Impact of Service Specifications and Personal and Social Factors of Customer on Loyalty to the Brand of hotels services: A Field Study on Users of Hotel Services in Five Start Hotels in Riyadh City

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Abstract :

 This study aimed to know the impact of service specifications and personal as well as social factors of customer on loyalty to the trade mark for the customers of hotel services in "Five Star Hotels" located in Riyadh City as 1100 questionnaire were distributed to the study sample. The study concluded several results, the most important of which is: there is correlation between personal and social factors of customers of hotel services in "Five Star Hotels" in Riyadh City. The study presented a number of recommendations related to the quality Marketing Mix and the kind of information which offer to the customers   through their promotional campaign and what they are providing actually and that is in order to make sure the level of quality of hotel service on one hand and customer's satisfaction from the hotel product on the other hand. Thus, the mental image about the Saudi tourism product will be improved which will help to achieve maximum degree of tourism attraction and tourism development – in the sense of activating the monitoring systems.

Key words: Service Specifications, Customer, Loyalty, Brand, Hotels.

الملخص : تهدف الدراسة إلى التعرف على أثر العوامل الاجتماعية والشخصية ومواصفات الخدمة المقدمة على ولاء الزبون للعلامة التجارية لفنادق الخمس نجوم في مدين الرياض في المملكة العربية السعودية. حيث استخدمت الدراسة الاستمارة كأداة لجمع البيانات والمعلومات، وقد تم تحليل البيانات المجمعة من خلال استخدام حزمة البرنامج الاحصائي للعلوم الاجتماعيةSPSS ، وتوصلت الدراسة إلى مجموعه من الاستنتاجات اهمها؛ وجود علاقة قوية بين موصفات الخدمة المقدمة للزبون ودرجة الولاء للعلامة التجارية الفندقية وإيضًا وجود علاقة قوية ما بين العوامل الاجتماعية و الشخصية للزبون ولائه للعلامة التجارية الفندقية في فنادق الخمس نجوم في مدينة الرياض.

وقد قدمت الدراسة عدد من التوصيات أهمها العمل على إعادة صياغة المزيج التسويقي للخدمة المقدمة بحيث يكون قادرًا على جذب أكبر عدد من الزبائن سواءُ الحاليين أو المحتملين بصورة تجعل العلامة التجارية ترسخ في ذهن الزبون، وإيضًا ضرورة العمل على ربط المعلومات المقدمة للزبائن بنتائج الدراسات والمسوحات التي تقوم بها المنظمات الفندقية في مدينة الرياض من خلال بناء بنك للمعلومات التسويقية لها، كما أوصت بضرورة قيام الجهات المشرفة على القطاع السياحي بالتأكد من جودة ومواصفات الخدمات المقدمة لنزلاء ومستخدمي الفنادق في مدينة الرياض مما يساعد في تثبيت مستوى العلامة التجارية في أذهانهم.

Introduction:

The economic environment, specially the tourism environment, witnesses fast and in-depth changes at both national and international level. This is caused mainly by the intensity of competition between a big number of brands (trademarks) available in national travel and tourism market in the Kingdom of Saudi Arabia and launching new brands. The tourists have a lot of options while purchasing or using the brands of different hotel products.

The American Association defines a brand as "A name or term or design or symbol or combination of all of these which aims to distinguish the seller's goods or services as distinct from those of other sellers" (Al-Aalque, Al-Abdali, 1999,p123). Also, Kotler and Dubois define a brand as a "distinct name or symbol which aimed to distinguish the goods and services, offered by a seller or a group of sellers, from the goods and services offered by competitors. Thus, the brand explains to the customer the source of product and protect both the customer and competitors who make efforts to offer the product which look similar" (Kolter and Dubois, 2000,p180). The topic of brand (trademark) is considered to be one of the important topics in the activity of distinguishing the product. The preference of brand represents the target of a marketing organization to achieve the required harmony with the

