

**IMPACT OF PERCEIVED SERVICE QUALITY ON
REPURCHASE INTENTION AND WORD OF MOUTH:
MEDIATING ROLE OF CUSTOMER SATISFACTION AND
CUSTOMER-COMPANY IDENTIFICATION**

By

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ABSTRACT

Thesis Title: Impact of Perceived Service Quality on Repurchase Intention and Word of Mouth: Mediating Role of Customer Satisfaction and Customer-Company Identification

The current study provides and tests an integrated model that examines two relationship quality constructs (customer satisfaction, customer-company identification) as mediating variables between Pakistani hotels service quality perceptions and two outcomes (repurchase intentions, word of mouth). The results of a study with domestic Pakistani hotel guests provide support for the proposed model. Specifically, the results indicate that customer satisfaction partially mediates the relationship between perceived service quality and repurchase intentions and word of mouth, respectively. The nature of this study is quantitative, while type is cross sectional and non-contrived. The technique used to select sample is called convenience sampling. Information was gathered from 210 consumers who obtained services in hotels. For data analysis, correlation, regression techniques and descriptive statistics tests were carrying out with the help of SPSS. Findings approved that symbolic benefits and functional benefits have limited impact on perceived service quality, while perceived service quality, customer satisfaction and customer company identification has more significant impact on repurchase intention and word of mouth. Findings also show that Customer-company identification fully mediates the relationship between perceived service quality and repurchase intentions and partially mediates word of mouth, respectively. We provide empirical validation that customers do, indeed, identify with hospitality providers, and this, in-turn, provides positive consequences for both the service provider (i.e., repurchase intentions) and the customer (i.e., word of mouth).

Keywords: Service quality, Customer satisfaction, Customer-company identification, Repurchase intentions and word of mouth.

TABLE OF CONTENTS

**Chapter
page**

THESIS/ DISSERATATION AND DEFENCE APPROVAL FORM	ii
CANDIDATE DECLATATION FORM.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ACKNOWLEDGEMENT	x
DEDICATION	xi

1	INTRODUCTION OF THE STUDY	1
1.1	Introduction.....	1
1.2	Problem statement.....	3
1.3	Objectives of the study.....	5
1.4	Research questions.....	5
1.5	Significance of the study.....	6
2	REVIEW OF LITERATURE	7
2.1	Perceived Service Quality	7
2.1.1	Relationship Quality	13
2.2	Customer Satisfaction	13
2.3	Customer Company Identification	19
2.3.1	Social Identity Theory.....	25
2.4	Repurchase Intention	26
2.5	Word of Mouth	30
2.5.1	Types of Word of Mouth	32
2.5.2	Offline Word of Mouth.....	32
2.5.3	Online Word of Mouth.....	35
2.6	Hypothesis Development	36
2.6.1	Perceived Service Quality and Customer Satisfaction.....	36
2.6.2	Perceived Service Quality and Repurchase Intention	37
2.6.3	Perceived Service Quality and Customer Company Identification	38
2.6.4	Perceived Service Quality and Word of Mouth	39
2.6.5	Customer Satisfaction and Repurchase Intention	40
2.6.6	Customer Satisfaction and Word of Mouth	42
2.6.7	Customer Company Identification and Repurchase Intention	43
2.6.8	Customer Company Identification and Word of Mouth	44
2.6.9	CS mediate the Relationship between PSQ and RPI	45
2.6.10	CS mediate the Relationship between PSQ and WOM	46
2.6.11	CCI mediate the Relationship between PSQ and RPI	46
2.6.12	CCI mediate the Relationship between PSQ and WOM	47

3	RESEARCH METHODOLOGY	48
3.1	Introduction.....	48
3.2	Study Design.....	48
3.3	Data and Missing Data Method	48
3.3.1	Data Collection	49
3.4	Sampling Design.....	50
3.4.1	Unit of Analysis	50
3.4.2	Sampling Frame	50
3.4.3	Population	50
3.4.4	Sample Size.....	51
3.4.5	Sampling Technique	51
3.4.6	Reason for Sampling.....	51
3.4.7	Response Rate of Respondents	51
3.5	Research Instrument.....	52
3.5.1	Likert Scale	52
3.5.2	Pilot Study.....	52
3.6	Respondents Characteristics	53
3.6.1	Gender.....	53
3.6.2	Age.....	53
3.6.3	Professional Status	53
3.6.4	Education	54
3.6.5	Frequency of Visit per Year.....	54
3.7	Variables	54
3.7.1	Independent Variable and Dependent Variable	54
3.7.2	Mediating Variables.....	54
3.8	Research Model	54
3.8.1	Conceptual Framework.....	55
4	DATA ANALYSIS.....	56
4.1	Introduction.....	56
4.2	Descriptive Statistics.....	56
4.3	Frequencies	57
4.3.1	Gender.....	58
4.3.2	Age.....	58
4.3.3	Professional Status	59
4.3.4	Education	59
4.3.5	Professional Experience.....	60
4.3.6	Monthly Income.....	60
4.3.7	Response rate of Customers.....	61
4.4	Reliability.....	62
4.4	Correlations.....	62
4.5	Regression Analysis: Assumptions.....	64
4.5.1	Normality	65
4.5.2	Multicollinearity	65
4.5.3	Autocorrelation	65
4.6	Simple Linear Regression	66
4.7	Mediation Regression Analysis: Baron and Kenny	67
4.7.1	Mediation-1	68
4.7.2	Mediation-2.....	69

4.7.3	Mediation-3.....	70
4.7.4	Mediation-4.....	71
5	CONCLUSION, DISCUSSION AND RECOMMENDATIONS	72
5.1	Conclusion, discussion and recommendations	72
5.2	Conclusion	72
5.3	Results and Discussion	73
5.4	Recommendations.....	74
5.5	Contribution of Current Study	74
5.6	Managerial Implications	75
5.7	Limitations of the Study.....	76
5.8	Directions of Future Research	76
	REFERENCES	77
	APPENDIX	105

LIST OF TABLES

Table 3.1:	Likert Scale.....	52
Table 3.2:	Reliability Statistics.....	53
Table 4.1:	Descriptive Statistics.....	57
Table 4.2:	Gender of Frequency.....	58
Table 4.3:	Age Frequency.....	58
Table 4.4:	Professional Status.....	59
Table 4.5:	Education Frequency.....	59
Table 4.6:	Professional Experience Frequency.....	60
Table 4.7:	Monthly Income.....	60
Table 4.8:	Response Rate.....	61
Table 4.8:	Reliability Statistics.....	62
Table 4.9:	Correlation Coefficient.....	62
Table 4.10:	Correlations.....	64
Table 4.11:	Statistics for Kurtosis and skewness.....	65
Table 4.12:	Durbin Watson-Test Result.....	65
Table 4.13:	Regression Results.....	67
Table 4.14:	Mediation-1.....	68
Table 4.15:	Mediation-2.....	69
Table 4.16:	Mediation-3.....	70
Table 4.17:	Mediation-4.....	71

LIST OF FIGURES

Figure 3.1:	Conceptual Framework Model.....	55
Figure 4.1:	Mediation Regression Analysis.....	67

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DEDICATION

I dedicate this thesis to **especially my Parents, wife and kids (Maham, Talha & Arfa)**. Without their patience, understanding, support and most of all love, the completion of this work would have not been possible.

CHAPTER NO.1

INTRODUCTION OF THE STUDY

1.1 Introduction

Service quality is known to be progressively critical to the customer. It is observed by researches that in the modern age the customer wants to save the time and efforts being spend to acquire a certain service and product. Customers always want to save the time of purchasing the product and services. Customers feel the service quality is less when they consumed their time of cost is high (Berry et al., 2017). According to the customers, the process of purchasing the service quality is high when they use their effort and time is short (Colwell et al., 2016). The substance of non-pecuniary is important to win over idea as customer need to buy a service or products with a miner time and effort, so that worth of time vary among the customers. Customer wants to purchase the product or services with a minimum time because the value of time is vital among the customer. The customer considers high value of time and accepts it good for customer.

Before the service trade the decision quality is notable. In decision quality the hotels give the choice before purchasing the product and services. The availabilities of different kinds of shops a key benefit of shopping mall. Offer the service delivery is the post benefit quality become outstanding. Elements which defined as post advantage qualities are associated to services recapture hardship in which replace characterize to inferior service and product, consumers change of attention and transaction mistakes (Seiders et al., 2007). Service Quality increases the sales of product not only but also retain the customers. Trained sales persons motivate and facilitate the customer for purchasing the appropriate product or services under the umbrella of Service Quality. It is good for hotels and restaurant to better understand of Service Quality because it is too much significant concern for customers. Service Quality is a root of word of mouth and repurchases intention. Every hotel is focusing on customer satisfaction by using different methods. They want that customer become the source of

optimistic words of mouth about their products and services. At least it will become the way of high profit and beneficial for retailers.

Relationship marketing and customer relationship have significant considerable for both practitioner and academicians. The aims of relationships marketing to construct the extensive relationship trust and jointly advantageous with esteemed consumers (Kim & Cha, 2002). Organizations can build profit by very nearly 100% by retaining only 5% more over their defecting customers (Reichheld & Sasser, 1990). For improving the financial reward the organizations focus on reduction the acquisition marketing cost of customer by positive word of mouth, acquisition new customers and by large sale the products through the loyal customers due to give them low price (Smit, Bronner, & Tolboom, 2007). Today in the highly aggressive environment organizations should make the strategies to retain the satisfied and loyal customers (Meng & Elliot, 2016).

Hotels can provide the extensive varieties of service for examples; food services, accommodation, local transport, entertainment, arrangement for nearest tours, site recommendation. In this manner, the experience of hotels service is very significant segment of the whole tourism experiences that in a few conditions might be reflective of the general tourism industry (Su, et al., 2016). The managers of hotels industries consider that their business can give the profit by satisfying their customers and satisfied consumers avail your service again and retain. It is just the customers loyalty that is importantly crucial than consumer loyalty for the success of business. Now a day's hotels and restaurants are using the different kinds of methods or marketing techniques for achieving the competitive advantages. Hotels are struggling to gain the competitive advantages by offering services, quality products, minimizing operating cost, trained workforce and acquiring latest technology in order to remain in competition. For instances several hotels are using loyalty cards, debit, credit cards facilitation, gifts and giving concessions to draw in fresh consumers and retain the loyal old customers. These hotels and restaurants are assisting the consumers with dissimilar ways of comforts so that customer can utilize and like their period of time during in services and get capture product or service according to their desire and need. In global environment the 'Service Quality' plays a vital role by distinguishing themselves from other rival. Service quality is characterized as customers effort and timer perceptions related to using and buying the services (Berry et al., 2017).

Hotels industries have become the fast growing sector in the world, before few days nobody paid attention on this sector for conducting the research. Thus we have to investigate the business of service quality in Pakistan. For establishing the relationship between customer and company the social identity perspective is very important (Bhattacharya & Sen, 2003). In that capacity, customers-company-identifications are the possibly helpful develops for superior considerate customer relationship; however there have been some examinations that look at along these lines (Ahearn, Bhattacharya and Gruen, 2003). Furthermore, few investigations focus on the antecedent of social identification to the behaviors of customer and have not yet joined them in to build up the frameworks (Martinez & Del Bosque, 2013), Ahearn et al., (2005) expressed that customers company identification play significant effect when the service is offered intangible, therefore it might be advantageous to analyze customer company identification in the context of hospitality service.

Increasingly, the cost of time aligned with the service, the lesser will be the customers' impression of the Services Quality (Berry et al., 2017). For both condition comprehensive researches required like product and Service Quality. Some features of the quality are special to the manufactured products which include the packaging, food taste of quality, ready in time, service of employees, quantity and permeability. These kinds of aspects of service quality can decrease the customers' effort and time in purchasing, consuming and storing (Anderson and Shugan 1991). Through hotels there are many arguments of product and services related quality are focusing, rooms, quality, foods quality, parking, traveling and refreshment the customers. The credit card facility is very important in the field of Service Quality because customer can save their working hours and efforts of buying.

1.2 Problem Statement

In modern era, hotels are struggling hard to differentiate themselves in the race of competition by offering different kinds of products and quality of services. Sometime customers have to face difficulty to select the hotels among a lot of hotels in details on the internet and confused, that is why customers waste much time for selecting the hotels. At this time it is very important for hotel manager should maintain the good records and information in detailed on their website or home page, it will also help to the customers for taking decision. Today customers prefer that places where they can spend their time for services and also like feasible parking place. In Pakistan this element is very important. Many customers delay for taking their service and find appropriate place where all facilities are available. The

element of parking is called access quality. It is too much important for hotels industries to select the appropriate place where they can easily fulfill all requirements of customers. Al most all people want short time and effort for taking the product and services. However if hotels and restaurants become failure the requirements of customer satisfactions or desires, Then customer cannot be retained. That is why retailers don't meet their outcomes. If customer does not satisfied then move to the other hotels and it is too much expensive, hard for attracting new customers.

Businessmen come in Faisalabad from out of countries and stay in hotels. Faisalabad called Manchester of Pakistan due to its textile importance in Pakistan. For the business dealing buyers come in Faisalabad and stay in hotels. Hotels should also improve the standard of quality according to international level. In this way other cities like Islamabad, Lahore, Northern areas and Karachi, these cities are also having the importance of tourists. Tourists are come from out of countries and stay in hotels. Hotels industries are attached with tourism in the context of hospitality. Hotels are striving hard to satisfaction by offering quality products, services and hygienic environment. Just a good hotels hygienic environment becomes the source of customer satisfaction and customer word of mouth. Customer can be satisfied if hotels provide the good product and services successfully. If the customers are satisfied then they become the good ambassadors and source of positive word of mouth. Positive word of mouth is good source for hotels to increase the sales and profit. Therefore hotels should work more to satisfaction the customer so that they can retain the customer. Retained customers absolutely become the cause of profit for hotels. It is very important to know the outcome the service quality in hotels. The outcomes service quality is become the cause of consumer satisfactions. It is also very significant, how hotels and restaurants can build up Service Quality so that competitive advantage can be sustained due to it. Hotels are using different kinds of methods to fulfillment the customers satisfaction by using the service quality for compete the market share. Acquisition cost can be reduced by using the positive words of mouth and increased the repurchase intention. Su, swanson, and chen, (2016).

This study focus both words of mouth and repurchase intention, an extra theoretical research gap that this study tends to exanimate from the lack of investigation including Asian visitors. According to (Travel China Guide, 2012) Asia is the world largest tourists and hospitality destination. Lokeet, et al., (2011) described that the service providers are always trying their best to improve their service to fulfill the customers, because the fulfillment of customers indicates to the constancy. When resources are unusual and customers are responding to

financial belt fixing by receiving to be both more exact and furthermore wishing in their inn decision. Improving your customers benefit marks is not a luxury it is a want. Actually for several accommodations who would not require the volume to make categories of principal investment. In this recently focused and associated new world, what do service providers want to know and more significantly need to due to change in accordance with these new substances and reliably convey exceptional customer services. Milman (1998) calls attention to that the expanding amount of guests and travel publicity operations recommend that vacation, or any guest experiences may positively affect a traveler's repurchases intention and words of mouth.

1.3 Objectives of the Study

The objectives of this research are to investigate the effect of Service Quality on hotels industries. There are following detail objectives are:

1. To examine the effect of perceived services quality on customer satisfactions, customer-company identification, repurchases intention and words of mouth.
2. To analyze the effect of customers' satisfaction on repurchases intention and words of mouth.
3. To analyze the impact of customer-company identification on re-purchases intention and word of mouth.

1.4 Research Questions

There are following details of research questions:

1. What is the effect of perceived services quality on customers' satisfaction, customers' company identification; repurchases intention and word of mouth?
2. What is the influence of customers' satisfaction on re-purchase intention and word of mouth?
3. What is the impact of customers-company identification on re-purchase intention and word of mouth?
4. What is the mediating impact of customers' satisfaction between the relationships of perceived service quality and re-purchase intention and word of mouth?
5. What is the mediating impact of customer-company identification between the relationships of perceived services quality and re-purchases intention and words of mouth?

1.5 Significance of the Study

Now a day the concept of hoteling is very significant in Pakistan. Many hotels and restaurants are increasing their business, so this study will assist the service provider and hospitality, how they can differentiate and unique themselves by their service and facilities from the other hospitality in the age of competition. For service quality each type of quality plays the vital role for improving the service quality. For better result every hotel should understand each types of quality. This study will support the hotels that the desired hotel out comes can be attained by improving the Service Quality if they can fulfill the requirement of customer desire and want. This study will work for improvement the business of Banks, hotels and service provider companies that improve their Service Quality and attain their customers. The present research will make an amount of assistances to the hospitality literatures. First it will test and demonstrate that perceived services quality shows a vital secondary part in the expansions of enhanced repurchases intentions, as well as better customers' word of mouth in a hospitality context. Prior literatures concentrated on perceived services quality (Lai, & Wang, 2009) has analyzed the connection between perceived services quality and consumer performances, but has unsuccessful to inspect customers' word of mouth as significance.

Secondly, this research will integrate customers company identification as the relationships quality build and test its mediating part in the impacts of perceived services quality on customers repurchase intentions and word of mouth. Bhattacharya and Sen (2003) described that customers company identification denotes a bottomless, devoted, and expressive association between customer and company. To superlative of our information, prior experiential study in hotel services has not scrutinized the possible mediating part of customer-company identifications an interactive concept.

