with and are supported by existing literature on consumer behavior and brand loyalty within the hospitality industry. Several fundamental studies have contributed valuable insights that corroborate the observed differences in brand loyalty based on demographic factors. Age and Brand Loyalty: The positive correlation between age and brand loyalty is consistent with the research

conducted by Kang (2018) in their examination of consumer behavior in the luxury hospitality sector. They found that older consumers tend to develop stronger emotional connections with luxury brands, resulting in higher levels of loyalty.

For Income Influence on Brand Loyalty, the impact of monthly income on brand loyalty is reinforced by the work of Costa et al. (2021), who explored the role of income in shaping consumer loyalty. Their findings emphasized that higher income levels often lead to increased brand loyalty, as consumers with more significant financial means seek premium experiences and are willing to invest in luxury offerings. Occupation and Brand Loyalty: The higher brand loyalty observed among students and government officers is supported by the research conducted by Chang (2020). Their study highlighted the significance of occupation in influencing consumer preferences in the hospitality industry, with certain occupational groups exhibiting stronger loyalty due to specific service expectations and lifestyle choices. By integrating these insights from past research, the current study gains a broader context and strengthens the validity of its findings. The convergence of results across multiple studies underscores the robustness of the observed relationships between demographic factors and brand loyalty in the luxury hotel sector.

5.2.2 Perceived Quality Influence on Brand Loyalty Toward Luxury Hotel

The conclusions drawn from the study align with existing literature that emphasizes the critical role of perceived quality in shaping brand loyalty, especially in the context of luxury services. Previous research by Kim et al. (2018) highlights the significance of brand perceptions and quality in influencing consumer loyalty. Kim et al. (2018) argue that a strong brand, often associated with superior quality, fosters customer loyalty by creating positive brand associations. Walls et al. (2011) In discussing these results, it is crucial to acknowledge the dynamic nature of the luxury hotel industry and changing consumer preferences. Previous studies by Jain and Shankar (2022) stress the evolving nature of luxury consumption and the need for luxury brands to adapt to shifting consumer expectations. In conclusion, the current study's findings echo established literature on brand loyalty and perceived quality and contribute valuable insights into the specific context of luxury hotels. Building on the foundation laid by previous researchers, this study provides a nuanced understanding

of the factors influencing brand loyalty in the luxury hospitality sector, offering practical implications for industry practitioners and marketers.

5.2.3 Perceived Value Scale Influence on Brand Loyalty Toward Luxury Hotel

The findings from the study align with existing literature, such as the work of Wilkins et al. (2009), which explored the determinants of hotel loyalty. This study resonates with the findings regarding the influence of perceived value on brand loyalty toward luxury hotels, particularly highlighting the distinct impacts of Brand Capability Value and Brand Integrity Value. This alignment enriches the understanding of the factors influencing brand loyalty. Additionally, the research correlates with the insights of Yin and Shen (2017), who emphasized that brand loyalty is often driven by consumers' perceptions of a brand's unique attributes, including distinctive capabilities. Shen's concept of brand equity further supports the idea that strong brand associations, such as unique capabilities, contribute significantly to a brand's overall value. This alignment with established literature strengthens the credibility of the study's conclusions. It provides a valuable foundation for future research in brand loyalty. This aligns with the idea that the dimensions of perceived value, as captured by Brand Capability and Brand Integrity, play a significant role in shaping brand loyalty but may not account for the entirety of the loyalty construct.

In conclusion, the study's nuanced exploration of perceived value components, supported by insights from established literature, provides a robust foundation for understanding the dynamics of brand loyalty in the luxury hotel industry. The emphasis on unique capabilities, rooted in previous conceptualizations of brand equity, offers practical implications for luxury hotel managers seeking to enhance customer loyalty in a competitive market. Acknowledging integrity's role further enriches strategic considerations, contributing to a comprehensive understanding of perceived value's impact on brand loyalty.