(trademarks), can be distinguished from lowest levels to the highest levels (Aaker, 2001, p86).
The customers change the brands, particularly, due to the price not

requirements of target market. Since, the process of knowing the product is important in getting the required position for brand in the eyes of customers and it is of vital importance as the brand is an important guide for consumer through which he can know the source of products and services. Therefore, the marketing process is getting easy. As we know that the preference of a specific brand must be associated with specific factors, the study of those factors will surely contribute to increase the effectiveness of organization's activities and its programs and that is through utilizing those factors to achieve its objectives. Therefore, this study was prepared to shed light on the effect of service specifications and personal as well as social factors of customer on the loyalty to the brand of tourism services. The brand differs in terms of strength in the market as we find that some brands are not known by most of the customers of tourism services in the market and we find some other brands which are known to an appropriate extent by the customers. In addition to these two types of brands, there are some brands which enjoy high level of acceptance from the customer and which cannot be resisted. In the end, there are some brands which enjoy a high degree of preference and which are selected by the customers as they prefer them on all other brands (Kolter, 2012, p220). The veracity of levels of customers' attitudes or their trends, which have a high degree of loyalty towards brands

because of loyalty to the brand. The customer may be satisfied with a brand and there is no reason to change the brand. The customer may be satisfied with a brand and he will bear the costs

if he changes the brand. The customer establishes relation with brand and views it as a friend. The customer may be sincere for the brand. So, the strong and distinguished brand (trademark) boosts and enhances the performance of tourism organizations and the quality of brand is considered to be a tool to create this distinction. Some people think that this personality has a big effect on understanding the purchasing decision of customer (Geuens, 2009,p129). The perceived difference motivates the customers of tourisms services to purchase and use the brand for hotel services and maintain the loyalty. It is sure that the brands, which don't have a distinction, cannot be succeeded as they don't have anything that can motivate the customers to purchase its services. That is why, the hotel brands must get something which distinguish them in order to be a favorite for the customers. This perceived distinction can be achieved through special service characteristics or building a brand image through the advertisements (Solomon, 2007,p178). The brand can make an amazing level of loyalty, so the tourism organizations must not ignore the value of brand. On the contrary, many tourism organizations, which don't have a strong brand, are struggling to get rid of traditional methods and adopt new methods to get this type of loyalty (Cheverton, 2002,p158). Among the several activities, which guarantee to provide benefit from the loyalty to the organization, are the guarantee of long-term performance of organization, developing the products, focusing on the consumer, stressing the process of repeat purchase, increasing the customer retention rate in addition to shortening the user's purchasing cycle

and strengthening their experiences. All of these will make a tourism organization capable of responding to the needs of customers, distinguish its services from competitors and maintain a long-term loyalty (Kaynak, 2008). The real loyalty doesn't come from monopoly as we see that customers switch from an organization to others irrespective of level of merit of new offers once the new competitors enter into the market. A number of these customers returns to purchase the services of original hotel organization as a result of its meeting their interest largely. The real loyalty comes from the quality of relation between the hotel organization and customers in case of direct participation of persons in this relation as the behavior of these individuals plays a fundamental role in building the loyalty (Cheverton, 2002,p201).

Research Problem:

The process of purchasing some types of tourism services particularly the hotel services aims to achieve a number of functional and social benefits. Keeping in view the fact that hotel services from different brands have basic functional services, we find that a wide range of customers in the Kingdom of Saudi Arabia focus on an specific brand while booking and purchasing the hotel services or repurchasing those services. That is why; the research problem lies in examining the effect of some variables of service specifications and personal as well as social factors of Saudi tourist towards the loyalty for brand for the hotel services in "Five Star Hotels" existed in Riyadh City. The research problem can be explained by asking following questions: -

1. What is the role of specifications of hotel services in the loyalty of customer towards the brand of Five Star Hotels' services?
2. Do the personal variables of customer have any role in his loyalty towards a specific brand of Five Star Hotels' services?
3. What is the role of social factors of customer in his loyalty towards a specific brand of Five Star Hotels' services?
4. What is the rating of customer's loyalty towards the brand of services of "Five Start Hotels"?

Research Importance:

The importance of this study is highlighted by:

1. This research is first of its kind in the Kingdom of Saudi Arabia which studies the effect of service specifications and personal as well as social factors of customer on loyalty to the brand and a field study on the users of hotel services in "Five Star Hotels" in Riyadh City
2. The loyalty is one of the topics which have occupied a great deal of interest from researchers and marketers equally. Therefore, this research can present additional ideas about this topic as well as this research can be a preface for more in-depth studies in this area in future.
3. This study makes efforts to demonstrate the importance of organizing the travel and tourism market in the Kingdom of Saudi Arabia particularly after emergence of several hotel facilities of different brands.
4. This study alters the main hotel companies, which provide the

hotel services in Riyadh City, to revise its marketing strategies through knowing the effect of different factors on loyalty of the community (the present research has been conducted on) for their marketing brands and thus they can get better market share.