CHAPTER NO.2

LITERATURE REVIEW

2.1 Perceived service quality

The research of service quality focus on the service perceptions a central actor and how this is significant effect on the consumer behavior. For example that research investigation has scrutinized the relationship between service qualities and behaviors as well as price rate perceptions (Cho, 2014; Ye et al., 2014), the loyalty (Orel and Kara, 2014) and satisfactions (Bansal and Taylor, 2015; Dub_e, 2015) amongst other factors. Correspondingly, studies have inspected the benefits of the service qualities for the firm of tourism, including the increased opportunities of market (Jones and Haven, 2005) and also increase the organization presentation. Value evaluation and services qualities are extremely associated and comprise the qualities gain for the prices give as perceive of worth (Petrick, 2017). Meshack and Datta (2015) expressed consumer's assessment of the services qualities and satisfactions depend on the hole between their experiences of real presentation and expectations level. Other scholars suggested that the expectation must be inclined by the customer need, empathy and responsiveness (Saha and Theingi, 2009). Ye et al., (2014) described that if the perceived services quality is similar to perception of consumer's evaluation, then service qualities should be measured to contain tradeoff of perceptions between price of service and consumer's valuation of the benefit. The value perception of customers depends on determinant (the nonmonetary and monetary prices related to experiencing the services) and the frame of references of customers (Xia and Suri, 2014). Therefore it should be esteemed that the consumer's assessment of service qualities will impact and determine the perception of price of the non-monetary amount and monetary amount (attitude, behaviors, finding cost, time, values evaluations and convenience) because the perception of price reflects

consumer's actual experiences with the respect to exact transactions and whole assessment of their services (Kashyap and Bojanic, 2000).

Service quality is most affected for improving the business. Parasuraman, Zeithaml, and Berry (1988) describe that service qualities as differences between perception and real services which customer can be received. Parasuraman et al. (1988) make the measuring scale which is called SERVQUAL Model. SERVQUAL model depends on five dimensions

Five dimensions of service quality

- Reliability (Abilities to performs as agreed service accurately and dependably)
- Responsiveness (Willing to help the customer and offer quick services)
- Assurance (Courtesy and knowledge of workers and their skill to motivate confidence and trust)
- Empathy (customized caring and attentions the organization offers its consumers)
- Tangibles (Types of physical facilities, appearance of personnel and equipment)

SERVQUAL model is very affective for measuring the service quality. It exists in wide domain of variants. SERVQUAL model is a very significant scale for measuring the different attributes (Gilbert and Wong, 2002; Parasurama et al., 1988). SERVQUAL instrument is useful for international environment. It can be used 3 stars, 4 stars and 5 stars hotels for measuring service quality. SERVQUAL model was suggested to measure the perceived service quality for the different sectors. SERVQUAL model are used in various service fields for measuring the service quality, Likes banking sectors, hospitality industries, insurance companies, restaurants (Qin, H. Prybutok, VR. and Zhao, Q., 2010) and online marketing sectors. Many research evaluated that the perceived services qualities have been accomplished in the hospitality industries and also done in community health cares (Andaleeb, SS. and Millet, I., 2010). SERVQUAL instrument is very effective tool for monitoring and assessing the service quality in hospitality, like restaurants and hotels. This tool is very useful for improving the lacking service area, the hotels managers can improve their service area by using he SERVQUAL model. In hospitality context service quality plays significance role for retaining the customers and repurchase the services. By improving the service quality service industries can increase their financial and decrease their acquisition cost by using the word of mouth (Su, Swanson, and Chen, 2016). Hotels services are the most significant component for reflecting the tourism industry. Thus the hotels industries can provide an extensive range of tourist service like transportation for local tours, site

recommendations, food services, accommodations, refreshments and entertainment (Su et al., 2016).

In modern era the consumer behaviors are changed due to different methods of communication advance information technology. These changes are impacting on the business administration and companies especially like that hotels industries. Purchasing decision also change due to the high competition in the market, competition influence on the customer's choice of service and products which is best in market. Customers select the hotels based on its location like that near airport, good tourist location or downtown. Customer wants different kinds of facilities such as golf, swimming pool, and transport for sight visit and fitness center in the hotels. Customer mostly selects the hotels by quality of service, price, loyalty and quality of past guests Cantalops and salvi (2014). By improving the service quality in service of hotels services context, repurchase intention can be increased. Prayag and Ryan (2011) described that visitor's loyalty plays the significant role for the growth of destination development in the context of tourism and service. There are many types of antecedents of tourist loyalty like that trip quality, destination image, motivation, customer satisfaction and perceived value. Destination emotion scale which is very useful for measuring the emotions of visitors, the scale also measure interaction the attachment between guests and hosts (Hosany and Gilbert's, 2010).

In the field of hotels service industries the role of service quality cannot be denied. It is very important for hotel manager to know that what the importance for the success of hotels industry is. Manger can improve service quality, customer expectation and how can retain the customer. Atilla and Akbaba (2006) described that motive of their research is examine the services qualities in the field of hotels industry by the help of SERVQUAL model, which shows the five dimensions of service quality. SERVQUAL scale was a very reliable tool. Many previous researcher had been used this scale for scrutinizing the quality of service in different areas. Since, generally in industrialized domain over the past three decade the service quality remains the superior element for economy. Previous research shows that the service quality conduct to attraction of new customers, customer loyalty, employee satisfaction, positive word of mouth and increase corporate image, commitment, increase business performance and reduce cost (Berry et al., 1989).

The researchers use as foundation of SERVQUAL instrument and use new scale call HOLSERV scale. HOLSERV scale is very useful for measuring the service quality of hotel

industries. Concluded their study the service quality was represents three dimensions in the hotel services like that employees, tangibles and reliabilities. The top dimensions of services qualities mentioned as staffs. There is difficult to distinguish the measurement of service quality. In hotel industries manager should be focused on different attributes for improving the quality of service like that short distribution exchange imprecise standards, consistency, reliability, face to face interaction, fluctuating demands, exchange information and further tasks. It is also very important the demand of service quality in the hotels industries is clustered in the peak season, week and year like that check in, check out times, weather, holidays, season. These reasons are highly affected and make difficult to provide the good service quality. In the business of hotels industries the competition is increasing and hotels and hotels mangers have to improve their service quality. Previous studies show that the researchers are concentrated on services qualities of hotels industries (Juwahoor, 2016). Result of these researches have generate the contribution of understand the different dimensions of service quality. At the same time the study shows that hotels are providing different service market. There are many sections of hotels industries likes that motels, Hotels, airports hotel, conventional hotel and continental hotels, that all have differentiating characteristics.

According to Brown (1989, 1990) there are five types of quality dimensions like that acquisition, time, use, place and implementation. Yale and Venkatesh (1986) recommended that six kinds of goods qualities, portability, convenience etc. Berry et al. (2017) expressed services quality in wording of customer's effort and time judgment linked to buying or taking the service. Seiders et al. (2007) explained, there are five kinds of service qualities like access quality, decision quality, transaction quality, post benefit quality and benefit quality. Berry et al. (2017) described that across customers, service and situations the significance of that king of services quality varies. They also defined that effort and time are two types' dimensions of service quality. According to Jackson et al., (2011), Babin et al., (1994) and Zeithaml, (1988) there are several factors of shopping value such as quantitative, qualitative, subjective and objective. These elements contain the experience of shopping. Colwell et al. (2016) described that time and efforts can be reduced on acquiring the products and service by focusing on the service quality. Customer want to purchase theirs service quickly, this is accorded by using the quality of service is very importing (Rintamäki et al., 2006). Perceived service quality has positive relation between customer satisfactions, if the attitudes of service providers are good

then customer become loyal (Anton, Camarero, & Carrero, 2007). Bailey and Ball (2006) expressed that hotels depends on the brand equity, hotel property owner and consumers associate with the brand of hotel. Gronroos (1988) derived that perceived service quality is good when the experience of service quality really meet the customer expectation of quality brand.

In current circumstances, professional and efficient cooking and services are must for each and every event, party or celebration. Whether this is an anniversary festivity, marriage serving foods, celebration parties, public, usual, Business or party-political events quality and tasty food helping is necessary for completion the event. Hotels and restaurants are providing food on the request of customers that will require a considerable measure of stamina and internal quality. Business/workers should work under stress. Firm achievement depends entirely on its reputation; it regards be daringly careful with the employments it takes up. Always provide excellent service, hotels have to prove the prompt service. Hotels should maintain their good quality of service and maintain the standards which promise to the customers (Jones, 2009).

Um et al., (2006) expressed that customer value, services quality and appeal should be measured composed to theoretically explain and consistently again stay to the palace of hospitality. Though, some challenges have been generate in the study of travel academy to argue how the services qualities can be make good for travelers for revisit intention. Jo et al., (2014) argued that service qualities (facility and staff) resulted in impelling perceive value (functional and emotional) and satisfactions. Hutchinson et al. (2009) derived that perceive service qualities have direct and indirect impacts on the word of mouth communications and post purchase behaviors. Mostly travellers and visitors have spread words of mouth communications and recommend to other, when people received positives perception of service qualities and values.

Ye, Li, & Wang, (2014) analyzed that in the hospitality and tourism context the relationship between post purchase perception and price. The authors have conducted online survey of hotels customers. They studied that the price has direct influence on perceived service quality for luxury hotels, higher stars hotels rather than lower stars or economy hotels. It is also important influence on the perceived service qualities for business traveler and not significant for leisure travelers. The significant interest has be accord among hospitality and tourism researchers in the effect of price on the consumer's satisfaction and post-buying perceptions (Heo & Lee, 2011; Nusair). It is noted that price not only impact on consumer's pre-buying

discernments but also their post-purchase satisfactions. In the modern era for increasing the business of travelers e-tourism is used. The effect of price on post-purchase perceptions in the environment of internet, remain unknown in the perspective of online reviews.

The researchers of hospitality are very interested in the context of value and service quality which receive by consumers. It is usually decided that hotels should offer continuous and good consumer value. Hoteliers want to give the more importance to improve their service quality to meet need or want and customer's expectations (Lin & Su, 2003). In this framework of hotels and hospitality the perceive services qualities are the effected inquire of how well the products or services provided as the expectations of customers. The major part of the literatures concentrations on giving many kinds of approaches by which services quality of hotels can be evaluated, that can be measured both perceived quality and expected (Hsieh, Lin, & Lin, 2008). In this context of service and hospitality the customer satisfactions are the basic characteristics promoting their expectations and needs (Yang, Cheng, & Sung, 2011).

Several researches have dignified the features impacting consumers' superior of hotel. Findings location convenience, rooms clean, values for price, friendly workers is very important aspects in the procedures of evaluating the services qualities (Lockyer, 2003). Moreover the hotels are segregated with the stars rating that shows the different quality values, so that customer can easily know the classifications of hotels performance (Pine & Phillips, 2005). In the various fields the concepts of values have been studied, particularly in the research of tourism and hospitality (Sanchez, Callarisa, Rodriguez, & Moliner, 2005). Zeithaml (1988) described the four different senses for rate, (a) customer's need, what he wants, (b) low price, (c) consumer receive the quality of goods and service for the money funded, (d) what the customer receive for what he or she gives. In the business of service is noted that the value of perceive service quality examined via the services qualities accept and bill they give.

In the field of hospitality the studies adopt the different components of customer value, that's price, quality, social and emotional values (Sweeney & Soutar, 2001); price, behavior, emotional response, fiscal amount, and reputations (Petrick, 2017); and value for money, reputations for quality and respect (Slater & Narver, 2000). Previous researches illustrated that the perception of both value and quality impact consumer satisfactions (Gretzel, & Law, 2010). The consumers first show their dissatisfaction or satisfactions and then focus on theirs experience. The previous research finding show that convenience of location, customer can

easily find it, room cleanliness, money value, friendly staff, emotional; prices, demonstrative response, public values and reputations are significant features in the procedures of evaluating the services qualities and values (Lockyer, 2003; Petrick, 2017).

Some practitioners and researchers have made alternative thoughts for the services qualities. From two worldwide international institute of the services management, the views of Nordic College (Grönroos, & C. 1984) and the views of American institute (Anburi et al., 2010). The Nordic institute elaborates the services qualities on two dimensions such as technical quality and functional quality. But the American institute describes the services qualities on the five extents: (1) Reliability (2) Responsiveness (3) Assurance (4) Empathy (5) Tangibles. (Parasuraman et al., 1988) explained services qualities is the gap between expectations of customer's services and perceptions of their service experience. This gap model first of all established by Parasuraman and his colleagues and eminent work has been complete on this subject (Jun, M., Yang, Z. and Kim, D., 2004), and attention on the modifications of marketer's viewpoints and customer's lookouts (Svensson, G., 2006), has suggested the rebellion and as a part of marketing conception, encouraged many academicians and researchers to explore service quality constructs. The initial work of Parasuraman et al., (1988), proposed that services qualities places on the multidimensional features (Saunders, S.G., 2008). (Kuei, C. and Lu, M.H., 1997) described that this conceptual model become the most easier to understand the service quality components.

2.1.1 Relationship Quality

Relationship qualities are extensively known as both a key to emerging faithful consumers (Walsh, Hennig-Thurau, Sassenberg, & Bornemann, 2010). Relationship quality is evaluation of the performance of the firm and also relationship quality strategic orientation which take attention on improving customer relationship. Different authors have given the argue on the relationship quality, for instance relationship qualities are the number of amount material distribution long time location, communication, quality and satisfactions with a associations (Lages et al., 2005).

2.2 Customer Satisfaction

The services of hotels and lodging context the high perception of service quality is promoting the customer satisfaction (Clemes, Gan, & Ren, 2011). In previous study expressed that the

consumer satisfactions are an antecedent of post buying and consumer behavior in the tourism/hospitality literatures (Su & Hsu, 2013; Su, Hsu, & Swanson, 2014). A number of previous study expressed that the services quality is the key element of consumer satisfactions, repurchases intention and words of mouth (Orel & Kara, 2014).

Customers satisfaction is playing a role of mediation the services quality on the behalf of consumer loyalties and repurchase intentions in different range context such as super market, it service, health service, retail service and lodging service (Orel & Kara, 2014; Akter, D'Ambra, Ray, & Hani, 2013). The recent study of tourism and hospitality contents in China that the destination satisfaction mediates effect of again visit intention and words of mouth (Su et al., 2014). Satisfaction is an antecedent of behavioral intention in other words (Olorunniwo, Hsu, & Udo, 2006) satisfaction is linked with destination of tourism choice, consumption of the product which is used in tourism, service and revisit the attention (Alegre & Juaneda, 2006). Several studies distinguished that strong relationship between satisfaction, revisit intention and word of mouth in tourism context (Park & njite, 2010).

Ferguson and Johnston (2011) expressed that the stronger level of dissatisfaction, more likely the customer will engage as negative word of mouth and less engage likely to be considered as loyal. Customer loyalty is very important in the consumer market it is the key component in relation of customer and business growth. If the customer become loyal and retain the purchasing the products and services, it can be caused of profit (Su and Hsu, 2013). Today, a consistently expanding number of peoples eat out instead of to cook (Unilever Food Solutions, 2011). Regardless of solid request, the Hotels business is exceedingly focused, so the capacity to pull in customer is essential (Wang and Chen, 2009). However, Hotels don't offer just foods but they offer their experience. Hotels provide services according to the customer's requirement. The managers of hotels want to know the customer's like dislikes so that provide good quality of service to the customer. It is also a good strategy for growing the business and retention the customer. Experience of service and product is that customer can evaluate about product and services after the consumption (Hsieh et al., 2005). No one knows the quality of service before the use. A customer not only wants the core services but also wants the extra because the competition is so high in the market. In this manner, to educate customers about the nature of their item/benefit contributions, services suppliers (cafeterias) utilize a scope of signals to lessen the consumer's apparent uncertainty and danger at the season of utilization (Tarn, 2005). Different hotels have different styles of providing the

service like they give the ranking on hotels for quality of services. If the hotels give the service not up to the mark then its rank is low, if hotels provide the service up to the mark then it has good ranking. Mostly customer wants to know the hotels ranking before, after getting the information about ranking they take the service.

Corporate reputation is itself a signal that affects customer's impression of an organization's item/benefit qualities (Devine and Halpern, 2001). Corporate reputation fills in as a type of market authentication (Hansen et al., 2008) that can know as the key of service qualities of the organization which is offered to the customer (Rose and Thomsen, 2004). Since the hotels business gives the products and services to their customer is very significant for their reputation the hotels. The reputation of hotels industry is very meaningful for customer's selecting the hotels. If the reputation of hotel is good then customer can easily take the services if the reputation is not up to the mark then the customer avoid to take the services. Hotels industries are focusing on their improving the reputation and ranking. Ranking and reputation is playing the significant role on their customer retention and customer satisfaction. Ranking and reputation can be improved by giving the quality of service to the customers. This is also urgent for hotels administrators and workers to distinguish the impact of business reputations on customers repurchase reactions, for example, customers' satisfaction and loyalty (Helm et al., 2009). If the customer becomes satisfied and loyal with organization then he can repeat purchase the service. The loyalty is very important thing for it. Previous researcher describe that corporate reputation is very important for leading the customer to loyal and satisfaction. Corporate reputation is directly impact on customer satisfaction and satisfied customer become loyal. Loyalty plays most important role in business growth (Loureiro and Kastenholz, 2011).

Moreover, as recommended by Roig et al. (2006), reputations of a company's services and goods are playing the significant part in making an alluring incentive for its customers. Just the customers, not the vendor or the service providers, can decide offers values (Roig et al., 2006). Along these lines, if customers get the advantages of the products and services to surpass the prices, a circumstance that is named "esteem for the cash" (Nasution and Mavondo, 2008). Hence, the consumer's post purchase behavior depends on the customer's perceived value, which incorporate consumer loyalty (Wang et al., 2009) and consumer satisfaction (Lai et al., 2009). Past study has exhibited the impacts of expectation values, esteem, and consumer satisfaction on consumer loyalties in the hotel industry (Haghighi et

al., 2012), the relationships between these elements and business reputations have not yet been explored, and specifically, a portion of the conflicting comes about the connections between these components require promote inspection. For instance, Kim and Han (2008) inferred that trust is altogether and decidedly identified with dependability expectations, this linkage seems inconsequential in Haghighi et al's. (2012). Consequently, from an academics perspective, the present examination build hospitality literature as a S-O-R calculated model to break down the theorized connections among business reputations, perceived trust and perceived values, and consumer loyalty and consumer satisfactions in the field of hospitality and services sectors. This examination adds to the current information by giving hotels manager a additional considerate of consumer's recognition, information and the practices related with business reputations, behaviors that it become the strong reputation in the market of hospitality. The satisfaction of customers is much important for win the race of competition.