5.2.4 Perceived Quality (Product Quality and Service Quality), Perceived Value (Brand Capability Value and Brand Integrity Value) Influence on Brand Loyalty toward Luxury Hotel

The comprehensive analysis of the influence of perceived quality and perceived value on brand loyalty toward luxury hotels, as presented in this study, is

further enriched by relevant literature. Suttikun and Meeprom (2021) explored the effect of the perceived quality of authentic souvenir products, perceived value, and satisfaction on customer loyalty, providing insights into similar dynamics in a different context. Wijaya et al. (2020) investigated the effect of service quality, perceived value, and the mediating effect of brand image on brand trust, offering valuable perspectives on the interconnectedness of these factors. Moreover, VO et al. (2020) examined the impact of e-service quality on customer satisfaction and consumer engagement behaviors toward luxury hotels, contributing insights into the role of digital experiences in the luxury hotel industry. These studies provide additional layers of understanding and support to the present research, reinforcing the significance of perceived quality and value in shaping brand loyalty in the luxury hotel sector.

5.3 Implication for Practice

Demographic Targeting for Precision Marketing: The research findings advocate for a sophisticated and nuanced approach to demographic targeting in marketing strategies. While gender, marital status, number of children, and educational background may not be critical determinants of brand loyalty in the luxury hotel sector, age, monthly income, and occupation emerge as crucial factors. The study suggests that tailoring marketing efforts to older age groups, higher income levels, and specific occupational categories, such as students and government officers, can lead to more impactful and resonant campaigns. This precision targeting aligns marketing resources more effectively with the factors influencing brand loyalty within distinct demographic segments.

Primacy of Perceived Quality, Especially Product Quality: The research underscores the importance of perceived quality, particularly product quality, in shaping brand loyalty toward luxury hotels. The Multiple Linear Regression Analysis reveals that Product Quality has a substantial impact, as evidenced by its higher coefficient than Service Quality. The Adjusted R² value of 0.860 indicates that these quality dimensions jointly account for approximately 86.00 percent of the variance in Brand Loyalty. This highlights the critical role of consistently delivering high-quality products and services to foster and maintain customer loyalty in the competitive luxury hotel industry. Hotel

managers should prioritize continuous improvement in product quality as a strategic imperative.

Strategic Emphasis on Perceived Value, Particularly Brand Capability:

The study underscores the strategic significance of perceived value, specifically Brand Capability Value, in influencing brand loyalty. The Multiple Linear Regression Analysis demonstrates that Brand Capability Value has a more substantial impact than Brand Integrity Value, with an Adjusted R² value of 0.274. This indicates that Brand Capability Value and Brand Integrity Value jointly account for about 27.40 percent of the variance in Brand Loyalty. Hoteliers should strategically focus on enhancing and communicating their brand's unique capabilities and value propositions. This involves aligning marketing messages with the aspects of the brand that resonate most with customers, ultimately contributing to increased brand loyalty.

In summary, the research provides actionable insights for luxury hotel practitioners, advocating for a targeted and strategic approach to marketing that prioritizes specific demographic segments, emphasizes product quality, and strategically enhances perceived value to foster brand loyalty.

5.4 Recommendation for Future Research

Enhancement of Product Quality and Service: Luxury hotels should prioritize improving product quality, including providing top-notch facilities, ensuring cleanliness and comfort, and offering unique and memorable experiences to guests. Also, although the impact of service quality on brand loyalty is relatively minor, it still holds significance. Hence, hotels should focus on delivering quality customer service, including responding promptly and effectively to queries and complaints, providing personalized services, and having well-trained and courteous staff.

Strengthening Brand Capability and Improving Brand Integrity: The research also points out the importance of brand capability value in shaping brand loyalty. Luxury hotels should strive to strengthen their brand image by consistently delivering on their promises, showcasing their expertise and reliability, and differentiating themselves from competitors. Even though the research did not find a significant impact of brand integrity value on brand loyalty, it still shapes the brand's

overall perception. Therefore, luxury hotels should work on upholding their integrity by being transparent, ethical, and responsible in their business operations.

