

**UNIVERSITI TEKNOLOGI MARA**

**THE INTERLINKAGE OF BRAND  
IMAGE AND THE COMBINED  
EFFECT TOWARD  
SATISFACTION, TRUST AND  
BRAND LOYALTY IN THE FIVE-  
STAR HOTEL SEGMENT**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**

**Faculty of Hotel and Tourism Management**

November 2017

## ABSTRACT

Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products. The brand has not been treated significantly in the marketing or developing the product or services. The brand has evolved from merely a symbol or logo into creating a memorable experience. It is tough to measure the success story of a strong brand, but a visionary company always builds and maintains brand as its greatest asset. The progress of branding literature has changed dramatically and always subject to constant review and redefinition. There is no particular theory to express the quality of a brand thus provide limitless opportunities for new theories to be developed in this area. Taking the five-star hotel segment as the research setting, the present study embarks on the research journey to prove the interlinkage between brand image components in particular brand experiential value, brand personality and brand social responsibility, and the combined effect toward satisfaction, trust and brand loyalty. From extensive literature search, very limited studies had examined the effect of the brand image toward hospitality industry. The hospitality industry has a great potential to expand further looking at the way the industry performed in the past few years. This study is not only significant for knowledge creation but also to the future industry direction. This study offers a new dimension in understanding guest's perception of superiority. Being the upscale market, five-star hotel segment fulfills the lifestyle and preference of the knowledgeable market segments thus recognizing the customer's satisfaction will result in a formation of trust and brand loyalty. To prove this relationship, this study employed quantitative analysis using structural equation modeling. Purposive sampling was used to collect data from 631 sample size. A total of 41 items were listed in the self-reported questionnaire that had been distributed within three months data collection process. 70.7 percent response rate was recorded for the data collected. Results showed that brand image is significant for the five-star hotel to ensure brand loyalty. Apart from that, no multiple roles of mediating played by the outcome variables listed in the study. This study concluded that the sequence of effect starting from brand image to satisfaction, trust and brand loyalty must be fulfilled first before the formation of a new relationship took place.

## ACKNOWLEDGEMENT

In the name of Allah SWT, Thank you for giving me the strength, blessing, determination and the wellness to complete this long journey.

First, I express my sincere appreciation to my main supervisor, Associate Prof. Dr. Salleh Mohd Radzi for his guidance and support throughout the course of this research. His patience and confidence in my potential always keep me going. It was a great privilege to work under his supervision especially to know there is always someone behind your back that pushes you toward success. A similar appreciation goes to Associate Prof. Dr. Rahmat Hashim for his role as the second supervisor and someone who always believe in my vision and willing to listen to my ideas.

Special thanks are due to my buddies, Mohd Hafiz Mohd Hanafiah and Muhammad Izzat Zulkifly for their relentless support and friendly discussion in research process topic that help me know research better.

Special thanks also to the Faculty of Hotel and Tourism Management primarily to the Department of Hotel Management for giving me time off when I needed most in ensuring I stay on track in this journey. Doing this on a part-time basis is challenging but having supportive colleague will always keep your spirit high.

Finally, special mention to the most significant and influential people in my life, Diana Bakri for the enduring supports and love especially for “cold” period that require full attention to the study.

The most important thing, Ph.D. has given me “license” to email prominent people soliciting information and opinions. This experience teaches me on the importance of sharing knowledge with others. I dedicate my thesis to all of you.

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