Authors describe that customer' expectations of the business services depends on the reputations of the trade (Loureiro and Kastenholz, 2011), well reputations of company leads to the good worth of quality of services (Herbig and Milewicz, 1995). Good reputation is and antecedent of customers satisfactions another words satisfaction depends on reputation. Balance study proposes that if a customer has a positive mentality toward hotels in light of its great reputation, resulting to the straight experience of the well qualities of service of hotel, the consumer will, more than likely, demonstrate satisfaction with eating at hotel (Helm et al., 2009). In this way, a solid business reputation demonstrates that consumers can hope to get high qualities of product and service. These desires tend to drive customer's satisfaction with the trade. Customers support service provider that they can trust since trust adds to certainty and, subsequently, through constructive individual encounters, impacts consumer loyalty. Along these lines, if customer feels that he get the top Financial value given the level of reputations related with an organization, their optimistic impression of significant worth drive many positives post-buying practices, for example, satisfaction and devotion (Wang et al., 2009). As determined by Ryu et al. (2012), in the hotel services, consumer's apparent esteem is to be sure a critical factor of consumer loyalty, and consumer loyalty is an important indicator of behavior goals. These discuss recommend that perceived values impacts consumer loyalty and faithfulness to a hotels business. Customer satisfaction is believed to be an antecedent of consumer constancy (Loureiro and Kastenholz, 2011). Kim et al. (2010)

likewise discovered help for the connection between consumer loyalty and satisfactions, and Chang et al. (2009) reasoned that consumers' satisfaction is decidedly identified with faithfulness. In aggregate, since consumer loyalty is accepted to impact post-purchasing dispositions and revisiting practices (Chen et al., 2009), we can deduce that fulfilled customer will probably repurchase an item or benefit and to prescribe it to others (Liu and Jang, 2009). Hotels service quality has been perceived by the hotels consumers the assurance impact can, to some degree, unobtrusively invalidate the customer' impression of significant worth for cash unless a higher or superior services/products are given. All things considered, the view of esteem for cash regarding the firm would most likely lessen after some times as the digit of exchanges with the strong increments. In this manner, since customers are dependably looking for better products or services quality and on the grounds that it is constantly important to increment the customers saw an incentive to accomplish consumer loyalty and faithfulness, hotels managers engage and participate in product/benefit developments for their market fragments (Crick and Spencer, 2011). By and by, for instance, as proposed by Hyun and Han (2012), it is basic that eateries keep on developing new menus to satisfy benefactors' palates. Hotels can grant rewards and host challenges to urge their cooking experts to create menu things of most elevated quality. Such aggressive systems have demonstrated viable in improving menu advancement. Along these lines, the development of products/services turns into hotel's "aggressive weapon" as for surpassing desires.

Elbeltagi and Agag (2017) presented that the good behaviors and good ethics of sales force with their customer can increase the number of sales. Many companies give the training about the customers meeting and communication. The effective communication of sales force becomes the customer satisfaction and satisfaction becomes the cause of repurchase. Good behaviors and ethics of sales persons are refer the customer to satisfaction and satisfaction become the big way of repurchase behavior (Vesel and Zabkar, 2009). Farrelly and Quester (2005) described that trust and commitment with customers is the key factors of customer satisfaction. If effected commitment don with customer then trust is automatically increased. Both commitment and trust are reason of customer satisfaction. Relationship atmosphere create where both parties can gain their goal without any opportunism and shows the high commitment which cause high level of customer satisfaction. Kotler, P. (2010) defined the consumer's satisfactions like the degree to which the expectation of consumers contest with perceived performances of product. The customers will be dissatisfied when the perceived

performances of products are under the expectation of consumers. Customers will be highly satisfied and delighted when their perceived performance of product is higher than expectation of customers. Berman et al. (1995) described when service provided and value meets or exceeds the limit of customer expectations. If the expectations of customers don't meet with customer service provides and actual value then customers will be dissatisfied.

Kotler, P. (2010) argued that customer satisfaction cause of customer loyalty and repeat purchase intention. Satisfied customer becomes a loyal with company, and loyal customer spreads the positive words of mouth to their friends and relatives about the product and services. Lloyd et al. (2014) expressed that there is an optimistic relation among consumer satisfactions and words-of-moth. He and Li (2010) expressed that corporate social responsibility connotation and services qualities connotation have very important impact on the consumers' satisfactions, brand sympathy and brands faithfulness. Service quality also increases the effect of corporates social responsibilities on the brand identification. The previous studies represented that service quality introduced the customer satisfaction, there are some reasons. First, cognitive knowledge express the accumulated direct experience through service providers or gain through other sources like publicity, word of mouth and market activities of the company. However, emotional responses to need, wants and fulfillment refers to the customer satisfaction (Oliver, 1997).

Service quality also related to the brand identification which is interrelated to customers' satisfactions. Brand identification is playing directly the role of mediation between services qualities and customers satisfaction. Many studies confirmed that the mediation impacts of customers satisfactions on the effects of services qualities and brands loyalties (Harris and Goode, 2004). Mostly studies expressed that corporate social responsibly (CSR) no impact on the evaluation new product (Berens et al., 2005). Tourism industries have become the integrated industry like the number of sectors, catering, accommodations, transportations, entertainment, visitor's attractions and retailing. The cause of tourism is to satisfaction of customer by destination visit. In this way hotels are providing the vital services to the customers in the competitive environment (Amisshah, 2013). The researchers focused on the services qualities, consumer satisfactions and repurchases intentions. For expand of business service quality plays the important association among customer satisfactions and repurchase intentions. A Consumer' satisfaction is the variable which is typically calculated in the marketing literatures (Phillips, WJ. Wolfe, K. Hodur, N. and Leistriz, FL., 2011), various

efforts to describe the concepts of consumer satisfactions (Yang, Z. and Peterson, RT., 2004), but usually decided description has not been visible (Tsiotsou, R., 2006). The former researches defined that the explanation of customer satisfaction can be completed as the superior method of customer's approach, it is the marvel reflecting that how many customers like or hates the product or services after the experience of it (Woodside, AG. Frey, LL. and Daly, RT., 1989).

Su, Swanson, Chinchachokchai, Hsu, (2016) examined the parts of three variables customer company identifications, overall customer satisfactions, and customer commitment, links between the behavior intentions and corporate reputations of words of mouth and repurchases in the hospitality service framework. The consumers are much eager to attach themselves with the high status of companies as a slice of self-enhancement and self-articulation. Business reputations are a significant strategic source for making the competitive advantage and positive image of firm in the field of marketing (Fombrun & van Riel, 2003). When the needs and wants of consumers are fulfilled and consumers are satisfied with their overall service experience then achieves the quality relationship (Caceres & Paparoidamis, 2007). The corporate association is an emotional outcome; the positive satisfactions are the significance of satisfactory corporate evaluation. The optimistic business reputations propose that consumers can assume to receive the great qualities services and goods and those kinds of prospects tend to progress the levels of consumer fulfillment with the organization (Chang, 2013). The business reputations directly impact on consumer's behavior intentions (Su et al., 2016). Precisely the favorable reputation benefits of hotels build the relationship of quality which is positive impact on behavioral intentions. The previous studies suggested that perceive a business reputations are most significant antecedent of consumer commitment and consumer satisfaction. In the other hand the customer satisfaction is playing a significant role (relation to consumer commitment) in relational outcomes.

2.3 Customer Company Identifications

Battacharya and Sen (2003) recommend that meaningful, devoted and deep relationship with customer and company. The relationship between customer and company in the form of social identity perspective, customer company identification shows better understanding between both customer and company. It is derived from social identity theory which is new in the market academia. This is the psychological issue that develops the relationship with company. Ahearne et al., (2005) described that customers company identifications

worthwhile in the hospitality context and it is more affected on intangible service. For instance hotels are providing maximum service for tourist like accommodation, entertainment, site recommendation, food service, local transport therefore hotel service is very important for tourist. Overall tourism industry reflected customers' company identifications.

In Customers Company identification people develop their own personality into public personality. Bhattacharya and Sen (2003) expressed that customers company identifications is the psychological substrate like deep, meaningful relationship and committed that marketer build with their customers. Customers Company Identifications is that an active selective and volitional act which is satisfaction of one or more self-definitional want. (Keh & Xie, 2009) described that customers company identifications is the antecedents in service hospitality context like desirable organization benefit building and generate meaningful committed relation with customer and company. Both service quality perception and number of positive customer behavior are interlinked with each other; this relation is not straight forward. Using the value of profit perspective that customers satisfaction and customers company identifications are basically influence on the apparent values that obtain qualities of services to customers.

In previous literatures it has been widely examined that the effect of services qualities on customers satisfactions but it is not empirically explore fully the effect of service quality on customers' company identifications. He and Li (2011) explored that the perceptions of services are more favorable the superior levels of indication with services companies. Ahearne et al., (2005) pointed out that consumers have advantageous perception of border crossing agents like (customer service, company's sales person and technical representative) then identification should be strong. Sales person plays the significant role for contributing the development of customers-company identifications.

Customers-company identifications report that critical mediating effect between positive word of mouth and organization reputation referral (Hong & Yang, 2009). Services qualities are a significant forecaster of customers' company identifications; if service quality is reliable then customer company identification should be strong (Lam, Ahearne, & Schillewaert, 2012). Su et al., (2016) expressed that customer-company identification is the relationship qualities in hospitality and tourism context. Martinez and Rodriguez del Bosque (2013)

argued that customer company identification is very important to develop the customer's loyalty and behavioral intention. (Su et al., 2016) pointed out that tourism and hospitality service quality provides positive consequence between service provider and customer. Customers-company identification has the affected of mediating in perceived services qualities and repurchases intention.

In hospitality firms like hotels, restaurants provide high level of service to their customers then generate the rotation of fulfillment and improve customers-company identifications. If words of mouth generate the repurchase intention automatically increased. Hotels manager are focusing on the improving service quality in lodging services. Wolter & Jr (2015) represented new perspectives of customer-company identification, customer-company identification focusing on the self-motive. Self-motive depends on two types like uncertainty and enhancement. Additional clearly explored by self-motive the dimensions of customers company identification is intellectual (CCI) and emotional (CCI). CCI cognitive represent as uncertainty and CCI affective shows enhancement. These CCI reasons: CCI cognitive and CCI affective impact on customer behavior or attitude. In different cross-sectional survey the impact of customer company relationship is different by CCI affective and CCI cognitive. Customers company identifications is the connection between consumer's sensation of self and company, deep relationship and mutually advantageous customers company identification (Bhattacharya and Sen 2003). Customer benefits by using the representational characteristic of company and develop its goods to transfer with different aspects (Press and Arnould 2011). If customers pays price premium, recommend to other and shows their willingness to be loyal which represents organization benefits (Lam 2012). For instance the teen agers use Abercrombie & Fitch's fashion clothes which being socially superiors persons, using Pabst blue ribbon hipster shows the authenticity or Suburbanites mostly wear TOMs for showing their attachment in worldwide reasons (Bansal 2012).

Though, a "basic discussion" waves customer-company identification philosophy (Lam, 2012). Study has excessively centered on the mental factor of customer company identification, a definitional association that connections an organization's traits and a client's self thought (CCI Cognitive), while disregarding emotional one, and passionate association between an organization's valence and a client's confidence (CCI Affective). As it were examining how customers consider their person in connection to an organization has engaged

point of reference over concentrate how customers sense about their personal in connection to an organization.

The subsequent vagueness is uncovered by the accompanying urgent inquiries, which are unsolvable utilizing CCI philosophy as it is at present comprehended. The researchers want to know the strong relationship between customer and company. Company wants to combine each other like CCI cognitive and CCI affective or these dimensions play the role of opposite with each other. To answer these inquiries, the ebb and flow examine takes three stages. To start with, we propose another conceptualization of CCI Cognitive or CCI Affective in view of their underlying self-motives. All the more accurately, theory recommends that self-enhancement, the need to increment or keep up one's person regard, is simply the essential rationale in CCI Effective, though person indecision, the requirement to diminish ambiguity in public circumstances, is simply the essential self purpose in CCI Cognitive. Secondly, we utilize the creating by mental act to suggest contradicting impacts of every aspect on customer behavior and attitude. At long last, we test the created show on information assembled from a cross-sectional overview. Wolter & Jr (2015) inquired about thinks about CCI Cognitive and CCI Affect to come from self-uncertainty and self-enhancement, individually. Utilizing an organization to characterize one's self is unique from utilizing an organization to like one's self. While CCI Cognitive speaks to "the consideration of an association" in an advancement of a consumer's "self-definition" (Cardador and Pratt 2006, p. 175), CCI Affect speaks to the consideration of an association in the advancement of a consumer's self-assessment. Along these lines, both CCI Cognitive and CCI Affective speak to the disguise of an association's properties (distinct and evaluate) for self-rationale satisfaction.

It is identified that social identity perspective depends on company and brand based (Lam 2012). By these perspective denoted that how many members become the partsof the social psychological crowd (Hornsey 2008). Bhattacharya and Sen's (2003) conceptualization of customer as representative individuals from an organization empowers use of the social character point of view to most some consumers' relationships. For instance, financiers recognize with common speculation organizations (Einwiller et al. 2006). Investors mostly work with mutual fund use with companies and like that Apple customers relate to their iPhone (Lam et al. 2013), the customer of iPhone always use iPhone because it has the different quality of product. If iPhone user purchases any other company product like laptop,

mobile, he cannot be satisfied with it. iPhone is a good brand; people purchase it for the showing the unique and superior in the society. Zoo customers relate to other zoo customers (Fombelle et al. 2012). This connection is advantageous to a company since they incite consumers to take part in bunch advancing (positive words, verbal) and supporting conducts (Lam et al. 2012). Above example these relationship of customers with product is most beneficial for further growth. Customer relation with product and become the cause of words of mouth. Words of mouth are a best powerful tool in marketing perspective, by the word of mouth companies can save their huge investment in the form of advertisement and acquisition. When the customer generates the positive word of mouth it also becomes the cause of behavior and loyalty of customer. There for the relationship become strong the customer and company.

Social identities point of view can be valuable to support found the connection among organizations and consumers (Bhattacharya and Sen, 2003). All things considered, customers company identifications is a conceivably helpful build for healthier consideration consumer connections, However there have been some examinations that look at it along these lines (Ahearne, Bhattacharya, and Gruen, 2005). Also, some examinations focus on social identifications antecedents to the performances of customers and have not yet consolidated them into built up structures (Martínez and Rodriguez del Bosque, 2013). Ahearne et al. (2005) expressed that customers company identifications may have a more prominent impact when the proposing is intangibles, as on account of service. In this way, it might be beneficial to look at customers company identifications in the context of hospitalities service. Customer satisfactions and corporate reputation as antecedent of customers company identifications, which is well known to be beneficial for construction consumer relations (Ahearne, Bhattacharya, & Gruen, 2005). Though it has been noted that social identity perspective is very useful for creating the connection among customer and company (Bhattacharya & Sen, 2003), many researches take focus on the identifying the antecedents by integrating the in to framework (He, Li, & Harris, 2012). There are few studies have been investigated that customers company identifications concept in the connection marketing framework (Ahearne et al., 2005). Many studies explored that the customers company identifications and consumer promise has strong relationship with each other (Edwards, 2005; Keh & Xie, 2009).

The present research described that customer-company identification has association marketing theory using the test of decrement validity to differentiate between customer commitment and customer company identification (Su et al., 2016), thus in the debate with the empirical evidences on construct redundancy (Edwards, 2005). (Brewer, 1991; Tajfel & Turner, 1985) proposed that in the social identity theory peoples develop their own personality to public personality. Ashforth and Mael (1989) abstracted the customer and company relationships as company identification or a perception of individual “coherence or belonging” with a company. The identification of an organization has been established to the positive effect both company member’s devotion (Mael & Ashforth, 1992) and their citizenship and cooperative manners (Bergami & Bagozzi, 2000). Established on the social identities theory, it has been introduced the customer company identification by Bhattacharya and Sen (2003), the relationship of consumer and organization are strongest, when consumer show his identity with company. When satisfied customer show their more key self definitional need is called the customer company identification. Company reputations can put an optimistic impact on the growth of identifications by highlighting the appeal of the central organization identities (Fombrun & van Riel, 2003). Consumers are always ready to recognize with a trustworthy organization to help their satisfaction the need and self-definition for self enhancement and self-distinctiveness (Bhattacharya & Sen, 2003). Ahearne et al. (2005) represent that the outside value or reputation plays a significant part in the important process to customers’ company identifications.

Su et al., (2016) proposed that company worth will be absolutely associated with customers-company identifications in the context of hotels industries. The satisfaction of customer is a significant for services the consumers, but the connection among customer’s satisfactions and identifications is not cleared. Many scholars (Boenigk & Helmig, 2013) recommend that the causal tracks from customer satisfactions to company identifications are accurate, whereas others (Martínez & Rodríguez del Bosque, 2013) designate that the connections should be from identifications of organization to satisfactions. Both are strongly affected on the level of identification as a customer more satisfied with the company, first solidier affecting link (Chaudhuri & Holbrook, 2001) and enhance the perceive values of brands (He et al., 2012). Bodet and Bernache-Assollant (2011) examined the connection among customer satisfactions, identification of sporting group and customers’ faithfulness. They established that players’ identifications are playing the mediating role between customer satisfactions and

loyalty of the customers. (Beatson, Cotte, & Rudd, 2006) described that when consumers are delight or pleased with their whole purchasing experience, they show the optimistic approach toward the company and also remain their association with it. The previous study expresses the whole assessment of consumers satisfactions with their experience delivered an optimistic impact on the unit of promise (Camarero & Garrido, 2011). It has been lack ness identification of research and how it to fit in to the structures with the other variables of social exchange (Martínez & Rodríguez del Bosque, 2013). Keh and Xie (2009) proposed that commitment and identification both define the solid relation among the organization and individual, create these concepts simply disordered. In the organizational study, some researches designate the employees commitment is determinant of organizational identification (Marique & Stinglhamber, 2011).

In the context of marketing, the identifications are a key aspect for the construction of consumer's promise (Keh & Xie, 2009). The higher share values between the sellers and their suppliers increase the seller's commitment to the ongoing relationships. (Su et al., 2016) proposed a complete model that observed customer satisfaction and corporate reputation as antecedents of customers' company identifications. The result expressed that customer fulfillment/satisfactions is an antecedent and has a solid impact on consumer commitment and customers company identifications, correspondingly. In this way this study offers further supports to the track from the satisfactions to identifications being principle (Boenigk & Helmig, 2013). The results also determine that customers company identifications is different from promise offering further indication in the discussion conceivable dismissal among these two concepts (Keh & Xie, 2009). Our early framework proposed that the customer who recognized with the hotels is much possible to be loyal.