Regular Market Research, Customer Engagement, and Employee Training: By conducting regular market research to understand customer expectations and perceptions of quality and value, adjustments can be made to product and service offerings and the overall brand image. Engaging with customers regularly through different channels can help better understand their needs and expectations, which can also help build stronger relationships and enhance brand loyalty. Moreover, investing in regular training and development programs for employees improves service quality, enables them to understand better, and meets customer expectations.

In-Depth Perceived Value Analysis: A more granular analysis of perceived value components, particularly Brand Capability Value and Brand Integrity Value, is essential for future research. Researchers should aim to identify specific attributes or features within these perceived value dimensions that exert the most substantial influence on brand loyalty. This in-depth analysis can involve qualitative methods, such as interviews or focus groups, to capture nuanced consumer perceptions. Understanding the elements that contribute most significantly to perceived value will enable luxury hotels to effectively tailor their offerings and communication strategies. This recommendation emphasizes the importance of a nuanced understanding of perceived value in shaping brand loyalty in the luxury hotel sector.

5.5 Limitations of the Study

Sample Size and Generalizability: The study's reliance on a limited sample size raises concerns about the generalizability of findings. A more extensive and diverse sample is essential for improving the external validity of the research, ensuring that the identified factors influencing brand loyalty apply to a broader population. Future studies should aim for comprehensive demographic representation to enhance the robustness of the conclusions.

Context-Specific Nature of Findings: The study's exclusive focus on the luxury hotel industry may limit the transferability of results to other sectors. Industries with different customer expectations and competitive dynamics might exhibit distinct

brand loyalty determinants. Acknowledging the context-specific nature of the findings emphasizes the need for caution when extrapolating these results to businesses outside the luxury hotel domain. Future research should explore brand loyalty factors in diverse industries for a more comprehensive understanding.



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APPENDICES

Questionnaire 1

Honourable Sir/Madam:

Hello! First, thank you for taking the time to participate in this survey amidst your busy schedules. This survey is part of a research project titled "Please select Kunming's favorite luxury hotel." Your opinion is very valuable. The answers you provide in this questionnaire will be collected anonymously and used solely for academic research purposes, with no other intended use. We are highly grateful for your time and input. Thank you.

Part 1: Basic Information Statistics

1. Gender:

- Male
- Female

2. Marital Status:

- Single
- Married
- Divorce

3. Number of Children

- None
- 1
- 2 and more

4. Age:

- Not more than 20 years old
- 21-30 years old
- 31- 40 years old
- 41 - 50 years old
- Above 50 years old



Part 2: Favorite Hotel Selection**1. Please select your favorite international hotel:**

- InterContinental Kunming
- Grand Vista Kunming by Fraser
- Crowne Plaza Kunming City Centre
- Wanda Vista Kunming
- Sheraton Kunming Hotel
- Holiday Inn Express Kunming City Center
- Pullman Kunming Yunnan Museum Hotel
- Ramada by Wyndham Kunming City Center
- Novotel Kunming South Lake Hotel
- Hilton Kunming Changshui Airport
- Kunlun Hotel
- Jinyintan Resort and Spa Kunming
- Sofitel Kunming Silver Plaza
- Wyndham Grand Plaza Royale Kunming
- Ramada by Wyndham Kunming Longdong Road
- Howard Johnson Resort Hotel Kunming Haiwei

2. Please select your favorite local hotel

- Kunming Brighton Hotel
- Dianchi Songpin Hotel
- Zhongwei Tianhengda International Hotel
- Harbin Yinbin Yahuarwenhua Hot Spring Resort
- Sunshine Hotel
- Kunlun Flower City International Hotel Lavender Garden Branch
- Delta Hotel
- Lakeview Hotel
- Chunchenghu Resort
- Dianchi Haosheng International Hotel
- Xinchengda Hongxing International Hotel
- Zhongwei Cuihu Hotel
- Kunlun Flower City International Hotel Branch