Research Objectives:

This study sought to achieve the following objectives:

1. To examine the effect of specifications of hotel services (in terms of quality, external appearance, price and ease of use) on loyalty to the brand of hotel services.
2. To know the relation between the personal variables of service user in terms of (in terms of quality, external appearance, price) on loyalty to the brand of hotel services.
3. To strive to create a rating for loyalty to the special brand of hotel services and rating of customers on the basis of loyalty to the service.

Research Hypotheses:

Based on the research problem, the following hypotheses were formulated:

1. There is no significant correlation between specifications of hotel services with the loyalty for the brand of hotel services.
2. There is no significant correlation between the personal factors with the loyalty for the brand of hotel services.
3. There is no significant correlation between the positive opinions (expressed by friends and acquaintances about the hotel services) with the loyalty for the brand of hotel services.

Literature Review:

There are no studies which touched on the topic of "loyalty" to hotel brand in Riyadh City in the Kingdom of Saudi Arabia but there are some studies which had discussed the "loyalty" to a brand in other production sectors. For example, Salh (2010) aimed to study the psychological and social factors and its effect on loyalty of mobiles' buyers to the brand as the study concluded that there is relation between the psychological and social factors of user and mobile brand. Hasen (2017) aimed to know the factors which lead to prefer a specific brand and concluded that there are several factors of preference of a specific brand such as quality, price, specifications and mental image of the brand. Al-Zabi (2013) strived to examine the effect of concepts relevant to the nature of purchasing decisions, mechanism to make these decisions, methods of its evaluation, explain the types reference groups which affect purchasing decision of consumer of automotive goods and identify the types of effect (informative and standard) and degree of their effect on purchasing decision of consumer of automotive goods. Al-Khusroom (2011) aimed to know the effect of perceived difference and perceived quality of on consumer's loyalty to a brand. The study concluded that there is big effect of perceived difference which is created by brand in consumer's mind in his loyalty towards this brand. Also, the perception of consumer for quality increases his loyalty significantly but the role of these two variables increased as a result of their interaction with each other, particularly, the effect which has been resulted from the perceived difference that increases the effect of

perceived quality up to 75 %. Also, the results showed that consumer is ready to pay high price in a number of cases, specially, in return of characteristics that distinguish the brand. El-Khateb (2011) made efforts to identify the "Impact of Marketing Deception in Building up Consumers Image in the Jordanian Market Services". Mujahid (2015) aimed to study the figure of "National Establishment for Manufacturing" from the perspective of consumer as it concluded that there are several factors related to the price, age, income and quality of product which affect the perception of figure of brand of National Establishment. Abdullah (2014) strived to specify the degree of consumer's loyalty and its effect on purchasing decision as it concluded that the degree of loyalty is changed with the changes of personal and social factors of consumer as well as the loyalty among people towards a specific product is changed with the change of purchasing capacity of consumer. Mahran (2011) aimed to develop an integrated method to manage the "brand" which includes strategic planning of the brand, organizing the administration responsible for brand and controlling the performance of "brand". The study concluded that the important elements of perceived quality, which affect the loyalty to a brand, are: a product's distinguished performance, the products of a brand bear the difficult operating condition, excellent external designing of products, achieving leadership in developing the products and getting a high value at the time of purchasing. Nakhla (2006) examined the factors which motivate the consumer to visit the "shopping centers" and found that the environment of commercial center

affects the visit of consumer. Grover & Srinivasan (2010) strived to know the differences between consumers loyal to the brand and those who are not loyal and found that there exists the difference between them. Roth (1995) made efforts to specify definition for mental image of brand and concluded that the social mental image of a brand is to bring to consumer's mind that it will fulfill his social desires such as his belonging to the high social class. Also, the emotional mental image of a brand is to bring to consumer's mind that it will fulfill his feelings and desires in addition to its modernity and novelty.   Al-Qattan (1995) aimed to specify the variables affecting substantially the quality of services provided for customers and strengthening the relations with them. The study concluded that there are no fundamental differences in the attitudes of customers towards the variables of loyalty with change of their demographic variables except for age categories.