2.3.1 Social Identity Theory

Normally we understand that identity plays the particularly role in society (for example child, parent, teacher, worker, wife or brother role identity) like members are particular group in the society (for instance book club, church, masque and other group identity) and one person self-special characteristic that make him unique from other (cricketer, player, artist quality which shows his personal identity)

2.4 Repurchase Intentions

According to Loureiro and Kastenholz (2011) there are three types of loyalty for repurchasing intention like that behavioral loyalty, composite loyalty and attitudinal loyalty. In behavior loyalty customers repeat purchase same product in many time. The product recommend to other customers willingly is called attitudinal loyalty. According to tourists there are three important perceptions of tourist which become the cause of words of mouth and repurchases intentions like that services qualities, destination image and service fairness Su, Hsu and Swanson (2017). The satisfaction is the strongest driver for further intention of purchasing and recommendation for other customers (Chi, 2012; Clemes et al., 2011). In previous articles described that service quality denotes an antecedent of repurchase intention, customer behavior, loyalties and word of mouth (Dant, Grewal, & Evons, 2006). The impact of tourism service evaluation on the economic outcome is very important and service evaluation is very important is an antecedent of behavioral intention which is very important of economic performance (Chen & Chen, 2010). In many marketing literatures that many studies have been described, satisfaction is representing an antecedent of repurchases intentions (Orel & Kara, 2014). In the context of tourism hospitality the connection between satisfaction the customer and re-purchase intention are widely confirm such areas like that rural tourism, restaurants, heritage and lodging (Prayag & Ryan, 2012). Therefore customers' satisfactions, customers-company identifications and customer behaviors can also effect on consumer loyalties (He et al., 2012).

According to self-categorization theory and social identity theory the customer-company identification orientates customer psychologically attachment with customer and generate loyalty with company (Martinez & Rodriguez del Bosque, 2013). According to (Ahearn et al., 2005) social identity expresses consumer recognizes with organization and shows the organization product like self-representation. Customer prefers to talk about these products to other customer. The commitment directly proposed to repurchase intention. Customer can easily repurchase product when he feel the good commitment by company, post purchase depends on the effective commitment of company with customer (Morgan and Hunt 1994). Actual finding by (Mukherjee and Nth, 2003) commitment plays the significant role on the customer behavioral intention. For example, if hotel industries give the good product and services to their customers as committed with them then customer feel satisfied. Satisfied customers always become the source of repurchase intention. In hospitality contest the tourist

and guest avail the service in hotels, if hotels give extra ordinary service to their customer then the customer avail again their services.

A few analysts have observed fulfillment and state of mind to be real antecedent of customers repurchase expectation (Roest and Pieters, 1997). An immediate optimistic connection among consumer loyalty and repurchase expectation is supportive by an extensive assortment of services and products study (Rose et al., 2012). This study concluded that general consumer satisfactions with services provider is firmly related with the behavioral expectation to come back to similar services providers. Loyalty is very significant factor in the business; it can be established by growing the business with an organization in the next and by articulation a favorite for this organization (Zeithaml, Berry, & Parasuraman, 1996). Repurchase intention is describe that when the customers purchase their goods and service to a specific dealer or service provider is called repurchase intention. Words of mouth purposes mention to the willingness to deliver optimistic recommendation about the service providers by the present consumer who deliver the positive word of mouth to the other customer without any cost (Host & Knie-Andersen, 2004). The consumer delivers positive word of mouth to their friends about the company like as a representative of the organization. Satisfaction is a major factor for repurchase intention in future and also recommends the positive word of mouth for revisiting intention (Can, 2014; Hossain, Quaddus, & Shanka, 2015). Assaker, Vinzi, and O'Connor (2011) explained that satisfactions have positive, meaningful, important and straight effect on revisits purposes.

Previous studies explored a relationship between measures of reputation and trust including marks and trust seals (Kim & Niehm, 2009). Trust is very important in the marketing context; it shows the impact the long term relationship and foundation of repurchase intention. Barsky and Labagh (1992) described the nine attributes for consumer satisfactions in the hotels industries for a healthier considerate of customer satisfactions: location, employees' behaviors, price, rooms, amenities, service, welcome, space, beverage and foodstuff. Correspondingly Poon and Low (2005) distinguished that consumer satisfactions depend on the generosity, foods, beverages, accommodation, recreation, entertainment, security, safety supplementary services, innovation, transportations, values added facilities, site and appearances as well as on further necessary anxieties of payment and pricing. The observation of Amin et al. (2013) there are four factors of customers satisfaction like food and beverages, reception, price and housekeeping. There is a great propensity for the serious features to get respects for decent presentation and the vice versa. The satisfactions are the

major factors in the business perspective, satisfied customer become the factor of repeat purchase behaviors and incomes pays (Ryu et al., 2012). (Jani and Han, 2011) described that behavior intentions become the cause of word of mouth and revisit intentions. Therefore got the experience of previous researches with a service or product result information's of the attitude toward the suppliers that is prominently connected with customer intentions to repurchasing and recommending (Han and Kim, 2009). Physical surrounding can strong impact on the customer's behavior, the level of customer's spending and the levels of customer's patronage as well in the services industries (Chen et al., 2013). The earlier scholars have combined the behaviors purpose like as readiness to refer to others, willingness to the repeat purchasing, readiness to deliver the positive words of mouth to other customers within the framework of Mehrabian and Russell's (Jang et al., 2011). Various researchers have presented the different kinds of variables having direct negative or positive connection with future intentions. Eving (2000) pointed out that brand loyalty has strongest impact on the future intentions to buy same or any other brand and established brands awareness and corporate image improve the future intentions of customers Shabbir et al. (2009). Fen and Lian (2010) argued that consumer's satisfactions strongly inclined the consumers repeat buying intentions. There is an optimistic connection between customer stated purposes to repeat purchase and perceived satisfaction, and recommend the same products/services to other customers. (Khan, 2010) described that functional service quality and functional service value have strong effect on customer behavior intentions while the functional services price do not effect on future intentions of customers. The previous studies concluded that service features and service quality having the important effect on the consumer's satisfactions which goes towards the customers intentions for future. Customer's attitudinal loyalty shows the favorable feeling to the other company which offers the similar services. If another product with cheaper price and healthier qualities are offered in the marketplace, such consumers are expected to weakness (Lenka et al., 2009). Behavioral loyalties are very solid and significant promise of the consumers to buy the products or services notwithstanding the alternative accessibility in the marketplace (Lenka et al., 2009). This shows that customer's actual purchasing behavior. The perception of customer's loyalty is assumed as the combination of customer's behavior and favorable attitude or repurchase. It is exposed that the willing customers always recommend the products and services to other peoples for repeat purchase. Consequently this study ruminates the customer's loyalty as the combination of behavioral and attitudinal loyalty. The commitment towards desired services or products is called customer's

loyalty. Customer loyalty is recognized by associating a particular company, increasing the frequency of purchasing and frequently patronizing the certain supplier (Wilkins et al., 2009). The devoted consumers affect the success and also become the cause of company success in three unique methods: (a) repeat purchasing plays the significant role for generating the income for the organizations, (b) the marketing cost advertising and operations can be reduced, (c) also spreading the supportive and favorable words, and recommending the products and facilities to others. Grounded on the benefits and significance of consumer's loyalties, several services companies, particularly hotel, assign considerable methods to monitor and measure the customer satisfaction, service quality and corporate image.

Consumer loyalty also defined as it is also a main tool for retaining the existing customers, the cost of retaining consumer loyalty is less as compared the cost of acquiring new customers (Walls, Okumus, Wang, & Kwun, 2011). Therefore the suggested methods to examine the customer's loyalty in the hotels industries on the context of price sensitivity repeat purchasing intentions and refer to the relatives and friends (Skogland & Siguaaw, 2004). Kandampully and Suhartanto (2000) distinguished loyalty of the customers in their study experience that consumers who repurchase the services and products to their same services providers when conceivable and who remains to sustain a positive attitudes or recommends to the services providers. Julander et al. (1997) described that consumer loyalties have two levels; first level is behavioral and second is attitudinal. The behavioral intentions expressed that the consumer repeated the purchasing service of brand from the services suppliers over the time (Bowen & Shoemaker, 1998), while the attitude loyalties express the consumer want to purchase the service again and also refer about it to other peoples that express good symbol of consumer's loyalties (Getty & Thompson, 1994). There is some realistic investigations recommend that there is solid connection among consumer satisfactions and consumer loyalty (Zeithaml et al., 1996). Furthermore the studies of services qualities expressed that good service quality will go toward the good and positive consumer repurchase attitudes (Brodie et al., 2009).

(Shi & Su, 2007) argued that hotels managers should always to understand their customer's expectations for retain in future. If the expectations are fulfilled then customers automatically retained. The service providers are always trying their best for improving the service for their prestigious customers, customer satisfaction will be useful for supplier for making the customer loyal. Loyalty becomes the cause of retaining the customer and increase revisit intentions (Lokeet, al., 2011). (Kumar, 2012) described that in the service context the customer

satisfaction has been demarcated that as the level which performance of service meets or exceed the expectations of customers. Hui and Zheng (2010) exposed those satisfactions as the measure of finding the exact transactions result from perceives qualities. Danesh, Nasab and Ling (2012) demarcated consumer retentions as the upcoming tendency of a consumer to attach with the services providers. (Molapo & Mukwada, 2011) demarcated as the retentions of customers as the market consider the goal of stopping the customers from switching to any other competitor. It is also very significant factor for retaining the customer to prevent switch from their company to another company. Edward and Sahadev (2011) expressed that the intentions of customers express their rotation with company. Service providers use the customer retentions as the scale of intentions of customers. Customer satisfaction and service quality are significant antecedent of customer retentions.

2.5 Word of Mouth

According to (Smit, Bronner, & Tolboom, 2007) acquisition marketing cost can be reduced by using the positive words of mouth. Words of mouth can be possible when company gives the good quality of service and makes the customer loyal. Today in competitive environment the committed, satisfied and loyal customer can be retained is too hard. Companies are using different techniques and strategies to retain the customer. (Meng & Elliott, 2016). In marketing and services literatures that optimistic words of mouth are significant and recommendation of repurchases intentions in all kinds of business (Chang & Chang, 2010). It is very difficult to assess the previous consumption and purchase of services of hotels and tourism but the word of mouth is positively influence on the repurchase the service of tourist (Qu et al., 2011).

Zeithamal, Berry and Parasuraman (1996) expressed that most suitable behavioral intentions are linked with service provider's ability to get customer to (a) recommend them to other people, (b) tells the positive things about it, (c) send much money with them, (d) remain loyal and retain to them, (e) pay installments prices. People think that the reputation of words of mouth for services companies and organization has been well established (Swanson & Hsu, 2009). The company can't achieve success if don't received the bad words of mouth. Negative word of mouth is an advantaged for the company success by the negative word of mouth, company can resolve their issue and lack ness. Lovelock et al. (2010) expressed that customer who the small knowledge about the service dependent of the words of mouth it can

produce the service experience when customer tell about the quality of service or good words to the products.

Luo & Homburge (2007) described that when customers found the service about their expectations, they deliver the positive words of mouth to other the service is very good, he satisfied. Conversely the customer who is less satisfied he delivers the negative words of mouth to other. Words of mouth are affecting the customer's expectations (Parasuraman, Zeithaml & Berry, 1985; Chen, Liu & Zhang, 2012). According to Ren (2012) there are two types of areas; first area is potential customers, buying customers. Second area is different kinds of words of mouth positive words of mouth, negative words of mouth, mixed words of mouth and internet words of mouth. Words of mouth are a binary variable which divided in to two types' positive words of mouth and negative words of mouth. Satisfaction depend customer's attitude receiving the product and services purely negative or positive words of mouth, the customers have the knowledge practically because the word of mouth affects the prospects and perceived qualities of consumer (Zeithaml, Berry & Parasurman, 1993).

There are two significant factors of customer satisfaction, expectation and perceived qualities of products and services (Oliver, 1981). There is a strong association among words of mouth and satisfactions. In previous study there are six dependent variables consumer loyalty, consumer satisfaction, trust, promise and perceived rate encouragement to generate the word of mouth. The traditional theory expressed that satisfied customers have become the loyal customer and purchase the products and services in long term. Customers will compare the expectations with the product and services which he actually received. When the actual service does not meet with expectations the customers become dissatisfied. When the actual conditions of services are expand to the perceptions of the customer then customer will satisfied. Customer's satisfaction plays very important role for spreading the words of mouth. Ranaweera and Prabhu (2003) described that the relationship is very strong between satisfaction and optimistic words of mouth. Unsatisfied customer spread more negative words of mouth and satisfied consumers spread additional positive word of mouth (Zeithaml, Berry & Parasuraman, 1993) expressed that the optimistic words of mouth can promote the expectations of customers and bad words of mouth can reduce the expectations of customers. Third party plays the vital role by reviewing the product because they help to investors for updating their expectations of new products sale potential (Yong liu & Jurui zhang, 2012).

It is positive influence of word of mouth on customer perceives quality and its impact is influence by cultural factor. The different environment of culture the effect size is different (Schumann and Wargenheim, 2010). According to the above review the word of mouth is very important factor that has positive affect on perceptions and expectations of customers. Whereas the negative word of mouth reduce the perceptions and expectations of customers. The association between behavioral intentions and customer commitment has been established in the researches on hotels and airlines (Pritchard, Havitz, & Howard, 1999) and the retailing service (Fullerton, 2005). Morgan and Hunt (1994) expressed that the connection promise was harmful associated to the tendency to permission in the business to business context. (Dean, 2007) argued that greater commitment lead to the advocacy, optimistic words of mouth and repurchases intention. Repurchase intentions are abstracted as the promise the repeat purchase to the specific product and service provider. Present loyal customers who spread the positive word of mouths to the other people without any financial demand, (Host & Knie-Andersen, 2004). Satisfaction is a big factor for the service provider and become the cause of repurchase intention in the future (Can, 2014; Hossain, Quaddus, & Shanka, 2015). Assaker, Vinzi, and O'Connor (2011) expressed that the fulfillment become the positive, important and straight effect on visit again intention.

2.5.1 Types of word of mouth

Dong and Liu (2012) expressed that there are two types of word of mouth

1. Offline words of mouth
2. Online words of mouth

2.5.2 Offline word of mouth

Offline word of mouth is two-way oral noncommercial communications that happen between the consumers who have strong relationship with each other. This content focused on product and services that is related to consumer behavior. Online word of mouth spread through the internet which is known as electronics words of mouth. Electronics words of mouth delivered by actual, latent or prior consumers through the internet. These types of communication express the positive and negative words of mouth and delivers to many peoples (Thorsten, Gwinner & Walsh, 2004). Other researchers consider that in cybernetic world, the concealment of those who offer thoughts certifies their confidentiality, inspires free talking and types their word of mouth more trustworthy (Sun, 2006). In this way the source of

different word of mouth produce the different level of sincerity of word of mouth. Rational behavior theory (Beck, 2007) described that the reliability of word of mouth impacts the consumer's purchasing intention and attitudes. Furthermore, regarding to the prestige of communication outcome, when the listeners perceives that the cause of word of mouth material is extremely reliable and authoritative, the listeners will trust the satisfied of the information. The consultant of the information communicator positively affects the attitudes of listeners (Schramm, 2010). We trust that the further customers belief the origins of word of mouth, the more customer perceived qualities and expectations are affected. Therefore, we suggest that the basis of words of mouths moderates the influence of the received words of mouths on customer perceived qualities and expectations, inducing the connection among words of mouths and satisfaction of customers.

Yong (2006) expressed that the influence of words of mouth is dissimilar for dissimilar kinds of products. Understanding goods, like as pictures and additional entertaining goods, are more possible to be pretentious by word of mouth. Bei et al. (2004) witnessed that customers incline to usage of word of mouth more regularly when purchasing knowledge products than when purchasing search products. Obviously, different kinds of products depend on word of mouth to dissimilar degrees. Jiet al., (2009) expressed that customers tend to trust on word of mouth to extract a finding concerning knowledge products and services, while the assessment of search products trusts more on sympathetic the property of the products (Li, Zhang, 2013). Therefore, we suggest that in assessment with examine goods, the perceived quality and expectations of knowledge products rely more on word of mouth, which is also likely to change the relative among words of mouth and customers 'perceived quality and expectations.

Li (2005) described that Chinese customers have the maximum dependence on word of mouth when they purchase the mobile phone and air conditioner products. Luo & Homburg, (2007) surveys have abandoned to admit the being of the possible converse result of word of mouth on consumer satisfactions. Exploiting the research that protections the offline and online words of mouth and positive and negative words of mouth, experience of products and search of products, this study suggest that words of mouth is a major variable which effect on the customer's satisfaction. The research explores that the effect device of words of mouth impact on satisfaction the customers and moderating effect of products. According to sales perspective positive words of mouth significant for promoting the purchasing intentions of

customers and also increase in the purchasing behaviors (Chen, & Yang, 2012; East et al., 2008; Rodo, Leti Cia, & BeLen, 2013). According to the service perspective, there are certain services risks created at the time of word of mouth promotions. When customers have the deep and higher expectations of the products and services then the performance of goods and service does not meets the expectations of consumers, the level of satisfactions of customers may be reduced that time. Consumer's tolerance for the product and service domain is narrow when he received positive word of mouth and reduce the perceive quality product/service (Zeithamal, Bitner, & Gremler, 2008). In this way the negative words of mouth not always bad for the business. In previous study the too much negative word of mouth can reduce the perceive quality and generate the neglect effect, mostly when customer sees about product and services. While opportunities and risks exit for the experience products, for exploring the products, we always should focus on spread optimistic words of mouth and reduce the bad word of mouth. Words of mouth is the marketing term in which customers share their material of information and understandings to others which plays the significant effect on the customer's purchasing decision making procedure of the service of Small Price Carriers (Lerrthaitrakul and Panjakajornsak, 2014).