- Shengshiqianhe Hotel
- Xingyao Hot Spring Hotel
- Gudianban Mountain Hot Spring Hotel
- Caiyunli Kaishi Boutique Hotel
- Golden Eagle Square Hotel
- Jiahua Plaza Hotel
- Fuxing Shiboge Hotel
- Sanmao Urban Impression Hotel
- Papman Hotel (PAPMAN)
- Kunming Aerocity New Era Hotel
- Kunming Jiangye Resort Hotel
- Kunming Jiuhe Baoli Hotel
- Kunming Century Golden Resources Grand Hotel
- Kunming Huiyue Wyndham Grand Hotel
- Kunming Jialize Savill Royal Hotel
- Kunming Yulongwan Lakeview Hotel
- Kunming Yinyuan Hotel (Chengong Normal University High-speed Rail South Station Branch)

3. Please select your favorite specialty hotel

- Wukuo Youju
- Yunnan Lishui Yunquan Hotel (High-speed Rail South Station Branch of Yunnan Normal University)
- Manxin Hotel (Kunming Park 1903)
- Kunming Venice Hotel
- Kunming Panshanju
- Kunming Qianxun Mowen Hot Spring Spa Hotel
- He Nian Banshan Forest Hotel
- Anning Jinfang Forest Hot Spring Half Mountain Hotel
- Dianzhong Airport Weijing Wyndham Hotel

Questionnaire 2

Honourable Sir/Madam:

Hello! First, thank you for taking the time to participate in this survey amidst your busy schedules. This survey is conducted as part of the research project titled "The Factors Influencing Brand Loyalty Toward Luxury Hotels in Kunming," your input is highly valuable. Your responses in this questionnaire are collected anonymously. They will be used solely for academic research purposes, with no other intended use. Your time and opinions are greatly appreciated. Thank you.

Part 1: Basic Information Statistics

1. Gender:

- Male
- Female

2. Marital Status:

- Single
- Married
- Divorced

3. Number of Children

- None
- 1
- 2 and more

4. Age:

- Not more than 20 years old
- 21-30 years old
- 31- 40 years old
- 41 - 50 years old
- Above 50 years old

5. Educational Background:

- High school or below
- Associated degree
- Bachelor's degree



Master's degree or above

6. Monthly Income:

- Not more than CNY 5,000
 CNY 5,001 - CNY 7,000
 CNY 7,001 - CNY 10,000
 CNY 10,001 - CNY 15,000
 Above CNY 15,000

7. Occupation:

- Student
 Government Officer
 Private Company Worker
 Business Owner
 Others

8. Have you stayed at this hotel?

- Yes
 No

Part 2: Perceived Quality Scale

This part aims to assess the perceived quality of the hotel brand. Perceived quality is divided into two main parts: Product Quality and Service Quality. Your valuable input will help us gain a deeper understanding of the perceived quality of the hotel brand. Please read the following questions carefully and tick the boxes according to your opinion. 1 = Completely disagree; 2 = Disagree; 3 = Unsure; 4 = Agree; 5 = Completely agree.

8. Perceived Quality Scale		1	2	3	4	5
8.1 Product Quality	I believe that branded hotels usually focus on the quality of facilities and decor.					
	I believe that branded hotels value cleanliness and hygiene in guest rooms and public areas.					
	I believe that branded hotels typically offer a variety of dining options.					

	I believe that branded hotels prioritize the safety and security of their guests.					
8.2 Service Quality	I believe that the employees of this brand of hotel are well-groomed and have a good image.					
	I believe that the service attitude of this brand of hotel is good.					
	I believe this hotel brand can quickly provide the services I need.					
	I believe that this brand of hotel can provide me with personalized services.					
	I believe that the employees of this brand of hotel are very polite and courteous.					