From our review of previous studies, these studies are characterized by:

1- Conducted on sectors other than the tourism sector

2- Were conducted in different regions other than the Riyadh area in Saudi Arabia.

This study is different from the previous studies, which were conducted on the Customers of five star hotels in the city of Riyadh in Saudi Arabia, so the study is the first in its field.

Methodology of the Study:

The analytical descriptive method was used in this research which contains the process of collection of data, its characterization and analysis according to the following: -

a) Research Community: It comprised of all customers "Five Star Hotels" in Riyadh City.

b) Research Sample: In view of difficulty stands in the way of comprehensive inventory of all elements of research community, the researcher relied on simple random sampling method which grants equal opportunities to every individual of community to appear in this sample with the possibility of circulating the results to the entire study community. The size of this sample was specified according to statistical rule which says that "the sample size must be bigger than the number of variables from four to five times at least". 1000 individual has been specified as sample size and in order to make sure, 1100 questionnaire has been distributed.

Resources of Data:

This study relied on two types of data: Secondary Data: It contains all references from books, periodicals, published and unpublished researches and whatever was published on Internet regarding the topic "Loyalty" as well as statistical and non-statistical reports related to the tourism services (under the study).

a. Preliminary Data: The data related to the study which was collected for the purposes of research through the questionnaire directed to the customer of hotel services in "Five Star Hotels" in Riyadh City. The questionnaire was prepared by relying on the aspects of loyalty contained in the academic studies and results of previous researches about this topic.

Variables of Research:

a. Independent Variables: These are specifications of hotel

services in "Five Start Hotels" located in Riyadh City which comprised of quality, hotel design, price in addition to personal factors of hotel services' customers in terms of type, income, age and lifestyle also the impact of reference groups of friends and acquaintances for the customer of hotel services.

b. Dependent Variable: The dependent variable is specified by loyalty towards the brand of hotel services as the researcher selected three dimensions of loyalty which are: cognitive dimension, behavioral dimension and attitudinal dimension.

Figure No. (1): Model of the study
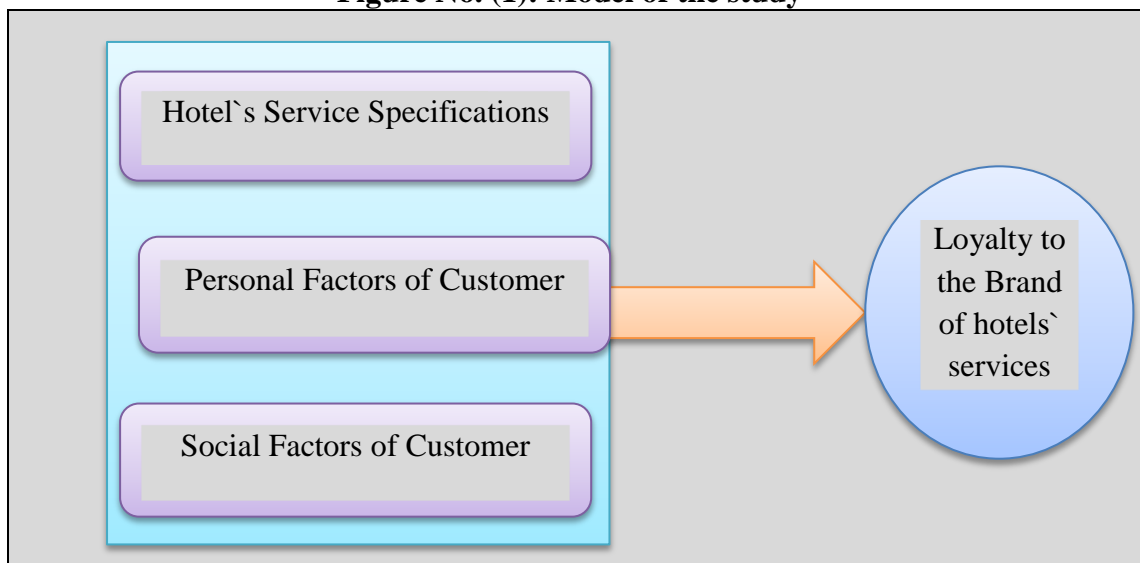
Designing of Questionnaire:

The questionnaire contained (45) questions which aimed to collect necessary data about the variables of the study to examine the validity of hypotheses. The questions starting from number 1 to number 10 aimed to measure the impact of hotel services on the loyalty to a specific brand of "Five Star Hotels". The questions starting from number 11 to number 20 aimed to measure the aspects of variable of loyalty to the "brand" of Five Star Hotels' services. The questions starting from number 21 to number 30 aimed to measure the personal aspects of users of hotel services while the questions starting from number 31 to number 40 aimed to measure the impact of social factors in affecting the loyalty of byer for a specific brand of Five Star Hotels' services. The questions starting from
number 41 to number 45 aimed to specify the rating of loyalty towards the brand of hotel services in "Five Star Hotels" in Riyadh City.