It is investigated that the word of mouth has be well recognized for the service of tourism firms and hospitality context (Litvin et al., 2008). Word of mouth has been recommended that it have straight impact on the visit again intentions. When consumers are fulfilled and pleased of their services experience they endorse the same services to their colleagues and relatives. Peoples are visiting the same hotels on the behalf of word of mouth (Cantallops and Salvi, 2014). Kim and Lee (2011) represented that revisit intention depends on the large numbers the words of mouth. Kim et al., (2009) described, word of mouth is an antecedent for the future behavioral intention to revisit again. For instance, a customer who is gratified with the services of destinations he will recommend to their friends to revisit same service of the destination in future. Therefore word of mouth has positive relationship with revisit intention. Campo and Yagüe (2008) expressed that the impact of word of mouth and satisfactions depend on the visitors' charges observation of the qualities the hotels services or products is delivered. Moreover, Gremler and Brown (1996) recommended that consumers who are ready to offers optimistic words of mouth talking are much possible to convert faithful consumers. In the other hand the word of mouth is a much significant publicity tools for any

firm. Current studies are described; this is nine times as traditional as effective's publicity (Mazzarol, T. Sweeney, JC. and Soutar, GN., 2007).

2.5.3 Online Word of Mouth

Electronic words of mouth are very useful in the fast technological age due to eWOM the customer can easily take the ideas for selling and buying the products and services. Litvin et al.,(2008) expressed that eWOM is very significant method consumers can easily guess about the goods and services by using the internet based technology. Electronic word of mouth is two ways one to one and many to many, for instance one to one (emails) and one to many (review site) or many to many like cyber net. Peoples can chat with each other with the help of review sites, emails, blogs, chat rooms and news groups. Customer can take the decision with the short time and effected with the help of eWOM. Companies performance is also depend on the base reviews of peoples on the website. Therefore companies are looking for better understanding of the customer by improving their products and services. So that eWOM effect better for companies. Hotels industries are strongly affected by the eWOM. It can be improved by giving the good services to their customers and guests. In the fast modern age customers take the services after, before they take image of service quality on internet other people's opinions. Cantallops and Salvi (2014).

Sotiriadis and Zyl (2013) argued that lately online social media paying significant role and revolutionized in marketing of tourism industries. The area of tourism industry is already facing the challenges in the fast modern era. Electronic word of mouth (eWOM) recommendation and reviews are involving in goods and services. The cause of this research is to examine the customer's behavior by understanding the electronic word of mouth. Mostly peoples are using twitter to know the hotels services for tourism. The result is that social media is not only panacea but it is another marketing channel which can be used for communication for tourism services. Information and communication technologies (ICTs) affecting on the tourism industries. It is very important in present and also affecting in future for traveling transformation and innovation.

Moutinho, Ballantyne & Rate (2011) described that tourism industries must pay attention on digital revolution for the progress and run their business in 21st century. The main challenges for tourism industries is rising the social media (SM) networking like (e.g Facebook, Youtube, Whats up, Twitter and My Space) by these way of communication the peoples are

openly communicate their experience and views about tourism services. Middleton, Fyall, Margan & Ranchhod (2009) pointed out that internet is the central part in the development of marketing and plays the focal role in marketing mix. Tourism industry has been become well documented by using the internet. Social media significant for tourism destination and tourism supplier in the way of tourist trust, read, search as well as provide information. By using social media (SM) tourist share of huge information about tourism thus tourist is become, co-designer, co-consumer, co-producer and co-marketer for tourism and travel experience. Personal channel communication depends on various form like on the phone, face to face through emails, mail or what's app chatting totally designed as word of mouth. These developments are called digital marketing.

Soliriadis and Zyl (2013) pointed out that online reviews and word of mouth are influencing on purchase behavior and also improve the consumer behavior for tourism industry. Electronics words of mouth are a huge way for communication all around the world. Twitter can become a better platform for those people who want to know the information about the tourism and hotels industries. Mostly business of hospitality is using the electronic resources to improve their business. Just words of mouth or electronics words of mouth people can deliver their message to other people in the limitedly and it also time required process. But electronics words of mouth are fast and delivered to the people all around the world. Electronics words of mouth depend on two parts of communication by online like sender and receiver.

2.6 Hypothesis development

2.6.1 Perceived services quality and customer satisfaction

Previous studies about tourism and hospitality literatures confirm that customer's satisfaction is very significant antecedent for post purchases behavior intention and constancy (Chen & Chen, 2010; Su). Service quality has recognized itself as significant factor of both words of mouth communications and customer satisfaction (Lang, B., 2011). The relationship among the perceptions of the education can be concised as follow: perceived services quality is an antecedent of customer satisfactions (Murray, D. and Howat, G., 2002), services quality has the positive influence on the consumers satisfactions (Kuo, Y. Wu, C. and Deng, W., 2009). In the tourism and hospitality industry, the previous study on customer fulfillment has also created the connection among satisfaction and services qualities. Anbori, A. Ghani, SN.

Yadav, H. Daher, AM. and Su, TT. (2010) express that assurance and dimensions of empty that's mostly signify the words of mouth discussion, has solid effect on customer's readiness to come return in the hotel. Many studies have motivated that how perceptions of customers service quality stimulation the level of the satisfactions (Cornelius et al., 2009; Slatten et al., 2011) in the services literatures, the building of services qualities generally evaluate the perceive quality which is showing to as judgment of customers about object's overall superiority or excellence (Zeithaml, 1988). In last three decades, practitioners and researchers have focused their concerned towards the thought of service quality because it has significant impact on the business performance, consumer's satisfaction, profitability and retention (Amin *et al.*, 2013; Ali, Khan & Rehman, 2012). It is also reflected as the key factor for fulfillment customer satisfaction (Geetika, 2010). Cronin and Taylor (1992) defined in their studies it is the key antecedent of the customer satisfaction. Service quality has a big part in the business marketing, it not only play the significant role in customer satisfaction but also deliberated as way to place product in the dynamic atmosphere and worth driven for customers(Grzinic, 2007; Kaul, 2005). Understanding the requirement of customers about quality of services and needs, it is much beneficial in different ways (Shahin, 2002). In the hotel industries the customer satisfaction plays the significant role the performance of financial (Nilssom Johnson & Gustafsson, 2001). In the hospitality context the service quality has direct relation with customer that is why the satisfied customers repeat the purchasing in hotels (Shi & Su, 2007). Ryu, Han & Kim, (2008) distinguished that some factors have the important role for assessing the customers, who are associated with hotel industries, like gender, age, culture and income.

H₁: Perceived services quality has significant impact on customers' satisfactions.

2.6.2 Perceived service quality and re-purchase intention

Perceived services quality is characterized as the impression of the potential customers about the level of good quality that a products and services would offer, if he purchased. This development is very applicable in the tourism sector, particularly in light of the fact that a critical number of potential customers are settling on a choice to purchase vacations to destination with which they are not well-known (Dedeke, 2016). (Lee, J. Kim, H, Ko, YJ. And Sagas, M., 2011) described that there is optimistic connection among services qualities, customer satisfaction and revisits intentions. Customer satisfaction is directly related the services qualities and also consumer fulfillment is connected with customer's repeat purchase

intention (Shi & Su, 2007; Han, Back & Barrett, 2009). Customers represented the effective image for creating the competitive advantages for hotels industries (Ryu, Han & Kim, 2008). Boulding et al. (1993) described, it has been found the positive relationship with service qualities and repeat purchase intentions and also readiness to recommend. In Indian hoteling sectors the service quality dimensions have positive impact, positive relationship, on consumers' loyalty and satisfactions, Kaura and Datta (2012), and established that except tangibility, service qualities dimensions have optimistic influence on customer satisfaction. This research contends that the dimensions of service quality (tangibility, behaviors of employee and information's technologies) have the positive effect on loyalty and customers satisfactions. Many studies described that services qualities goes to boost the consumer's fulfillment and customer's faithfulness Izogo and Ogba (2015). In the hotels and restaurant industries, the significance of foods qualities as know of consumer's satisfactions Ryu et al. (2012), and also adopted the five parts of qualities of food were accepted. Which names are, foods are delicious, foods are fresh, variety of menu foods items, foods are nutritious and the spell of foods is attractive. Qin and Prybutok (2009) expressed that prospective measurements of services qualities and scrutinize the relationship among food qualities, service qualities, perceived values, behavioral intentions and consumer satisfactions in fast foods of hotels and judged that foods qualities have direct and progressive impact on consumer satisfactions. Ahmed et al.'s (2010) argued that services qualities proportions (reliability, tangible, assurance and responsive) and consumer repurchases intentions have significant and positive relationship with each other. Good services qualities have substantial influence on customer satisfactions Ali et al. (2010). Researchers concluded that the concept of consumer's revisit intentions by examining the sequence of procedures in retentions from the consumer satisfactions and the perspectives of consumer services. The finding shows that the advanced level of services qualities impact on the advanced level of consumer retentions. Cellular companies delivered service qualities, service quality impact on consumer's revisit and established that services quality has significant and progressive connection with consumer's retentions Ahmad et al.'s (2010). Bujisic et al. (2014) exposed that besides service, food quality and atmosphere, is one of the supreme attributes the quality of restaurant. These become the cause of positive influence on consumer behavior purpose, such as recommendation of words of mouth and revisit intentions.

H₂: Perceived service quality has positive influence on re-purchase intentions.

2.6.3 Perceived service quality and customer company identification

Customer-company identification is described as the unit of connection in self thought of consumers and their awareness of company (Dutton et al., 1994). The service quality of any service providers can affect customers-company identifications positively (Becker-Olsen et al., 2006). Martínez & Rodriguez del Bosque.,(2013) expressed that consumer-company identifications may have a more prominent impact, when offer intangibles service as on account of services context. Along these lines, it might be beneficial to look at customer company identification in an accommodation and hospitality service context. (Lichtenstein et al., 2004) expressed that favorable opinions of service quality are key drivers of customer company identification. Consumer brand relationship can be strengthening due to such kinds of beliefs. For instance the connection among consumers' perceived services qualities and their customer company identification is stronger quality brand than competitor products (Du et al., 2007). Marin et al., (2009) recommend that customer-company connection become strong as the customer associate with more strong when organization take the good service quality initiatives. Identification become the cause the people to care about the company, psychologically attached, which encourage them to oblige to the attainment of organizational objectives, work with company as more voluntary, cooperatively with members of the organization and interact positively (Bhattacharya and Sen, 2003). When people individually recognize with an organization, they are always working as multiplicity of ways with it. In the context of employees-employer, scholars establish that the results of members identification with a company is lower turnover but increase in the conflict the competitors (Bergami and Bagozzi, 2000). In context of cultural and educational institute followers, identifications relate huge oriented relationship behavior and financial related membership support (Suh and Kim, 2002). In context of customers, customers-company identifications have optimistic impact on consumer's evaluation of the company because of their superior commitment to the organization (Marin and Ruiz, 2007). Consumptions are primary money of customer and company relationship, such kind of identifications effect the sustainability, long term preferences with the products of company. In the other words the loyalty with the company is an important value of customer company identifications. Service quality encourages the customer and company and positive impact on evaluation of customer because the self-enhancing and greater commitment of customers to the organization effects of identification.

H₃: Perceived services quality has positive impact on customers-company identifications

2.6.4 Perceived service quality and Word of mouth

Customers always communicate with positive word of mouth when they have optimistic perception about services esteem. Companies can gain the profit, decrease their cost on advertisement and acquisition cost by using the positive word of mouth (Liu & Lee, 2016). The researched significance of word of mouth (WOM) for hospitality context has been very much recognized (Litvin et al., 2008). Words of mouth have been proposed to directly affect on the customer for increase the revisit intention. This is identified that when consumers are fulfilled with the services of their service experience they would deliver and recommend to their friend and family members to visit again the same hotels (Cantallops and Salvi, 2014). The perceive service quality has directly effected on behavioral intention like as positive word of mouth (Ladhari, R., 2009); in many studies it is explained that words of mouth are the primary cause of info in the decision of customer repurchase intention. Words of mouth can be negative and positive. If consumers refers to other persons about the products or service is called positive words of mouth, if consumer complaints to further persons about products or services is called bad word of mouth. Mostly marketers recommend optimistic words of mouth rather than bad words of mouth. (Wang, X., 2011) expressed that satisfied customer does not always give the positive result about service but dissatisfied customer strongly tell to other persons about his even and anger overstate the bad experiences. Ennew et al. (2000) expressed that optimistic word of mouth from well pleased customer can the cause of repurchase product and service.

H₄: Perceived service quality has positive impact on word of mouth.

2.6.5 Customers satisfaction and repurchases intention

Many scholars found that attitude and satisfaction is the foremost antecedent of consumer loyalty and repurchases intention. Behavioral intention depends on customer satisfaction. Customers satisfaction have been familiar in the marketing practice and thought as a significant aim of all the actions of business (Wang, Y. and Lo, HP., 2002). In addition customer satisfaction is playing the important role in business; it has directly impact on repurchase intention and words of mouth. Satisfied consumer generate the word of mouth, it is become the cause of cheapest promotional tool (Pizam, A. and Ellis, T., 1999). Consumer

fulfillment may be leader for following and rising the present and prospective presentation of the business (Zairi, M., 2000).

Loyalty is very significant factor in the business; it can be established by growing the business with an organization in future (Zeithaml, Berry, & Parasuraman, 1996). When customers purchase their goods and service to a specific dealer or service provider is called repurchase intention. Word of mouth is a marketing tool which expressed optimistic recommendation about the product supplier by the present consumer who delivers the positive word of mouth to the other customer without any cost (Host & Knie-Andersen, 2004). The consumer delivers positive word of mouth to their friends about the company like as representative of the organization. Satisfactions are major factors for repurchase intention in future and also recommend the positive word of mouth for revisiting intention (Hossain, Quaddus, & Shanka, 2015). Assaker, Vinzi, and O'Connor (2011) explained that satisfactions have positive, meaningful, important and straight effect on revisit objectives. Many researchers have described that attitude and satisfaction to be the main antecedents of consumer repurchases intentions (Roest and Pieters, 1997). (Rose et al., 2012) argued that customer satisfaction and repurchase intentions have directly positive relationship in the context of products and services. The studies found that service and overall customer satisfaction is powerful connected with behavioral intention to return the same services provider, in marketing activities the customer satisfaction is significant element that is associated with the process of consumption and purchasing with the phenomena of post purchase (Ha & Jang, 2009). The service providers (suppliers) are always focusing to increase the quality of services to fulfill their customers as the satisfied consumer goes towards the loyalty (Lokeet, al., 2011). (Omar et al., 2011) expressed that customer satisfactions have been observed as the essential aspect that impact consumer's retaining. Many researchers has been examined the link among consumer retentions and consumer satisfaction. Omotayo and Joachim (2008) discussed that consumer satisfactions are the important driver of consumer retentions, it not mostly a mean of promising this. Thus, organizations have to gain knowledge how to customer retention is not only seeing their satisfactions. Though, Danesh et al. (2012) exposed that customer fulfillment is very important and has direct impact on retention of the customers. Furthermore Rao, Goldsby, Griffis and Iyengar (2011) expressed the connection among customer buying satisfactions and customers' retentions.

H₅: Customer satisfaction has positive impact on re-purchase intention.

2.6.6 Customer satisfaction and Word of mouth

Words of mouth impact assumption of customers, customer mostly delivered word of mouth which he has the expectations of the services (e.g., Parasuraman, Zeithaml & Berry, 1985; Chen, Liu, & Zhang, 2012), how word of mouth effects perceived quality and the influence of words of mouth directly on the customer's post purchase satisfaction (Ren, 2010). Words of mouth influence on the consumer's cultural factors and perceived quality. In this way the size of effect is different in the different cultural environment. Words of mouth and repurchases intention can be shown as mini dimension of the consumer loyalties. Between these two concepts, repurchase intentions is the individual aim sustain the connection with services supplier and also buying the same services in future (Jones and Taylor, 2005). Words of mouth are playing a significant part in the procedure of selecting the products and assortment the services provider. Sweeney et al. (2008) expressed that the influence of potential words of mouth on the receiver has much significant. (Ladhari, 2009) described that favorable intentions comprise positive word of mouth, much better spending with service providers, remaining loyal and paying price premium whereas unfavorable intentions include negative word of mouth, customer defection, reduce retain with the company. (Oliver, 1980) presented that satisfaction platform is the subsequent of distinction between supposed performance and anticipated. When the real levels of product or service are healthier than anticipate then satisfaction will be encouraging. In the other hand when service or product level is low than expected, it shows the (negative-disconfirmation). Gilbert and Horsnell (1998) expressed those hotels industries can calculate the customer satisfaction by using the guest remark cards. These cards are commonly used in welcome, accommodations and open area in the hotels for achieving the customer's comments. Some hotels give the customer questionnaire for giving their comments in optimistic words of mouth or bad word of mouth and give them incentives for completion the questionnaires. Through this method of getting the information by customers and remove their lacking area of service, it show the accurate picture of expectations of consumer's fulfillment are above or below (Holjevac, Markovic & Raspor, 2013). The hotels managers are always trying their best to increase the services area fulfill their consumers because greater satisfactions of customers will go toward the customer loyalty and become the source word of mouth (Lokeet, al., 2011).

H₆: Customer satisfaction has positive impact on word of mouth.