Part 3: Perceived Value Scale

In this part, the aim is to assess the perceived value of the hotel brand. Perceived value is divided into two main parts: Brand Capability Value and Brand Integrity Value. Your valuable insights will help us better understand the perceived value of the hotel brand. Please read the following questions carefully and tick the boxes according to your opinion. 1 = Completely disagree; 2 = Disagree; 3 = Unsure; 4 = Agree; 5 = Completely agree.

		1	2	3	4	5
9.1 Brand Capability Value	I believe that the hotel facilities and equipment are well-equipped and have practical value.					
	I believe that the staff members have high professional qualifications and provide excellent service.					
	Staying at this brand of hotel is worth the money.					
	Staying at this brand of hotel makes me feel happy.					
	Staying at this brand of hotel gives me a sense of spiritual gain.					
	The experience of staying at this hotel brand is novel, enjoyable, and comfortable.					

9.2 Brand Integrity Value	The brand has a strong distribution network, which makes it easy for customers to access its products/services.					
	The brand actively seeks customer feedback and incorporates their suggestions into its product/service offerings.					
	The brand demonstrates a commitment to sustainability and corporate social responsibility initiatives.					
	The brand has won awards or recognition for its excellence in the industry.					

Part 4: Brand Loyalty Scale

In this section, the aim is to assess Brand Loyalty. Your valuable insights will help us better understand the perceived value of the hotel brand. Please read the following questions carefully and tick the boxes according to your opinion. 1 = Completely disagree; 2 = Disagree; 3 = Unsure; 4 = Agree; 5 = Completely agree.

		1	2	3	4	5
10. Brand Loyalty	In general, this hotel brand is my first choice.					
	I am willing to pay more for this hotel brand than other hotels.					
	I feel disappointed when I cannot stay at this hotel brand.					
	Even if the price increases, I would still choose this hotel brand.					
	I often recommend this hotel brand to family and friends.					
	I frequently stay updated with information about this hotel brand.					
	I choose this hotel brand when the need arises.					
	I often praise this hotel brand in front of others.					

This questionnaire is over. Thank you for your participation, and goodbye!

问卷 1

尊敬的先生/女士：

你好！首先，感谢您在繁忙的日程安排中花时间参与这次调查。本次调查是名为“请选出昆明最喜爱的豪华酒店”的研究项目的一部分，您的意见非常有价值。您在本问卷中的回答是匿名收集的，将仅用于学术研究目的，没有其他预期用途。我们非常感谢您的时间和意见。谢谢你。

第一部分：基本信息统计

1. 性别：男性 女性
2. 婚姻状况：单身 已婚 离婚
3. 子女数量：无 1 个 2 个及以上
4. 年龄：不超过 20 岁 21-30 岁 31-40 岁 41-50 岁 50 岁以上

第二部分：喜爱酒店选取

1.请选择最喜欢的国际酒店

- 昆明洲际酒店
- 昆明富力万达文华酒店
- 昆明中心皇冠假日酒店
- 昆明呈贡万达嘉华酒店
- 昆明喜来登酒店
- 昆明中心假日酒店
- 昆明古滇名城皇冠假日酒店
- 昆明华邑酒店
- 昆明君乐酒店
- 昆明七彩云南温德姆至尊豪廷大酒店
- 昆明龙达温德姆花园酒店
- 昆明南亚风情园豪生大酒店
- 昆明索菲特大酒店
- 昆明亿壕城堡温德姆至尊酒店