Table No. (1): Distribution of Questionnaire's Questions to Different Themes of the Study. *

N.	Variables	Number of Questions
1	Specification of Hotel Services.	10
2	Dimensions of the loyalty Variable for the Brand of Hotel Services.	10

3	Personal Factors of the user of Hotel Services.	10
4	Impact of Social Factors.	10
4	Classification of loyalty Towards the Brand of Hotel Services.	5
Total		45

Source: Prepared by Researcher.

Reliability and Validity of the Questionnaire:

The validity of the study was tested by presenting the questionnaire to some of the specialists in management and statistics at the University of Prince Saddam bin Abdul Aziz, King Abdulaziz University, King Khalid University, King Faisal University and Taibah University to identify their views on measuring the relationship between the study variables. Questionnaires before they are finally distributed to the research sample.. To verify the stability of the measuring instrument in order to test the consistency of measuring the study variables, the Alpha Cronbach coefficient showed a stability factor of (00.942) which is an acceptable stability factor for being higher than the required standard limit of (00.70) and above.

Table No. (2) :Coefficients of Cronbach's Alpha

Paragraphs	Variables	Coefficients of Cronbach's Alpha
1-10	Specification of Hotel Services	0.931
11-20	Dimensions of the loyalty Variable for the Brand of Hotel Services.	0.898
21-30	Personal Factors of the user of Hotel Services.	0.903
31-40	Impact of Social Factors.	0.929
41-45	Classification of loyalty Towards the Brand of Hotel Services.	0.940
Total		00.942

* Source: Author's calculation based on responses of survey.

Research Determinations and Its Difficulties:

The present study faced following difficulties:

1. Unavailability of previous researches which touched on the topic of loyalty to a brand of Five Star Hotels in Riyadh City.
2. The size of research community is very big as well as there are some cultural obstacles in explaining the importance of research and its feasibility to the hotel sector and customers of "Five Star Hotels" in Riyadh City.

Data Analysis and Results Presentation:

The data were analyzed after dividing into two parts as follows:

A- Personal Variables of Research Sample:

Table No. (3): Distribution of research sample by gender .*

Variables	Frequency	Percentage100%
Male	920	92.00
Female	80	08.000
Total	1000	100%

Source: Author's calculation based on responses of survey.

From the table no (3) we find that the percentage of male from research sample reached (92%) while the percentage of female reached (8%) which is caused by several prevailing social and cultural factors and it is consistent with the nature of purchase decision-making.

Table No. (4): Distribution of the research sample by monthly income level.*

Monthly Income	Frequency	Percentage100%
1000-5000	52	5.200
6000-10000	74	7.400
11000-15000	104	10.400
16000-20000	134	13.400
21000-25000	163	16.30
26000-30000	219	21.900
More Than 31000	254	25.400
Total	1000	100%

Source: Author's calculation based on responses of survey.

From the table no (4), we find that the percentage of the people, whose income is more than 31000, is 25.4% while the percentage of people with an income of 26000 – 30000 reached 21.9%. This is consistent with the nature and price of services of "Five Star Hotels" which is confirmed by the percentage of people with an income of 1000 – 5000 as it reached 5.2%.

Table No. (5): Distribution of the research sample by Age level.

Age	Frequency	Percentage100%
20-29	121	12.100
30-39	318	31.800
40-49	206	20.600
50-59	198	19.800
More Than 60	142	14.200
Total	1000	100%

Source: Author's calculation based on responses of survey.

From the table no (5), we find that the percentage of people whose age is between (30 – 39) years reached (31.8%) followed by the people whose age is between (40 – 49) years as it reached (20.6%). This is consistent with the economic factors related to the income and expenditure and saving rate in addition to the social position and the nature of purchase decision-making which is confirmed by the percentage of people whose age is between (20 – 29) years as it reached (12.1%).