2.6.7 Customer company identification and repurchase intention

Customer company identification represents the customer identification with company as psychological attachment with company due to caring about the firm (Bhattacharya and Sen 2003). Su, Swanson, and Chen, (2016) explored that motivated customer interact positively with company. Customer company identification is the association of customers to organization and cognitive state of the self-categorization (Bhattacharya & Sen, 2003) due to the association among customers' own personality and company personality (Ashforth & Mael, 1989). These relationships indicate perceived intersection among the personal identity and organization (Bhattacharya & Sen, 2003). Zeithaml et al. (1996) determined that behavioral intentions can become the signal whether; consumer will stay with a company in future or not. Correspondingly, Bhattacharya and Sen (2003) suggested that the positive attitude to an organization and its values may define behavioral loyalty to that organization. Brown and Dacin (1997) expressed that the result of positive products evaluation on the basis of positive impression about the company, in case of high perceived risk (Gu'rhani-Canli and Batra, 2004). These statements show that behavioral loyalty, corporate image and intentions are intertwined and that when customers grip favorable attitudes to a company, their behavioral objectives tend to be satisfactory. In this way conditions can support company to sustain the long term relationship with customers as the aims of corporate marketing view (Balmer and Greyser, 2006). Customers extra role behaviors display the significant outcome of fortunate perceived corporate image. Extra role behavior investigate in various time in the organization's setting (George and Brief, 1992). In the recently studies, extra role behavior has assimilated into context of customers studies (Gruen et al., 2000). On the basis of the arguments inter-relationship among interactions and consumers between organizational members (cashiers, salespersons and customers) are essential part of doing business. These studies have expressed that consumers spread their experiences to other peoples by word of mouth, work as partial employee of the organization and collaborate with the company and give comments to its workers on services or products improvements (Ahearne et al., 2005; Rosenbaum and Massiah, 2007). Thus the relationship between consumers and therefore the extra role behaviors accessible may be positively inclined by the attitudes held to company.

H₇ customers-company identifications have positive impact on re-purchase intention.

2.6.8 Customer-company identification and word of mouth

Research on identification, whether it is based on a company or brand, is almost entirely set within the social identity perspective (Lam 2012).¹ This perspective, developed in social psychology, denotes how membership in a psychological group prompts individuals to act in favor of the group (Hornsey 2008). Bhattacharya and Sen's (2003) conceptualized of customers as symbolic members of a company enables application of the social identity perspective to most any customer relationship. For example, investors identify with mutual fund investment companies (Einwiller et al. 2006), Apple customers identify with their iPhones (Lam et al. 2013), and zoo customers identify with other zoo customers (Fombelle et al. 2012). These relationships are beneficial to a firm because they prompt customers to engage in group promoting (e.g., positive word-of-mouth) and sustaining behavior (e.g., loyalty, Lam et al. 2012).

Dutton et al. (1994) stated that the attractiveness of perceived identities of the company, the strong personal identifications with it. This proposal suggest that organization should have passionately attracting point for customer before those customers will attach in the deeper relationship with the company, companies use them as a social identifiers. Thompson and Phua (2005) proposed that customers usage emotional connection with objects when customers put these objects in dominant location in their lives. Corporate marketing perspectives propose that for the achievement, focal position, commercial brands should be prepared by the exclusive emotional characteristics (Balmer and Greyser, 2003). In this way the connections with corporate brand generate affections that bond the self to the objective much strongly. Consequently, when people individually feel the emotionally attachment with the organization, they feel deep intentions with the company and show the deep identifier. In the other words the social identity theory, peoples involve the company, in which shows the stronger bond emotionally. Bhattacharya and Sen (2003) described that individuals are used to accept the social environment of the company, when the people think about it like as reputation and trust. It is supposed that emotional attachment with the company is a factor of customer company identification.

H₈: customers-company identifications have positive impact on words of mouth.

2.6.9 CS mediates the relationship between PSQ and RPI

Consumer loyalty has been established as mediate the impact of services qualities and behavior intentions develops in an assortment of context, with grocery stores (Orel and Kara, 2014), wellbeing administrations (Dagger and Sweeney, 2006), IT administrations (Akter, D'Ambra, Ray, and Hani, 2013), and marketing (Walsh and Bartikowski, 2013). Return on Equity of customer satisfaction remains the mediators in services quality and behavioral intention like that health services, information technology services and retailing. (Shi & Su, 2007) expressed that key problem lies with the managers of hotels are to fascinate and retain the customers. Customer's emotions and revisit intention are playing the role of mediators by consumer satisfactions (Han, Back & Barrett, 2009). Consumer's fulfillment also shows the part of mediator in behavioral intention and perceived values of hotels (Ryu, Han & Kim, 2008). Pyon & Lee & Park, (2009) studied that both private and public sectors have observed the service quality and accomplish their demands, customers always focused attitude was highly practiced.

Satisfaction plays the role of moderating variable and mediating variable between services qualities and repurchases intention Bou-Llugar et al. (2001). Researchers and practitioners have boomed that fulfillment performance as mediating variables between the repurchase intention and service quality (Cronin et al., 2000). In the Indian hoteling sectors the services quality and customers satisfaction suggesting the consumer loyalties (Lenka et al., 2009). In this way Customer fulfillment is playing as the role of mediating variable among services quality and consumer loyalty. Dai (2009) considered the customer satisfaction on customer's loyalty and service convenience on customer's satisfaction but not find the role of customer satisfaction. (Kim, Hertzman, & Hwang, 2010) expressed that services qualities has been observed an antecedent of customers fulfillment, which become the result of customer repurchase intention (Boonlertvanich, 2011). Therefore considering can contribute organization not only to exceed or meet their expectations of customers but also to affect their behavioral intention. Ahmed et al. (2010) exposed that consumer satisfactions have powerfully as a mediate connection between services quality and consumer's retentions.

H₉: Customers satisfaction mediates the positive impact between perceived services quality and repurchases intention.

2.6.10 CS mediates the relationship between PSQ and WOM

A current tourism research that examined Chinese visitors found that goal fulfillment completely mediate the impact of services quality on both intentions of revisit and optimistic informal referrals (Su et al., 2014). Customer satisfaction is the mediated effect between services qualities on both words of mouth and revisit intentions. Service quality has recognized itself as an important component of both words of mouth communication and consumer satisfactions (Lang, B., 2011). Brodie et al., (2009) pointed out that great quality of service quality affect the consumer's fulfillment and after when customer feel satisfaction then he became as a loyal customer. Loyalty leads to wards the buying again intentions and words of mouth.

H₁₀: Customers satisfaction mediates the positive impact between perceived services quality and word of mouth.

2.6.11 CCI mediates the relationship between PSQ and RPI

A couple of researches have distinguished customers-company identifications as a mediator for an assortment of post buying customer practices. Bhattacharya and Sen (2003) recommend that customer-company identification proof may mediate the impact of character appeal on organization faithfulness, organization advancement, client enlistment, and strength to negative data. A few studies refer to identify that customer company identification of the consumer behavior and post purchase intention. Customer company identification is playing the role of mediators in company loyalty customer recruitment, company promotion and flexibility to negative information (Bhattacharya and Sen, 2003). Ashfort and Mael (1989) discussed that in the base of social identity theory, individuals wish or desire to describe himself in the relations to a company is a system of self-expression and social identification. (Ahearne et al., 2005) described that the recent researches shows customers tents to identify themselves smooth with the company with which they are not involves formally. Bhattacharya and Sen (2003) contend that when the customers understand that the organization is good respected by the others whose thoughts they worth, they will be able to develop the similar views in other part of the group people. About this argument that customer company identification is a state of psychological which affect how the customers perceived the organization as whole.

H₁₁: Customer company identification mediates has positive impact between perceived service qualities and repurchases intention.

2.6.12 CCI mediates the relationship between PSQ and WOM

Hong and Yang (2009) reported a basic mediating impact of customers' company identifications between the status of organization and clients' positive words of mouth. In a business to business setting, Keh and Xie (2009) affirmed customer-company identification mediating the impact of company notoriety on buy aim. Hong and Yong (2009) expressed that the mediating effect of customers company identification between customer optimistic words of mouth and organization reputation. In the context of business to business customer company identification is playing the mediating part between perceived services quality and word of mouth.

H₁₂: Customer company identification mediates has positive impact between perceived service qualities and words of mouth.

CHAPTER NO.3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter is prominent for study design, sampling (sampling size, sampling technique, response rate, population) research instrument, data collection, pilot study, characteristics of respondents ‘‘gender, age, professional status, professional experience, education, marital status, variables (dependent, independent, mediator). Regressions analysis (simple regression, multiples regression, sampling, determination coefficients and dimension errors) and also explained reliabilities. Conceptual framework also explained at the end of the chapter.

3.2 Study Design

The outlines are well-defined that how to investigations will be accord. The research design will usually comprise that how data statistics is to be gathered. Which tool will be suit able for gathering the data and how will it used for analyzing the data. The research scrutinizes the customer’s perceived service quality regarding the output of repurchases intentions and words of mouth. The investigation is taken palace in different well known 3 stars, 4 stars and 5 stars hotels in the Pakistan. The research instrument has implemented from prior studies. Primary data is collected through the self-administrative questionnaire from the consumers of hotels in Pakistan. For analyzing of data SPSS.21 is used. The reliability, descriptive statistics, means, standard deviation, correlation and regression analysis are used for examination of collected data.

3.3 Data and Missing Data Methods

‘‘Data is an evidences or documented methods of certain phenomena’’. The formatted data or structured data is identified as information. Quality, relevance, completeness and timeline are characteristics of worth intelligence (Sekaran, 2006). Two data sources are available, primary

and secondary data. Correspondingly, secondary and primary data is a kind of data. Questionnaires assumed in this research in being occupied from prior investigation assignment. For missing data, means attribution technique is used in this research (Hair et al. 2010). The data which collected first time is called primary data. It is more reliable objectives and authentic. In this assignment the data is collected from the guests or service takers of hotels by the questionnaire. The data about service quality of hotels is collected through the questionnaires. The secondary data which has previously been collected by researchers, the data printed in the journals and further statistical and the detail accessible from printed journals, internet and unprinted sources like in the organization or outside the organizations, all of which might be convenient to the researcher (Sekaran, 2006). This is not a practice in this study work.

3.3.1 Data Collection

This is the essential and important component of designs. There are many techniques for gathering the data such as comments of events, questionnaires, people's interviews, individuals without and with recording and auditory recording. From dissimilar collecting techniques the researchers can engage many others persons for gathering the required data. In this study, required data has been collected from the customers with the help of four volunteers (Sekaran, 2006). Volunteers were neutral during data gathering for obtaining fair responses. Self-administrative questionnaire were used to collecting the data. Definitely, there was opportunity that survey through questionnaire adopted in this research could cause positive or socially response biasness as the respondents might have pretended to eco concerned even if they were not. Sometime the respondents were not ready to giving the information or response (Rice et al., 1996). Without any biasness, we requested to all customers give their response through the questionnaire but many of them are not interested for it. This is treated as the limitations of the current research. For the development and growth of business, research work as a cornerstone. Whether it is analysis the service quality, retrieving potential of market, determining the employees or customers satisfaction and findings require unbiased research. Bias happens when subjects, researchers or methodologies are influenced by outside aspects that alter the outcomes of the study. It can be resist through neutral data gatherers, explaining the questionnaire openly to the respondents, preventing unfair assortment, keeping neutral study environment, eliminate prejudices and doubts (Care, 1994).

3.4 Sampling Design

Sampling design is described that the process of selecting the required number from the population so that understanding of characteristics and research of sample or properties for generalizing that characteristics or properties of the populations (Sekaran and Bougie, 2010). Following five steps are mentioned.

3.4.1 Unit of Analysis

In this study, customer is considered is unit of analysis, unit of analysis is much significant object that is examined in the research work.

In the research of business, units of analysis included normally, social organization, groups, and social objects (Hair et al., 2010). This may be groups, persons, organizations and cultures etc.

3.4.2 Sampling Frame

Saunders et al., (2005) expressed that the list of element from sample may be drawn is called sampling frame. The frame described that the sample is collected from the customers of well-known hotels of the Pakistan. The respondents are chosen from the Pakistan is decided as sampling location for the research.

3.4.3 Population

This is defined as the complete collection of people that the researchers demand to examine. Particular participant of the populations is recognized as element (Zikmund et al., 2012). The procedure starts to target the population suitably. Populations for the present research is contains of customers of hotels in Pakistan. All customers who visit in these hotels were population of this study. It is very difficult to collect data from entire population due to the lack of time. The respondents are selected from the different multinational companies' employees, businessmen, guests and customers of the hotels. The numbers of customers visited these hotels were counted by carrying out interview of the representative on these hotels. The data was gathered from these Hotels, like Pearl Continental Islamabad hotel, Marriott hotel Islamabad, Pearl Continental Bhurban, Serena Faisalabad, Hotel one Lahore, Pearl Continental Lahore, Pine Park hotel Naran, Green Valley hotel Rawalakot and Avari hotel Karachi.

3.4.4 Sample size

The primary data is gathered from the customers. A proportionate allocation is utilized in this to attain the extreme precisions. Sample size was calculated at 7% by using technique of Israel for this research. The sample size is 204, if the population size is less than 100,000 (Israel, 1992). I distributed 300 questionnaires for collecting the data. The valid questionnaires were 210, so 204 is the actual sample size for the research that is according to standard as declared by dissimilar scholars (Nummally, Jr, 1970; Camrey and Lee, 1973; Hair et al., 2010). The distributed questionnaires were 300, in multinational companies, 3-5 stars hotels, business man and colleagues and valid questionnaires were 210.

3.4.5 Sampling Technique

The data was collected from the respondent of well-known hotels in Pakistan. The convenience sampling technique is taken in this study which can be described as “statistical technique of illustrating demonstrative data by choosing respondents because of the comfort of their agreeing, choosing units, accessibility or convenient access” (Sekaran and Bougie, 2010). Category or group can be mad on the basis of gender, age, religion, socioeconomic status and educational attainment, rank, position, education, income, professions, services quality, customers satisfaction, repurchase or word of mouth (Blumberg et al., 2011; Cochran, 2007; Zikmund et al., 2012).

3.4.6 Reasons for Sampling

Researchers face many difficulties to collect the date from the whole population and mostly it become incredible for them. It is very difficult to gather the data from the large number of people in Pakistan due to many limitations, like cost, human resources and lake of time. (Sekaran, 2006) suggested that sample could be taken from the whole population and studied like as complete population.

3.4.7 Response Rate of Respondents

The rate of response was much slow. It was observed that respondents felt hasitation or uncertainty to share the data on the questionnaire. In the business research the method is implemented to save the cost and time in this study (Saunders et al., 2005). The response rate is 68% from total 210 valid questionnaires. It is considered good response rate. (Babbie, 1998) described 50% response rate considered adequate, 60% response rate considered good and 70% response rate considered very good.

3.5 Research Instrument

Taking reliability and validity, these construct are occupied from service quality. The researchers are measured all independent and dependent variables with multiple-item scale. The target population will be guests of famous Hotels in Pakistan. Perceived service quality is measured by 29 items derived by (Parasuraman et al., 1988). Customer satisfaction is measured by 3 items derived by Maxham and Netemeyer (2002). Customer company identification is measured by 3 items derived by Mael and Ashforth (1992). Re-purchase intentions are measured by 3 items derived by Arnold and Reynolds (2003). Word of mouth is measured by 4 items derived by Carroll and Ahuvia (2006).

3.5.1 Likert Scale

To analyze the respondent's response, the scale which used for this research has five point Likert. Likert scale is used to analyze the respondents how strongly agree or disagree with the subjective statement (Sekaran, 2006). Following mentioned the five points of this scale.

Table 3.1

Likert scale

Strongly Disagree.	Disagree.	Neutral.	Agree.	Strongly Agree.
1	2	3	4	5

3.5.2 Pilot Study

For analyzing and checking the reliability, fifty questionnaires were filled to the customers of the hotels. SPSS software was used for checking the reliability. The result was declared as significant. The reliabilities are at the levels of accepted, 0.7 as declared by the researchers (Hair et al., 2010). The purpose of pilot research to check and making sure, there is no issue in questionnaires. The pilot research offers chances for researchers to tonic the prospective issues in questionnaires before the conducting research.

Table 3.2

Reliability Statistics

Variables	Items	Cronbach's Alpha
Perceived services quality	29	0.817
Customers satisfaction	3	0.732
Customers company identification	3	0.822
Repurchases intention	3	0.714
Word of mouth	4	0.770

3.6 Respondents Characteristics

The characteristics of respondents are statistically expressed, likes gender, age education, professionals status, income and professional experiences. These characteristics are analyzed in the research. Following are demographics variables.

3.6.1 Gender

In the questionnaire mentioned the genders 1 for male and 2 for female and asked to the respondent to fill it.

Zelezny et al., (2000) exposed that female have much optimistic attitudes to the atmosphere as related to the male. The research through the fourteen countries result outcome is that women have more solid atmosphere attitude then men.

3.6.2 Age

Age of the respondents is also part of the demographics variables in this research. There are five steps for the age of the respondents, like as 20-30 years, 31-40 years, 41-50 years, 51-60 years and above 60 years.

3.6.3 Professional Status

In the questionnaire asked about the professional status of the respondents. There are three slabs are mentioned for it. 1 is nominated to business, 2 is nominated to job and 3 for other.

3.6.4 Education

The flat of respondent education is also investigated. Number 1 value mentioned metric, 2 for intermediate, 3 for graduate, 4 for master, 5 for M.Phil. and 6 for PHD.

3.6.5 Frequency of visit per year

The respondents are enquired about their frequencies of visits per year experience. There are four steps are given to frequency of visit. Value no.1 is one time in the year, 2 is two time in the year, 3 is 3-4 time in the year and 4 is more than five time in the year.

3.7 Variables

Sekaran, (2006) expressed the element which are having different or varying values for various time or same time. In this research there are five variables two variables are dependent, one variable is independent, two variables are mediators and some demographics variables are present.

3.7.1 Independent (IV) and Dependent Variables (DV)

Independent variable is described as the variable that influences the criterion or dependent variables and explanations for its discrepancy (Sekaran, 2006). Perceived service quality (PSQ) is the independent variable in study. Repurchases intentions (RPI) and words of mouth (WOM) are the dependent variables in the model.

3.7.2 Mediating Variable

A variable which influence the effect increase or decrease with the relationship of independent variable and dependent variable is called mediating variable (Zikmund et al., 2012). In this research, customers' satisfactions (CS) and customer-company identification (CCI) are the mediating variables. CS mediates between PSQ, RPI and WOM of customers. CCI mediates between PSQ, RPI and WOM. Three items are used for measuring CS and also three items are used for measuring CCI.