昆明空港希尔顿逸林酒店

海伟国际度假酒店

2.请选择最喜欢的本土酒店

昆明柏联酒店

昆明滇池宋品酒店

昆明中维天恒大酒店

昆明海丽宾雅万达嘉华温泉酒店

昆明阳光酒店

昆明花之城豪生国际大酒店薰衣草苑

昆明德尔塔酒店

昆明湖景酒店

昆明春城湖畔度假村

昆明滇池豪生酒店

昆明鑫盛达宏晟国际酒店

昆明中维翠湖宾馆

昆明花之城豪生国际大酒店

昆明晟世仟和酒店

昆明星耀温泉酒店

昆明古滇半山温泉酒店

昆明彩云里凯世精品酒店

昆明金鹰广场酒店

昆明佳华广场酒店

昆明融创施柏阁酒店

昆明三茂城市印象酒店

昆明帕普曼(PAPMAN)酒店

昆明擎天新悦酒店

昆明江野度假酒店

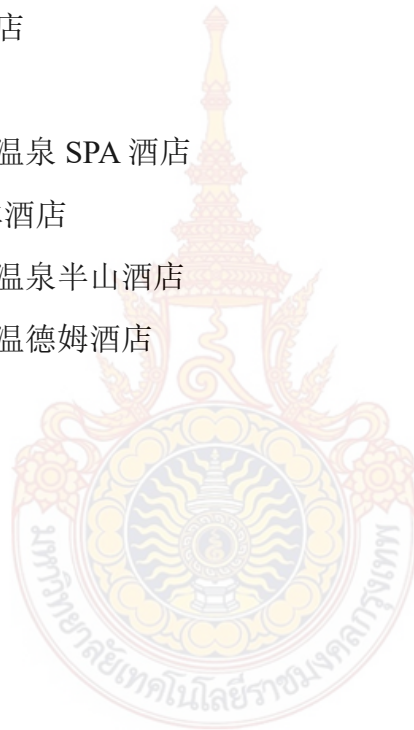
昆明玖合宝利酒店

昆明世纪金源大饭店

- 昆明惠玥温德姆酒店
- 昆明嘉丽泽萨维尔皇家酒店
- 昆明玉龙湾湖景酒店
- 昆明银园酒店(呈贡师大附中高铁南站店)

3. 请选择最喜欢的特色酒店

- 無闕有居
- 云南丽水云泉大酒店(云师大高铁南站店)
- 曼忻酒店(昆明公园 1903 店)
- 昆明威尼斯酒店
- 昆明泮山居
- 昆明千寻墨问温泉 SPA 酒店
- 和念·半山森林酒店
- 安宁金方森林温泉半山酒店
- 滇中空港蔚景温德姆酒店



问卷 2

尊敬的先生/女士：

您好！首先，感谢您在百忙之中抽出时间参与本次调查。本次调查是作为“昆明豪华酒店品牌忠诚度影响因素研究”项目的一部分进行的，您的宝贵意见对我们非常重要。本问卷收集到的匿名信息将仅用于学术研究目的，不会用于其他任何用途。非常感谢您的时间和支持。谢谢！

第一部分：基本信息统计

5. 性别：男性 女性
6. 婚姻状况：单身 已婚 离婚
7. 子女数量：无 1 个 2 个及以上
8. 年龄：不超过 20 岁 21-30 岁 31-40 岁 41-50 岁 50 岁以上
9. 教育背景：高中及以下 大专 本科 硕士及以上
10. 月收入：不超过 5000 元 5001-7000 元 7001-10000 元 10001-15000 元 15000 元以上
11. 职业：学生 政府官员 私企员工 企业主 其他
12. 您是否曾入住过该酒店？ 是 否

第二部分：感知质量量表

本部分旨在评估酒店品牌的感知质量。感知质量分为两个主要部分：产品质量和服务质量。您的宝贵意见将帮助我们更深入地了解酒店品牌的感知质量。请仔细阅读以下问题，并根据您的观点勾选方框。1 = 完全不同意；2 = 不同意；3 = 不确定；4 = 同意；5 = 完全同意

8. 感知质量量表		1	2	3	4	5
8.1 产品质量	我相信品牌酒店通常注重设施和装饰的质量。					
	我相信品牌酒店重视客房和公共区域的清洁和卫生。					
	我相信品牌酒店通常提供多种餐饮选择。					
	我相信品牌酒店优先考虑客人的安全和保障。					
8.2 服务质量	我相信该品牌酒店的员工仪容整洁，形象良好。					
	我相信该品牌酒店的服务态度良好。					
	我相信该品牌酒店能够快速提供我需要的服务。					
	我相信该品牌酒店可以为我提供个性化服务。					
	我相信该品牌酒店的员工非常有礼貌和周到。					

