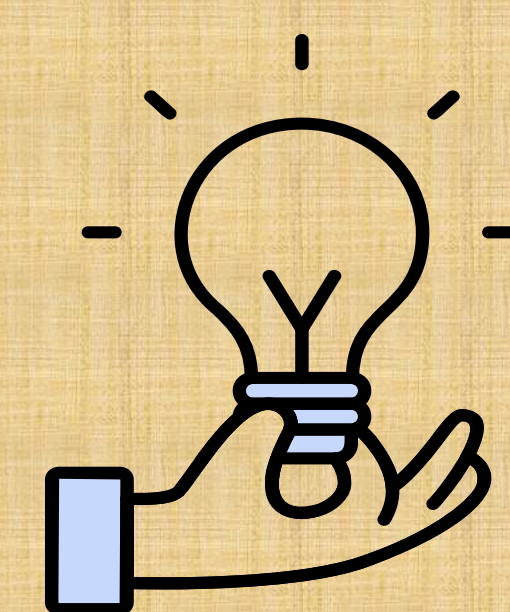


HOW DO BRAND IMAGE AND SERVICE QUALITY AFFECT CUSTOMER LOYALTY IN THE HONG KONG HOTEL INDUSTRY? A CASE STUDY OF ROSEWOOD HONG KONG.

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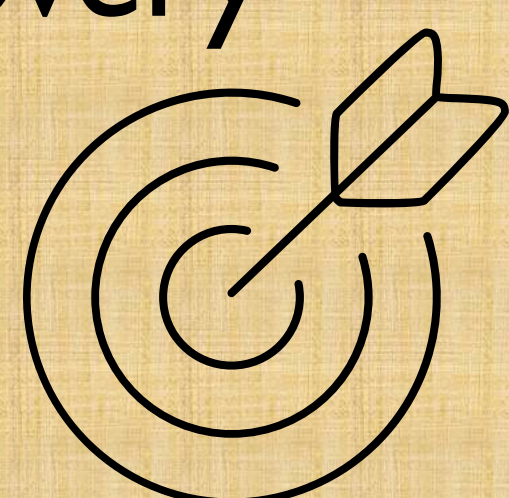
Introduction

- Hong Kong hotel industry affected by COVID-19
- Positive relationships have been found between brand image, service quality, and customer loyalty in other industries
- The same relationship may apply to the HK hotel industry, where more revenue generated by loyal customers may help post-pandemic recovery
- Applying Rosewood HK as a case study



Objectives

- To examine if there is a positive correlation between brand image and service quality
- To explore if brand image would positively influence customer loyalty
- To examine if service quality would affect customer loyalty positively



Findings

- Brand image has a positive correlation with service quality
- Brand image can positively influence customer loyalty
- Service quality can positively affect customer loyalty



Methodology

- Quantitative research method
- 256 responses
- SPSS software
- Descriptive analysis
- Correlation analysis for H1
- Multiple regression analysis for H2 & H3

Conclusion

- Practical suggestions for other hotels in HK
- Improve brand image & service quality
- More loyal customers
- More future studies with diverse brands and sample sizing suggested

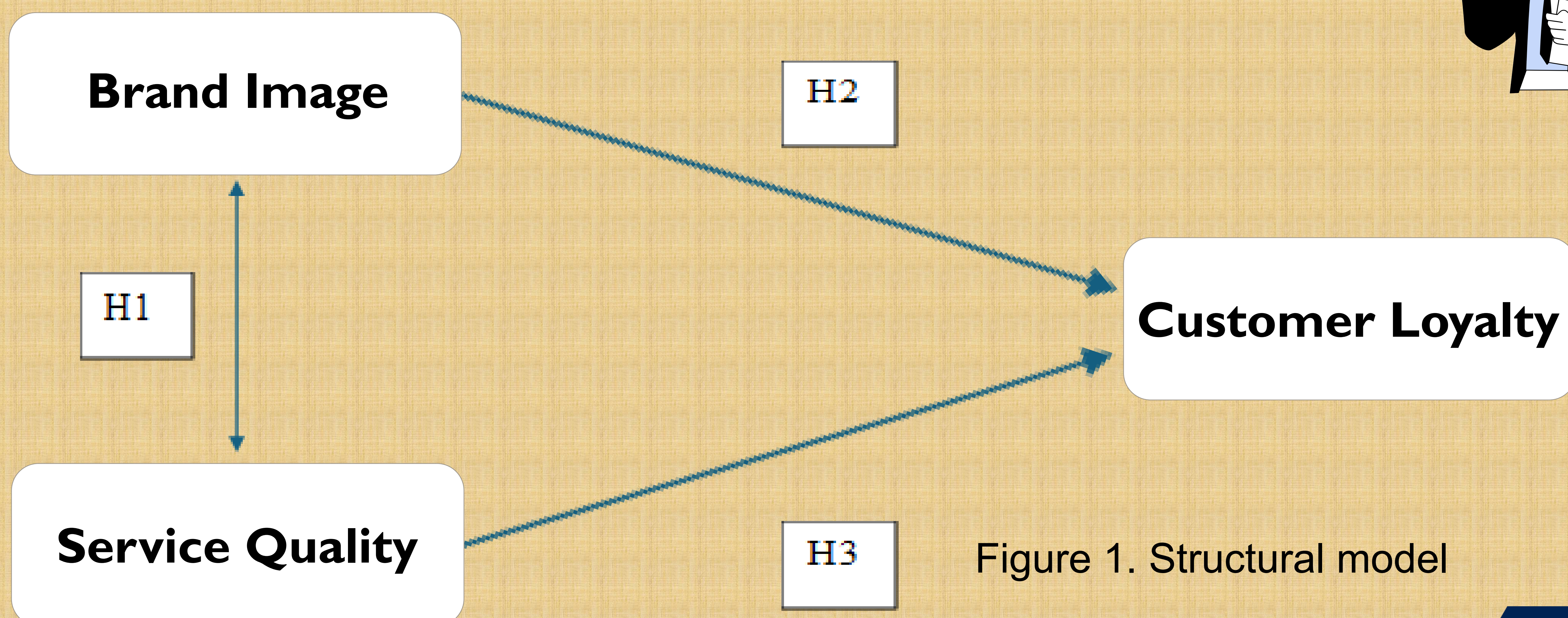


Figure 1. Structural model