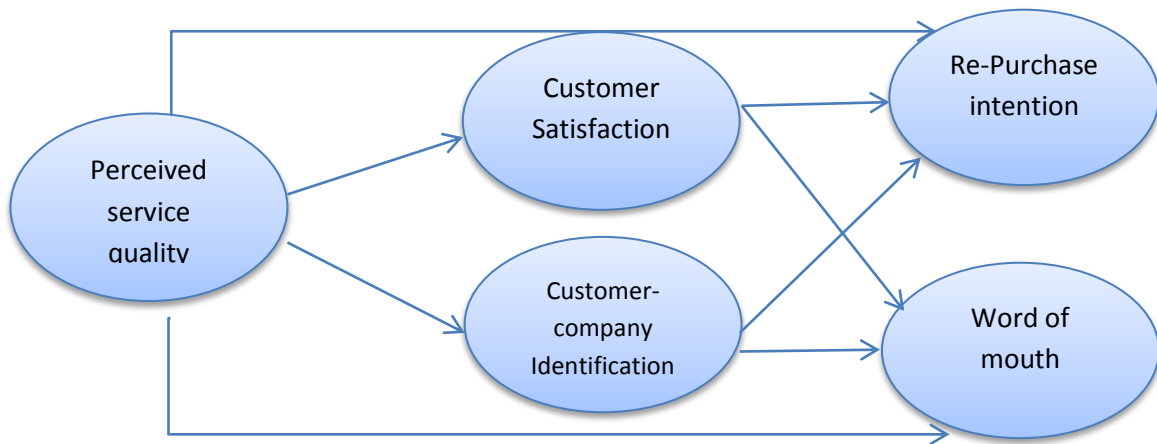
3.8 Research Model

The base on marketing literature review, there are different variables are selected from service quality of hotels industries. Variables of PSQ, CS, CCI, RPI and WOM are scrutinized in the present research.

3.8.1 Conceptual Framework

In conceptual framework perceived services quality is playing a role of independent variable; repurchases intention and words of mouth is dependent variables. Customers' satisfaction and customer company identification are mediators between PSQ, RPI and WOM.

Figure 3.1: Model



CHAPTER NO.4

DATA ANALYSIS

4.1 Introduction

This chapter is deriving the results of the research by the data analysis. This chapter exposes descriptive statistic frequencies like (Gender, Age, Professional status, qualification, income and status of professional). In this chapter many analysis are described like reliability, correlations analysis, regression analysis, assumptions and used Baron and Kenny model for mediations analysis. Software is us for analysis is SPSS.21. Following results are explained.

4.2 Descriptive Statistics

The following table of descriptive statistics is displaying the value of means and standard deviations of the demographics, dependent and independent variables (Sekara, 2006). The average or the mean is evaluate of central tendency that suggestion a universal image of the statistics without unnecessary swamping one with each of the comments in a statistics set. Values of lowest and highest are exposed in the table 4.1. Standard deviation is explained as the evaluation of dispersal for ratio and interval scaled data, suggestions the catalogue of the spread of variability or the distribution in the figures (Sekran, 2006).

Table 4.1***Descriptive Statistics***

Variable Name	Mean	Std. Deviation
Perceived services quality	3.95	0.28
Customers company identification	3.40	0.64
Repurchase intention	3.70	0.88
Words of mouth	3.76	0.51
Customer satisfaction	3.96	0.48
Age (Years)	2.50	0.71
Gender	1.18	0.38
Occupation	1.74	0.48
Education	3.37	0.81
Experience with Hotel	1.94	0.77
Income	2.79	1.10
Hotel	4.19	2.09

The standard deviation and variables means are defined in the table. Perceived service quality holding (Mean = 3.95, S.D = 0.28), show that customers are much towards perceived service quality. SD and mean for customer company identification are 0.64 and 3.40 correspondingly. Repurchase intention takes mean = 3.70 and SD = 0.88. Mean of word of mouth is 3.76 and SD of word of mouth is 0.51. Customer satisfaction has mean = 3.96 and SD = 0.48. Mean of demographics variables of age, occupation, gender, education, experiences of hotel, income and hotel are 2.50, 1.18, 1.74, 3.37, 1.94, 2.79, 4.19 and SD of these demographics variables are 0.71, 0.38, 0.48, 0.81, 0.77, 1.10, 2.09 correspondingly.

4.3 Frequencies

It is way of collectively summarize the data in the frequency table.

The data set systematized by short the numbers of times specific values of variables happens (Sekaran, 2006). It also encapsulates the percentages values associated with exact values of variables. It adapts big data into valuable arrangement data by condensing and summarizing the data. Frequencies of research demographics variables are declared in the particular tables.

4.3.1 Gender

In the first page of the questionnaire mentioned the genders of the respondents to fill it. Gender distribution of 210 respondents displays that (gents) males are 173 (n =173) and 82.4 percent of whole. Females (Ladies) are 37 (n = 37) having 17.4 percent of the total respondents of the questionnaire.

Table 4.2

Gender of Frequency

Gender	Frequency	Percent	Cumulative Percent
Valid			
Male	173	82.4	82.4
Female	37	17.6	100.0
Total	210	100.0	

4.3.2 Age

In self-administrative questionnaire, the age of the people are also probed to observe their age features. Peoples are implicit in to four slabs or levels as represented in under declared age. 1.9% percent respondent's age is 20 to 30 years and the age of 31 to 40 respondents are 56.2%. In this way 31.4% respondents age is 41 to 50 years and the age of 51 above are 10.5%.

Table 4.3

Age Frequency

Age	Frequency	Percent	Cumulative Percent
Valid			
20-30	4	1.9	1.9
31-40	118	56.2	58.1
41-50	66	31.4	89.5
51-60	22	10.5	100.0
Total	210	100.0	

4.3.3 Professional Status

In the questionnaire professional status are expressed for the respondents. There 3 slabs are mentioned. In the table 4.4 expresses that business man are 27.6%, job holders are 70.5% and remaining others are 1.9% respondents.

Table 4.4

Professional Status

Professional Status	Frequency	Percent	Cumulative Percent
Valid			
Business	58	27.6	27.6
Job	148	70.5	98.1
Others	4	1.9	100.0
Total	210	100.0	

4.3.4 Education

The level of educations is also mentioned in the questionnaire for required the detail. The Categorization of the qualification is from matric to MPhil.

The respondent of matric qualifications are 3.8%, Intermediate 7.6%, Bachelor 38.6%, Master degree holders 48.1% and MPhil respondents are 1.9%.

Table 4.5

Education Frequency

Professional Status	Frequency	Percent	Cumulative Percent
Valid			
Matric	8	3.8	3.8
Intermediate	16	7.6	11.4
Bachelor	81	38.6	50.0
Master	101	48.1	98.1
M.Phil.	4	1.9	100.0
Total	210	100.0	

4.3.5 Professional Experience

Through the questionnaire the information about professional experiences are also gains. Respondents of less than one year experience are 30.5%, experience of 1 to 5 years are 46.7%, experience of 6 to 10 years are 21.0%, and above 10 years are 1.9%.

Table 4.6

Professional Experience Frequency

Professional Experience	Frequency	Percent	Cumulative Percent
Valid			
less than one year	64	30.5	30.5
1-5	98	46.7	77.1
6-10	44	21.0	98.1
10 and above	4	1.9	100.0
Total	210	100.0	

4.3.6 Monthly income

In the questionnaire also inquired about monthly income of the respondents. The respondents who have the income between 41 to 50 thousands are 19%, 51 to 60 thousands are 15.71%, 61 to one lake 32.86% and above are 32.38% expressed in the table.

Table 4.7

Monthly Income

Monthly Income	Frequency	Percent	Cumulative Percent
Valid			
41000-50000	40	19.05	19.0
51000-60000	33	15.71	34.8
61000-100000	69	32.86	67.6
100000 and above	68	32.38	100.0
Total	210	100.00	

4.3.7 Response rate of customers

Peoples are asked about their visit of hotels in the first page. In the following table 4.8, 210 person's results displays that there are 24 persons who are taken the service of Pearl continental hotel which shows 11.43% of total respondents and 24 respondents who are taken the service of Marriot Hotel which shows 11.43% of total respondents. There are 40 respondents who are taken the service of Serena hotel which shows 19.05% of total respondents and 36 respondents who are taken the service of Hotel one which shows 17.14% of total respondents. There are 30 respondents who are taken the service of Pine Park Hotel which shows 14.29% of total respondents and 12 respondents who are taken the service of Green valley hotel which shows 5.71% of total respondents. There are 30 respondents who are taken the service of Avari Hotel which shows 14.29% of total respondents and 14 respondents who are taken the service of different hotels which shows 6.67% of total respondents.

Table 4.8
Response Rate City wise

Respondents of Hotels	Response	Percent	Cumulative Percent
Valid			
Pearl Continental Hotel Lahore	24	11.43	11.4
Marriott Hotel Islamabad	24	11.43	22.9
Serena Hotel Faisalabad	40	19.05	41.9
Hotel One Faisalabad	36	17.14	59.0
Pine Park Hotel Naran	30	14.29	73.3
Green Valley Hotel Mansehra	12	5.71	79.0
Avari Hotel Karachi	30	14.29	93.3
Other	14	6.67	100.0
Total	210	100.00	

4.4 Reliability

Reliability test are very significant for checking the data is reliable for the research. Reliability is the primary test to calculate the Cronbach's Alpha for all the variables. Nunnally (1994) expressed that a variable is counted reliable if its Cronbach's Alpha is higher than 0.7. All five variables (PSQ, CS, CCI, RPI and WOM) are tested Cronbach's Alpha test and resulted are shown fulfillment of reliability. If the Cronbach's Alpha is less than 0.7 then the reliability is weak and considered strong when it is greater than 0.7 (Hair et al., 2010). The reliability of variables PSQ is 0.821, CS is 0.757, CCI is 0.826, RPI is 0.704, and WOM is 0.764. These figures expressed good internal consistency.

Table 4.8

Reliability Statistics

Variable	Items	Cronbach's Alpha
Perceived services quality	29	0.821
Customers satisfaction	3	0.757
Customers company identification	3	0.826
Repurchases intention	3	0.704
Word of mouth	4	0.764

4.4 Correlations

Pearson correlation is scrutinizing the relationship of variables. Pearson correlations relationships are displayed in the table. Tyrrell, (2009) expressed that the strength of relationship is measured between two variables, (r) is a correlation coefficient and its value should be between +1 and -1.

Table 4.9

Correlation Coefficient

Correlation Coefficient – 'r'	Correlation
0.0 to 0.20	Weak correlation/ no correlation
0.20 to 0.40	positive and moderate degrees correlation
0.40 to 0.60	positive and Strong degrees correlation

Table No. 4.10 explains that correlation between perceived service quality (PSQ) and customer-company identification (CCI) is $r = .497^{**}$. It means that it is significant as $p = .000$ and both variables perceived service quality (PSQ) and customer-company identification (CCI) are strongly correlated. Correlations between perceived service quality (PSQ) and repurchase intention (RPI) is showing as significant at $p = .000$ and It has value $r = .307^{**}$. That expressed the positive and moderated correlation between perceived service quality (PSQ) and repurchase intention (RPI). The variables of customer company identification (CCI) and repurchase intention (RPI) are also having positive and moderated correlation with significant value of $p = .000$. Correlations between customer-company identification (CCI) and repurchase intention (RPI) is $r = .307^{**}$ showing positive and moderated degree correlation. So, repurchase intention (RPI) has the positive relationships among all the other variables. Correlations between perceived service quality (PSQ) and word of mouth (WOM) is showing strong, the value of $r = .473^{**}$ and also showing the significant of $p = .000$. Customer-company identification (CCI) and word of mouth (WOM) have the positive and moderated correlations. Correlation between these two variables is $r = .320^{**}$ and significant at $p = .000$. The correlation between word of mouth (WOM) and repurchase intentions (RPI) is showing the positive and strong at the level $p = .000$ significant. Values of correlations coefficient among words of mouth (WOM) and repurchase intentions (RPI) is $r = .413^{**}$. Correlations between perceived service quality (PSQ) and customer satisfaction (CS) is moderated due to value of $r = .312^{**}$ and it is showing the significant at $p = .000$. Customer satisfaction (CS) and customer-company identification (CCI) having a positive connection. Correlations among these two variables is $r = .351^{**}$ and showing significant at $p = .000$. Customers satisfactions (CS) and repurchase intentions (RPI) are also having a positive correlation with value $r = .244^{**}$ and $p = .000$. The correlations between customer satisfaction (CS) and word of mouth (WOM) is expressing the positive and moderated with $r = .252^{**}$ and value of $p = .000$. Thus customer satisfaction (CS) has positive correlations with all the other variables.

Table 4.10***Pearson Correlation***

	PSQ	CCI	RPI	WOM	CS
PSQ	1				
CCI	.497**	1			
RPI	.307**	.307**	1		
WOM	.473**	.320**	.413**	1	
CS	.312**	.351**	.244**	.252**	1

** . Correlation is significant at the 0.01 level (2-tailed).

4.5 Regression Analysis: Assumptions

For the analyzing of data, assumptions of regression are fulfilled and details are given below paragraph.

4.5.1 Normality:

It is one of foremost assumptions of the regression analysis. For this statistics of kurtosis and statistics of skewness are established. Both the values of kurtosis and skewness should be between +1 to -1 (Meyers et al., 2006) and for perceived service quality, customer satisfaction, customer company identification, repurchase intention and word of mouth these values are within range. Data considered normal/standard if the size of sample is greater than 100 as suggested by the researchers (DE Vaus in Migdadi, 2002). A research study exposed that the data is normal/standard if the correlations of variables are less than 0.8 (Garson, 2009). The below study, variables correlations are less than 0.80 which displays that normality in data.

Table 4.11
Statistics for Kurtosis and skewness

Variable	Skewness	Kurtosis
Perceived service quality	0.064	-0.793
Customer company identification	-0.775	0.236
Repurchase intention	-0.626	-0.736
Word of Mouth	0.039	0.602
Customer satisfaction	0.368	0.174

4.5.2 Multicollinearity

For probing multicollinearity, VIF (or condition index) assessment test is complete with the tolerance assessment test. Tolerance value is .999 and is less than 1(= < 1). VIF value is 1.00 and is less than 10 (VIF<10) and should be below than 2.5 (Hair *et al.*, 2010). Consequently, to run the regressions analysis situations are attained. Worth of tolerance is continued in suggested range, so, both situations are rewarded to run the analysis.

4.5.3 Autocorrelation:

For analyzing the autocorrelation Durbin Watson test can be used and it value should in between the range of 1.5 to 2.5 (Hair *et al.*, 1998). The following table mentioned the detail of the autocorrelation of the variables.

Table 4.12
Durbin Watson-Test Result

Model	Durbin Watson
PSQ to RPI	1.525
PSQ to WOM	1.893
PSQ to CS	1.633
PSQ to CCI	1.592
CS to RPI	1.685
CS to WOM	1.736
CCI to RPI	1.877
CCI to WOM	1.791

4.6 Simple Linear Regression

Simple linear regression is very effective for analyzing between one to one relationships of the variables. Table No.4.13 shows the relationship of perceived service quality and customer satisfaction the R^2 value is .097 which means that there is 9.7% change in customer satisfaction due to perceived service quality. Beta value is .312 and p value is .000 which shows that this result is statistically significant.

Table No.4.13 expresses the relationship of perceived service quality and customer-company identification the R^2 value is .247 which means that there is 24.7% change in customer-company identification due to perceived service quality. Beta value is .497 and p value is .000 which shows that this result is statistically significant.

Table No.4.13 shows the relationship of perceived service quality and repurchases intention the R^2 value is .094 which means that there is 9.4% change in repurchase intention due to perceived service quality. Beta value is .307 and p value is .000 which shows that this result is statistically significant.

Table No.4.13 mentions the relationship of perceived service quality and word of mouth the R^2 value is .224 which means that there is 22.4% change in word of mouth due to perceived service quality. Beta value is .473 and p value is .000 which shows that this result is statistically significant.

Table No.4.13 shows the relationship of customer satisfaction and repurchases intention the R^2 value is .059 which means that there is 5.9% change in repurchase intention due to customer satisfaction. Beta value is .244 and p value is .000 which shows that this result is statistically significant.

Table No.4.13 shows the relationship of customer satisfaction and word of mouth the R^2 value is .063 which means that there is 6.3% change in word of mouth due to customer satisfaction. Beta value is .252 and p value is .000 which shows that this result is statistically significant.

Table No.4.13 expresses the relationship of customer-company identification and repurchases intention the R^2 value is .094 which means that there is 9.4% change in repurchase intention due to customer-company identification. Beta value is .307 and p value is .000 which shows that this result is statistically significant.

Table No.4.13 shows the relationship of customer-company identification and word of mouth the R^2 value is .102 which means that there is 10.2% change in word of mouth due to customer-company identification. Beta value is .320 and p value is .000 which shows that this result is statistically significant.

Table 4.13
Regression Results

Predictors	CS		CCI		RPI		WOM	
	R^2	B	R^2	B	R^2	B	R^2	B
Main Effects								
PSQ	.097***	.312***	.247***	.497***	.094***	0.307***	.224***	.473***
CS					.059***	0.244***	.063***	.252***
CCI					.094***	0.307***	.102***	.320***

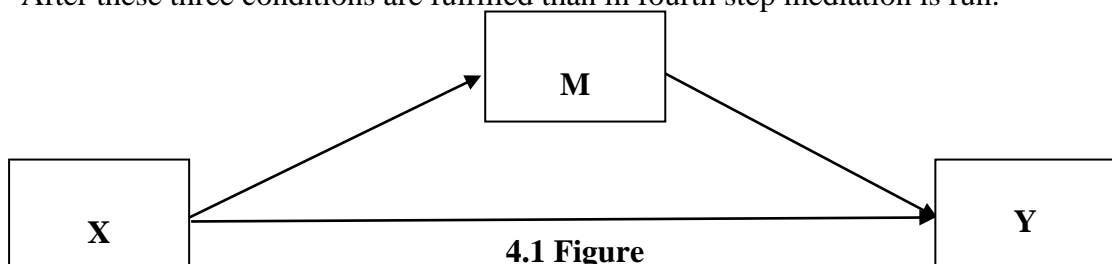
*P<0.05, **P<0.01, ***P<0.001

4.7 Mediation Regression Analysis: Baron and Kenny

According to Baron and Kenny (1986) mediation approach three conditions must be fulfilled before the mediation analysis is run and these conditions are

1. Relationship of independent variable (X) with mediating variable (M) should be significant
2. Relationship of mediating variable (M) with dependent variable (Y) should be significant
3. Direct relationship of independent (X) and dependent variables (Y) should be significant.