第三部分：感知价值量表

在本部分中，旨在评估酒店品牌的感知价值。感知价值分为两个主要部分：品牌能力价值和品牌诚信价值。您的宝贵见解将帮助我们更深入地了解酒店品牌的感知价值。请仔细阅读以下问题，并根据您的观点勾选方框。1 = 完全不同意；2 = 不同意；3 = 不确定；4 = 同意；5 = 完全同意。

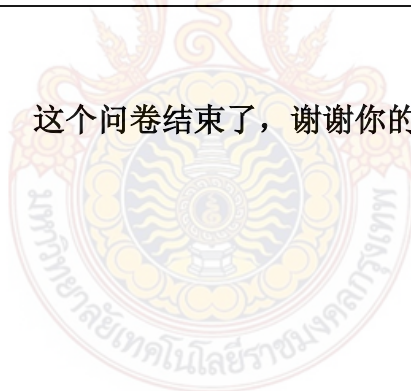
	感知价值量表	1	2	3	4	5
9.1 品牌能力 价值	我相信该酒店的设施设备齐全且具有实用价值。					
	我相信该酒店的员工具备高专业素质，并提供优质服务。					
	入住该品牌酒店物有所值。					
	入住该品牌酒店让我感到快乐。					
	入住该品牌酒店给我一种精神上的满足感。					
	我相信该酒店的设施设备齐全且具有实用价值。					
9.2 品牌诚信 价值	该品牌拥有强大的分销网络，使客户能够轻松获取其产品和服务。					
	该品牌积极寻求客户的反馈，并将其建议融入其产品和服务中。					
	该品牌展示了对可持续发展和企业社会责任倡议的承诺。					
	该品牌因其在行业中的卓越表现而获得奖项或认可					

第四部分：品牌忠诚度量表

在本部分中，旨在评估品牌忠诚度。您的宝贵见解将帮助我们更深入地了解酒店品牌的感知价值。请仔细阅读以下问题，并根据您的观点勾选方框。1 = 完全不同意；2 = 不同意；3 = 不确定；4 = 同意；5 = 完全同意。

		1	2	3	4	5
10. 品牌忠诚度	一般来说，这个酒店品牌是我的首选。					
	我愿意为这个酒店品牌支付比其他酒店品牌更高的价格。					
	当我无法入住这个酒店品牌时，我感到失望。					
	即使价格上涨，我仍然会选择这个酒店品牌。					
	我经常向家人和朋友推荐这个酒店品牌。					
	我经常保持对关于这个酒店品牌的信息更新。					
	当有需要时，我会选择这个酒店品牌。					
	我经常在他人面前赞扬这个酒店品牌。					

这个问卷结束了，谢谢你的参与，再见！



BIOGRAPHY

NAME: Zhishen WANG

AGE: 33

MARITAL STATUS: Married

EDUCATION BACKGROUND:

Period	Point	Students	Degrees
2006-2009	Heilongjiang, China	Qitaihe Senior High School	
2009-2013	Yunnan, China	Kunming University of Science and Technology	Bachelor of Arts
2021-2023	Thailand	Rajamangala University of Technology Krungthep	Masters in Management

OCCUPATION BACKGROUND:

Period	Point	Firms	Position
2013.7-2016	Yunnan, China	Yunnan Shenhao Decoration Engineering Co.	Designer
2016.4-2016.10	Yunnan, China	Yunnan Hongxiang Yixintang Pharmaceutical Co.	Manager
2016.10 to now	Yunnan, China	Yunnan Jiaoyuan Asset Management Co.	Manager

PUBLISHED PAPERS:

1. The Facility Management in Chinese Public Universities Today: Problems and Solutions I am the first author of this article.
2. A Study of the Capital Replenishment Tools in Chinese Commercial Banks: Current State and Some Suggestions for Countermeasures. I am the corresponding author of this paper.