Table No. (6): The Brand Purchased by the Customers.

N	Hotel`s Brands	Percentage 100%	N	Hotel`s Brands	Percentage 100%
1	Riyadh Marriott Hotel	18.000	9	Four Seasons Riyadh	9.000
2	Burj Rafal Kempinski Riya	17.000	10	Crowne Plaza Riyadh Min	9.000
3	Holiday Inn Riyadh	16.000	11	Doubletree By	8.000

4	Izdihar InterContinental Riyadh	15.000	12	Hilton Riya Radisson Blu Riyadh	7.000
5	Ramada Riyadh	13.000	13	Makarim Riyadh	7.000
6	The Ritz-Carlton, Riyadh	11.000	14	Narcissus Hotel and Resid	6.000
7	Sheraton Riyadh Hotel	10.000	15	Novotel Riyadh Al Anoud	5.000
8	Hyatt Regency Riyadh	9.000	16	Corp Executive Deira	4.000
			Total		16 100%

* Source: Author's calculation based on responses of survey.

From table no (6), we find that "Riyadh Marriott Hotel" occupied first position for the brand purchased by the customers of tourism services (users mentioned in the study sample) as the percentage reached (18%) of total purchased brands. The Hotel "Burj Rafal Kempinski Riyadh" got second position with (17%) while the hotel "Corp Executive Deira" satisfied with last position with (4%) of purchases by users of hotel services of Five Star Hotels in Riyadh City.

B- Hypotheses Testing:

Table No. (7): Hypotheses Validity Test and Correlation Coefficients between the Independent and Dependent Variables. *

Independent Variables	Brand loyalty level (correlation)	F-test	R^2	T-test
Specification of Hotel Services.	0.421	85.61	0.188	4.061
Dimensions of the loyalty Variable for the Brand of Hotel Services.	0.400	80.121	0.178	8.991
Personal Factors of the user of Hotel Services.	0.392	50.312	0.132	8.001
Impact of Social Factors.	0.351	8.618	0.144	7.656
Classification of loyalty Towards the Brand of Hotel Services.	0.411	80.214	0.619	0.812

* Statistically significant (α = 0.01)
** Source: Author's calculation based on responses of survey.

- Table no. (7) shows the following: There is correlation at significance level (0.01) between specifications of hotel services (in terms of quality, external appearance, price and ease of use) and loyalty to the brand of hotel services in Five Star Hotels in Riyadh City. The correlation coefficients was (0.421) which states statistically that there is positive correlation which shows that whenever the degree of specifications of hotel services (in terms of quality, external appearance and price) increased, the loyalty to hotel brand increased and whenever the first decreased, the second also decreased. So, we reject the first hypothesis and accept the alternative hypothesis.

The value of "t" was (85.611) that is mean there is statistically significant at significance level (0.01) and indicates

that there is relation between specifications of hotel service and loyalty to hotel brand. The value of coefficients (R^2) (0.188) indicates that the specifications of hotel service (quality, external , price and ease of use) explains the change in the degree of loyalty by (18%) and remaining (2%) is explained by other factors in addition to random errors resulted from accuracy of sample selection and accuracy of measuring units etc.

The value "t" (9.061) indicates that the specifications of hotel service (quality, external appearance, price and ease of use) can reach to (0.000) in the sense that the specifications of hotel service has impact on the degree of loyalty to the brand of Five Star Hotels in Riyadh City.

Based on that, we reject first hypothesis which says that There is no significant correlation between specifications of hotel services (quality, external appearance, price and ease of use) with the loyalty for the brand of Five Star Hotels in Riyadh City and we accept the alternative hypothesis.

We find from table no. (7) that there is correlation at significance level (0.01) between personal factors of customers of hotel services and loyalty to the brand of hotel services in Five Star Hotels in Riyadh City. The correlation coefficients was (0.392) which states statistically that there is positive correlation which shows that whenever the degree of personal factors of customers of hotel services increased, the loyalty to hotel brand increased and whenever the first decreased, the second also decreased. So, we reject hypothesis and accept the alternative hypothesis.

The value "F" (6.312) is statistically significant at significance level 0.01

and indicates that there is relation between personal factors of customers of hotel services and loyalty to hotel brand. The value of coefficients (R^2) (0.132) indicates that the personal factors of user of hotel services explains the change in the degree of loyalty by (13%) and remaining 87% is explained by other factors in addition to random errors resulted from accuracy of sample selection and accuracy of measuring units etc.

The value "t" (8.000) indicates that the impact of personal factors of customers of hotel services can reach to (0.00) in the sense that the specifications of hotel service has impact on the degree of loyalty to the brand of Five Star Hotels in Riyadh City.

Based on that, we reject the hypothesis which says that there is no statistically correlation between the personal factors of customers of hotel services with the loyalty for the brand of Five Star Hotels in Riyadh City and we accept the alternative hypothesis.

- We find from table no. 7 that there is correlation at significance level (0.01) between the impact of social factors of customers of hotel's services and loyalty to the brand of hotel services in Five Star Hotels in Riyadh City. The correlation coefficients was (0.351) which states statistically that there is positive correlation which shows that whenever the degree of impact of social factors of user of hotel's services increased, the loyalty to hotel brand increased and whenever the first decreased, the second also decreased. So, we reject the hypothesis and accept the alternative hypothesis.

The value "F" (61.891) is statistically significant at significance level (0.01) and indicates that there is relation

between impact of social factors of customers of hotel's services and loyalty to hotel brand. The value of coefficients "R^2" (0.144) indicates that the impact of social factors of customersr of hotel's services explains the change in the degree of loyalty by (14%) and remaining (86%) is explained by other factors in addition to random errors resulted from accuracy of sample selection and accuracy of measuring units etc.

The value "t" (7.000) indicates that the impact of social factors of customers of hotel's services can reach to (0.00) in the sense that the personal factors of customers of tourism services has impact on the degree of loyalty to the brand of Five Star Hotels in Riyadh City.

Based on that, we reject the third hypothesis which says that there is no significant correlation between the social factors of customers of hotel's services with the loyalty for the brand of Five Star Hotels in Riyadh City and we accept the alternative hypothesis.

Results of Research:

The study concluded following results:

1) There is strong correlation between specifications of hotel service (in terms of quality, external appearance, price and ease of use) and loyalty to the brand of hotel services.

2) There is relation between the personal factors of customers of hotel services and loyalty to the brand of hotel services. This relation varies in terms of gender, age and level of income of user of hotel services.

3) There is correlation between the social factors, which have an impact on customers of hotel services, and the degree of loyalty to the brand of hotel service in Five Star Hotels.

4) The customers of a brand of hotel services in Five Start Hotels, located in Riyadh City, can do the rating of brands purchased previously or used recently or he intends to purchase in future.

Recommendations:

Based on the results of research, the study recommends following:

1. The producers of hotel services need to present a marketing mix able to attract the customers and draw an excellent mental image of the brand in the minds of existing or potential customers of hotel services. This can be done through following:

   a. To present a tourism product with high specifications taking into consideration the conditions and standards of quality which are consistent with the requirement of customers and able to achieve maximum satisfaction.

   b. To pay full attention to the excellent designing and external appearance of the hotel in a way that is consistent with the mental image drawn in the mind of customer.

   c. To present and prepare different price mix able to attract different age groups and income levels. This will help to maintain the existing customers and attract new customers.

   d. To prepare excellent promotion mix through using different promotion tools which can draw best mental image about the brand of hotel and create a concept in the

mind of customer able to satisfy him with distinguished hotel services.

2. To build information bank about marketing relying on results of marketing researches and studies as a base with the aim to follow up different factors affecting the loyalty of Saudi to hotel services in terms of type of customer, his age, income and life style. Also, prepare appropriate hotel service for customer in terms of quality of service, its price as well as connect his expectation of services and what he is receiving actually so that we can bridge the knowledge gap found between his expectation of services and current services.

3. The bodies, supervising the tourism sector, need to make sure the information which are published by providers of tourism services, through their promotional campaign, to customers and what they are providing actually and that is in order to make sure the level of quality of hotel service on one hand and customer's satisfaction from the hotel product on the other hand. Thus, the mental image about the Saudi tourism product will be improved which will help to achieve maximum degree of tourism attraction and tourism development – in the sense of activating the monitoring systems.

4. There is need to conduct more studies about the cultural, social and economic factors which affect the Saudi customer's orientation towards a specific brand in Hotel Sector. Also, there should be a separate study on every factor containing different aspects of impact factor on purchasing decision for a specific hotel brand.

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