After these three conditions are fulfilled than in fourth step mediation is run.



4.7.1 Mediation-1:

In the table no.4.14 customer satisfaction is playing the role of mediation between perceived service quality and repurchase intention.

The direct relationship is verified before testing the mediations effects of the customers satisfaction between the perceived service quality and repurchase intention. The impact of perceived service quality with customer satisfaction is also calculated and found significant. The impact of customer satisfaction with repurchase intention is also calculated and found significant also. Finally the impacts of perceived service quality with repurchase intention is calculated and found significant.

The mediations analysis is run after complete the three conditions of Baron and Kenny (1986). Table 4.14 displayed that direct effect between perceived service quality and repurchase intention the R^2 value is .111, when run customer satisfaction as a mediator the R^2 value is changed from .111 to .148. This means that effect is increasing with the role of mediator and R^2 change value is .037 which is approaches to zero. P value is .004 ($P < 0.05$) which means it is significant. First condition of Baron and Kenny is fulfilled and second condition is not fulfilled. Its means that partial mediation is shown and relationship is partially accepted.

Table 4.14
Mediation-1

	RPI			
	B	R^2	ΔR^2	P
Step-1				
Demographics		.061	.061	.073
Step-2				
CS	.166	.111	.050	.001
Step-2				
PSQ	.241	.148	.037	.004

4.7.2 Mediation-2:

In the table no. 4.15 customer satisfaction is playing the role of mediation between perceived service quality and word of mouth.

The direct relationship is verified before testing the mediations effects of the customer satisfaction between the perceived service quality and word of mouth. The impact of perceived service quality with customer satisfaction is also calculated and found significant. The impact of customer satisfaction with word of mouth is also checked and found significant also. Finally the impacts of perceived service quality with word of mouth is calculated and found significant.

The mediations analysis is run after complete the three conditions of Baron and Kenny (1986). Table no. 4.15 expresses that direct effect between perceived service quality and word of mouth the R^2 value is .274, when run customer satisfaction as a mediator the R^2 value is changed from .274 to .344. This means that effect is increasing with the role of mediator and R^2 change value is .070 which is approaches to zero. P value is .000 ($P < 0.05$) which means it is significant. First condition of Baron and Kenny is fulfilled and second condition is not fulfilled. Its means that partial mediation is shown and relationship is partially accepted.

Table 4.15
Mediation-2

	WOM			
	B	R^2	ΔR^2	P
Step-1				
Demographics		.213	.213	.000
Step-2				
CS	.163	.274	.061	.000
Step-2				
PSQ	.332	.344	.070	.000

4.7.3 Mediation-3

In the table no. 4.16 customer-company identification is playing the role of mediation between perceived service quality and repurchase intention.

The direct relationship is verified before testing the mediations effects of the customer-company identification between the perceived service quality and repurchase intention. The impact of perceived service quality with customer-company identification is also calculated and found significant. The impact of customer-company identification with repurchase intention is also checked and found significant also. Finally the impacts of perceived service quality with repurchase intention is calculated and found significant.

The mediation analysis is run after complete the three conditions of Baron and Kenny (1986). Table no. 4.16 display that direct effect between perceived service quality and repurchase intention the R^2 value is .143, when run customer-company identification as a mediator the R^2 value is changed from .143 to .154. This means that effect is increasing with the role of mediator and R^2 change value is .011 which is approaches to zero. P value is .108 ($P > 0.05$) which means it is insignificant. Both conditions of Baron and Kenny are fulfilled. Its means that full mediation is shown and hypothesis is accepted.

Table 4.16
Mediation-3

	RPI			
	B	R²	Δ R²	P
Step-1				
Demographics		.061	.061	.073
Step-2				
CCI	.242	.143	.081	.000
Step-2				
PSQ	.156	.154	.011	.108

4.7.4 Mediation-4

In the table no.4.17 customer-company identification is playing the role of mediation between perceived service quality and word of mouth.

The direct relationship is verified before testing the mediations effects of the customer-company identification between the perceived service quality and word of mouth. The impact of perceived service quality with customer-company identification is also calculated and found significant. The impact of customer-company identification with word of mouth is also checked and found significant also. Finally the impacts of perceived service quality with word of mouth is calculated and found significant.

The mediation analysis is run after complete the three conditions of Baron and Kenny (1986). Table no. 4.17 displays that direct effect between perceived service quality and word of mouth the R^2 value is .319, when run customer-company identification as a mediator the R^2 value is changed from .319 to .348. This means that effect is increasing with the role of mediator and R^2 change value is .029 which is approaches to zero. P value is .003 ($P < 0.05$) which means it is significant. First condition of Baron and Kenny is fulfilled and second condition is not fulfilled. Its means that partial mediation is shown and hypothesis is partially accepted.

Table 4.17
Mediation-4

	WOM			
	B	R^2	ΔR^2	P
Step-1				
Demographics		.213	.213	.000
Step-2				
CCI	.232	.319	.106	.000
Step-2				
PSQ	.252	.348	.029	.003

CHAPTER NO.5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

5.1 Conclusion, discussion and recommendations

This chapter disputes on the outcomes with the managerial implications. Directions and contributions for the future study and encapsulate it. Chapter contains contribution of current study, managerial implications, policy implications, limitations of the research, conclusion, recommendations and directions/guidelines for future research.

5.2 Conclusion

This study is showed to recognize the relationship between perceived service quality, customer's satisfaction, customers-company identification, customer's repurchase intention and customer words of mouth. According to the analysis, all hypotheses are accepted. The revolution in services qualities and by enhancing the qualities of services the hotels have become more capable to satisfy the consumers. The satisfaction and fulfillment of consumers leads to repurchase behaviors and word of mouth as expressed by the previous studies. Consumers when felt fulfilled, they stay loyal with the hotels and later it affects the buying decisions. The services qualities of the hotel also impact on enhancing reliability of the consumers. Moreover, the Prior study on relationship qualities have motivated to ignore the part of customer company identification even although it signifies heavy, faithful, and significant associations and also close attachment between the organization and its consumers. The faithfulness of the consumer raises their perception of the service quality. All the service concerned business particularly the hotels industries concentrated on the services qualities as it enhances the consumer satisfaction which effects on repurchases behavior and words of mouth. The improvement in the services qualities comes from altered techniques by considering the accessibility of the consumers. The consumer's satisfaction is fundamentally the impartial of the hotels that make them to give supreme consideration. Hotels concentrated on making the strong image for the consumers by appealing them by growing the ease level. That all tracks help their business to embellishment and also have a wonderful effect on the

productivity of the organizations. Pakistan is the underdeveloped state that wants to invest in the hotels industries. The development of hotels industries influences the economy of the Pakistan. So for growing the standard of live styles the services qualities should be enhanced which will rise the consumer's satisfaction.

5.3 Results and Discussion

The current study provides and tests an integrated model that examines two relationship quality constructs (customer satisfaction, customer-company identification) as mediating variables between the lodging service quality perceptions the customers of Pakistani hotels and two outcomes (repurchase intentions, word of mouth). Previous research on relationship quality has tended to ignore the role of customer-company identification even though it represents deep, committed, and meaningful relationships (Bhattacharya & Sen, 2003) and a close bonding (Keh & Xie, 2009) between a company and its customers. In addition, although word of mouth research has received increased attention among hotels researchers (Dolnicar et al., 2012), few studies have explored antecedents to customers word of mouth. A number of prior studies have investigated the relationships between service quality perceptions, customer satisfaction, and repurchase intentions. However, the results of these studies have not been consistent. Some studies indicate that customer satisfaction has a partial mediating role (e.g., Dagger & Sweeney, 2006; Walsh & Bartikowski, 2013). The current study found customer satisfaction has a partially mediating effect of service quality on repurchase intentions and full mediating effect of service quality on word of mouth. Future research will be needed to help clarify if these differences are associated with culture, type of industry, or other factor(s).

Although there has been previous exploration of the relationship between hoteling services, satisfaction with hotels experience, and life satisfaction (Neal et al., 1999, 2004, 2007; Sirgy et al., 2011), one contribution of the current study is the identification of the partially mediating role that satisfaction plays between service quality and the word of mouth of Pakistani hotels customers.

This study introduces the customer-company identification construct into a tourism/hospitality context. Recently, Martínez and Rodríguez del Bosque (2013) pointed out that “despite the recognized importance of customer-company identification, its effects on the development of hotel customer loyalty remain relatively unexplored” (p. 96). Extant literature

has focused on the direct effects of service quality and customer-company identification on customer loyalty, but has largely ignored the mediating role that customer-company identification could play on customer loyalty constructs. This study helps to address these noted gaps in the literature. We provide empirical validation that customers do, indeed, identify with hospitality providers (i.e., lodging) and this in-turn provides positive consequences for both the service provider (i.e., repurchase intentions) and the customer (i.e., word of mouth). Specifically, we demonstrate that customer-company identification has a full mediating effect between perceived service quality and repurchase intentions, and partially mediating effect on word of mouth. These findings suggest that lodging companies can help satisfy an individual's self-definitional needs even in the absence of formal membership. By doing so, this study extends prior research on the social identity perspective of customer loyalty through incorporating word of mouth as a consequence of customer-company identification.

5.4 Recommendations

Particularly the precarious examination on the literature and then recommending the model thereafter, gathering of data and their analysis using numerous statistical methods, we have reached with the following recommendations;

The finding of the above study helps the hotel industry to focus more on the research progress to increase the service quality and customer satisfaction by considering it as the hotel management objective. Moreover, the results help the academia to understand the variables which increase the repurchase behavior and word of mouth. For further study the larger sample size should be considered to understand the variety of customer's perception and attitudes.

5.5 Contribution of Current Study

This research scrutinizes the service quality of well-known hotels industries in Pakistan. This research is special in sense that is showed on customers of hotels in Pakistan. It will help hospitality organizations/hotels to bring into line their policies for increasing customers based by improving their quality of service. This study will be affected in services industries to become best among their competitors.

5.6 Managerial Implications

This research study will give managerially as well as theoretically and therefore is providing numerous suggestions for the future researchers. This study will offer an important advancement to the present literatures of service quality practices and it is its theoretical contribution because it is providing and assimilating framework to the hotels industries. Not amazingly a crucial impact on the hospitality industries by following this study of service quality. Perceived service quality helps to promote the fulfillment the relationship with consumers and customer company identification, by encouraging the consumers repurchase intentions and increase the word of mouth. Particularly the hotels managers should more working to develop their business by using the techniques of business identity due to giving their customers to good service quality. In this way their business becomes more developed. Hotels managers should use the different kinds of techniques to by improving their service quality dimensions for attaining such as identities. Both perceived performance and overall service quality dimensions can become the cause of growth the business. It is also very significant to analyze the performance of their competitors, which strategies are adopting their competitors. Hotels managers should be knowledge of their competitor's intelligence for winning the race of their hospitality business. Hotels managers should adopt the different positive consequences of consumer's company identification techniques for reduce their acquisition cost and advertising cost. Service organizations are utilizing the advantages of the identification with their loyal customer those become the source of reputation and also become the positive output like repurchasing intention and positive word of mouth (Bhattacharya & Sen, 2003). The concept of identification is useful for the hospitality organization for their growth, identification of customer with the organization become strong when the organization considers their customer feel like the inside relation. Hotels manager are focusing for making the strategies for acquiring new customers and retentions of the old customers. Service organizations and hotels industries are tracing the information of customers purchasing and offer them financial incentives encouragement to attach with them. Hospitality organizations not only focus on the low price products and services but also give them financial rewards to retain them for more purchasing their services. In this way the consumers become attach with the organization and outcome of this attachment are repurchasing the behaviors. When the relations become strong with hospitality industries with customer then customer become loyal and loyal customers become the key source of word of mouth and repurchases intention. Furthermore task is to combine financial encouragement

with social attachment between the consumers and hospitality organization. For instance, customers show their attachment as loyal customer with the organization by using the quality of services of the organization. In this way the hospitality industries can transport the customer in front of the hospitality service qualities to take suggestions and feedback for better improvement. A short meeting with customers for taking observation about service quality can become effectively to tackle the competitors. This strategy makes strengthen relationship between customers and hospitality providers. When consumers get individualize services, the outcome should be better satisfaction, enhance repurchase behaviors, become positive words of mouth and reduced possibility of swapping to competitors.

5.7 Limitations of the Study

This study has some limitations which are reflected as restriction in the generalizability and interpretations of the findings of this study. Some significant limitations in this regard are as under;

It is also limitation to find out the respondent for getting data that have gotten the service of 3 to 5 stars hotels. Less financial support is also known as limitation of this study. Since this study is conducted only in a Pakistan, so it is also major limitation regarding this study. In this research majority of the respondents were male and female are less as combine with them. Mostly peoples were hesitating and not ready to give the information or response. The restriction of time period is also a major limitation of this study. Time period for this this study is very short. Due to restriction of time limit I have used five variables of the research; if time limit is not required then the result of this study would be much better.

5.8 Directions for Future Research

The current research used the hypotheses with Pakistani hotels and used the convenience sample. Random sampling techniques can be used for future research for more geographically and ethnically miscellaneous populations. There are limited numbers of constructs in the model and further antecedents are “service fairness, corporate reputations and price sensitivity” which made the future research much comprehensive structure. Future researchers could be used furthermore connections quality constructs like trust commitment conflict and communication quality in to this model.

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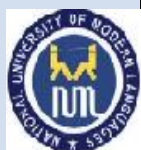
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APPENDIX QUESTIONNAIRE



NATIONAL UNIVERSITY OF MODERN LANGUAGES FACULTY OF MANAGEMENT SCIENCES

Respected Sir/Madam:

I am the research student of Faculty of Management Sciences at National University of Modern Language. I am working on my Research Thesis. I need your valued time and coordination with me to create knowledge. I ensure you any information obtained for this study will remain highly confidential. In written thesis or publication, no one will be identified and only aggregate data will be presented.

Researcher Name: Muhammad Yasin		
Name (optional) :	Gender : <input type="checkbox"/> Male <input type="checkbox"/> Female	Occupation: <input type="checkbox"/> Business <input type="checkbox"/> Job Other
Age : <input type="checkbox"/> 20-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> above then 60	Experience this hotel in years <input type="checkbox"/> Less than 1 year <input type="checkbox"/> 1- 5 year <input type="checkbox"/> 5-10 year <input type="checkbox"/> 10 years and above	Education: <input type="checkbox"/> Matric, <input type="checkbox"/> Intermediate, <input type="checkbox"/> Bachelor, <input type="checkbox"/> Master, <input type="checkbox"/> M.Phil., <input type="checkbox"/> PHD
Monthly Income: <input type="checkbox"/> 41000-50000, <input type="checkbox"/> 51000-60000, <input type="checkbox"/> 60000-100000, <input type="checkbox"/> 100000 AND ABOVE		

Hotel Names: 1. Pearl Continental, 2.Marriott, 3.Serena, 4.Hotel One, 5.Pine Park,
6.Green Valley, 7.Avari

The following statements concern your perception about your hotels services. Select your hotels services of these below and please indicate the extent of your agreement and disagreement by ticking (√) the appropriate number.

Please read each question carefully and tick (✓) the appropriate option.

Perceived Service Quality

1. The hotel has visually appealing buildings and facilities
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
2. The service units of the hotel have adequate capacity (dining rooms, meeting rooms, swimming pools, business center facilities, etc.)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
3. The hotel has modern looking equipment (air conditioner, furniture, elevator, communication devices, etc.) 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
4. The atmosphere and equipment are comfortable and appropriate for purpose of stay (beds, chairs, rooms, etc. comfortable, clean, and tranquil)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
5. The equipment of the hotel works properly without causing breakdowns
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
6. Materials associated with the services are adequate and sufficient (soap, shampoo, towel, etc.)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
7. Food and beverages served are hygienic, adequate, and sufficient
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
8. Employees of the hotel appear neat and tidy (as uniforms and personal grooming)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
9. The hotel provides the services as they were promised
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
10. The hotel performs the services right the first time
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
11. Employees provide prompt service
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
12. The hotel provides the services at the time it promises to do so
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
13. Employees are always willing to serve customers
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

14. Employees are always available when needed
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
15. The hotel keeps accurate records (reservations, guest records, bills, orders etc.)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
16. The hotel resolves guest complaints and compensate for the inconveniences guests go through
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
17. The hotel provides flexibility in services according to guest demands
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
18. The hotel provides consistent services (providing the same services and associated materials every time)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
19. Employees have knowledge to provide information and assistance to guests in areas they would require (shopping, museums, places of interest, etc.)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
20. Employees always treat guests in a friendly manner
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
21. Employees of the hotel understand the specific needs of guests
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
22. The hotel is also convenient for disabled guests (necessary arrangements made for the disabled)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
23. Employees give guests individualized attention that makes them feel special
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
24. The hotel and its facilities have operating hours convenient to all their guests
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
25. The hotel provides its guests a safe and secure place
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
26. Employees instill confidence in guests
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
27. Employees have in-depth occupational knowledge (professional skills, foreign language, communication skills, etc.)
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
28. It is easy to access to the hotel (transportation, loading and unloading area, car parking area, etc.)

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

29. Getting information about the facilities and services of the hotel is easy (reaching information via phone, internet, etc., direction signs, etc.)

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Customer Company Identification

30. I am very interested in what others think about this hotel

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

31. This Hotel's successes are my successes

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

32. When someone praises this Hotel, it feels like a personal compliment

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Customer Satisfaction

33. As a whole, I am satisfied with this hotel

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

34. I am satisfied with the service that hotel provided to me

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

35. I am satisfied with my overall experience with this hotel

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Repurchase Intention

36. I intend to revisit of this hotel my next trip to this area

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

37. This hotel would always be my first choice

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

38. I would like to come back to this hotel in the future

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Word of Mouth

39. I have recommended this hotel to lots of people

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

40. I "talk up" this hotel to my friends

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

41. I try to spread the good-word about this hotel

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

42. I give this hotel tons of positive word of mouth advertising

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree