



“INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-
BRAND IDENTIFICATION ON CUSTOMER SATISFACTION AND RETENTION IN
4*&5* HOTELS IN GREECE; A COMPARISON BETWEEN DOMESTIC AND
FOREIGN CUSTOMERS”

BY

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A thesis submitted in partial fulfillment of the requirements for the Master’s degree in Marketing &
Communication

ATHENS, 2022



CERTIFICATE OF DISSERTATION PREPARATION

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ABSTRACT

Customer satisfaction and retention within the hospitality industry involve many elements, tangible and intangible ones. Prior studies in the tourism and hospitality industries have developed theoretical frameworks and introduced various methodologies to explore different types of customer satisfaction and retention as companies and academics have been aware of the great benefits of maintaining a solid base of satisfied revisitors. The present thesis examines the influence of three hotel attributes (physical surroundings & ambience, hospitality, and hygiene attributes) and of customer-brand identification (the state where consumers perceive, feel and value their belongingness with a hotel brand) on hotels' customers' satisfaction and retention levels and aims to identify differences or similarities between the domestic and the external customers. An online questionnaire was filled in by both Greek and foreign customers who have visited a Greek hotel within the last year. The data collected were analyzed in order to reject or accept the conceptual framework's hypotheses using correlation, multiple regression, mediation, and moderation analysis.

The results indicated that there is a positive correlation between all construct and customers' satisfaction and retention. However, the multiple regression analysis later showed that physical surroundings & ambience, hospitality, and customer-brand identification have statistically significant influence on satisfaction. Mediation analysis later revealed that satisfaction has a mediation role between the three hotel attributes and customer-brand identification on the one side and customers' retention on the other. The moderation analysis conducted suggested that customers' have differences in the way they perceive satisfaction and retention based on their nationality. This outcome suggests that hotel managers should pay attention to differences of their customers based on their nationality when they try to satisfy and retain them.

Keywords: hospitality, customer satisfaction, customer retention, hotel attributes, customer-brand identification, nationality

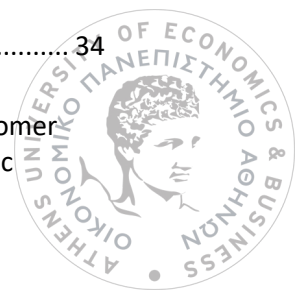
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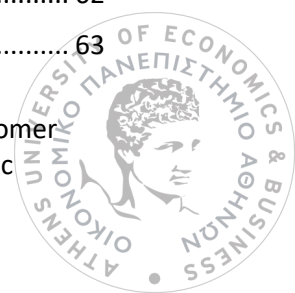


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CHAPTER 1: INTRODUCTION



1.1. Introduction

Greece is a well-known leading tourism and leisure destination. By far most of the tourist spending in Greece comes from leisure travelers as opposed to those traveling for business, and this has a significant impact on the Greek economy (Statista, 2022). Prior to the coronavirus (COVID-19) pandemic, the total contribution of travel and tourism to GDP in Greece was around 38 billion euros, though this fell by over half in 2020 due to the effects of the health crisis. Tourism sector accounted for 12,5 % of Greece's Gross Domestic Product in 2019, but it fell to 3,7 in 2020 (INSETE, 2021). Accordingly, its contribution to Greece's employment was 17,1% in 2019, and it fell to 15,9 after the covid-19 pandemic in 2020 (Ikkos & Koutsos, 2021). However, tourism still boosts employment in the country, with roughly 759 thousand jobs in the Greek travel and tourism industry in 2020 (Statista, 2022).

Many international hotels such as Hilton, Hyatt, and Marriott invested heavily in the Greek hospitality industry. In addition, Greece has developed brand names such as Grecotel, Sani, Luis, Mitsis and Ikkos. Every year, a large number of international and local hotel resorts is built providing luxurious hospitality services. Hotels that provide superior services at affordable prices and offer various facilities are more preferable among customers (Haque et al., 2014).

In this environment of paramount importance, hotels that can attract, maintain, satisfy, and retain customers are more likely to survive (Choi & Chu, 2001). High quality service and enhancing customer satisfaction are widely recognized as important factors leading to the success of companies in the hotel, catering, and tourism industries (Barsky & Labagh, 1992).

1.2. Problem statement & justification

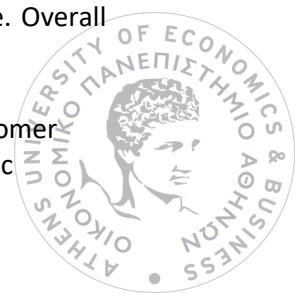
The goal of this study is to investigate the influence that three core hotel attributes – a) physical surroundings & ambience, b) hospitality, c) hygiene attributes- and customer-brand identification have on customers' satisfaction and retention in order to provide results of practical



importance for the industry's professionals. The focus of the study is the context of 4* & 5* hotels in Greece and a comparison is conducted among their visitors based on the country they come from. More specific, it is aimed to compare the domestic and the foreign markets and reveal any potential differences in the way they perceive satisfaction and retention, that will therefore aid their effective targeting.

Satisfaction may be defined as “an overall evaluation of performance based on all prior experiences with a firm” (Skogland & Siguaw, 2004). A customer who receives what she or he expected in a hotel stay is most likely to be satisfied (Bowen & Shoemaker, 2004). Customer satisfaction with the hotels involves many elements, such as the ambience of the hotel and hospitality of the service provided to the customer (Choi & Chu, 2001). Dube and Renaghan (2000) reported that the top two attributes driving business-meeting travelers' hotel-purchase decisions are physical property (exterior, public space) and guest-room design. Bitner (1992) refers to the physical design or setting as tangible and the quality of interpersonal services or hospitality as the intangible present within the servicescape. This study examined the people factor “hospitality», «physical surroundings & ambience” of the hotel as antecedents of customer satisfaction, whereas “hygiene attributes” were added too in order to detect any important aspect of this hotel attribute as a result of the covid-19 pandemic.

Prior studies in the tourism and hospitality industries have developed theoretical frameworks and introduced various methodologies to explore different types of customer satisfaction and retention as companies and academics have been aware of the great benefits of maintaining a solid base of satisfied revisitors (Wang et al., 2012). Studies have shown that a 5% increase in customer retention can generate a profit of 25-95% across a range of industries (Chi & Qu, 2008). Long-term customers buy more, bring in new customers, and take less of the service providers' time. It has been shown that the cost of soliciting new customers is seven times higher than that of retaining old ones (Reichheld & Sasser, 1990) and that enhancing customer retention leads to profit increase. Overall



hotels that can attract, maintain, satisfy, and retain customers are more likely to survive in times of crisis (Choi & Chu, 2001).

Even though the relationship between customer satisfaction and customer retention has been researched for many years, this study extended that research to look at what level customer brand identification influences hotel guests' satisfaction and retention, along with the hotel attributes mentioned above. Customer brand identification, originating from social identity theory, can lead to a range of consumer outcomes, including brand loyalty (He et al., 2012), an essential goal for hospitality managers. Investigators also believe that the concept of customer-brand identification provides a richer understanding of brand management (Kuenzel & Halliday, 2008), and propose that a strong customer-brand identification can induce customers' favorable evaluation of the brand (Ahearne et al., 2005; Underwood et al., 2001). In general, the longer the customer stays in the long-term relationship, the more profitable the relationship becomes to the organization (Sim et al., 2008).

Greece has a far-reaching potential to grow in the world hospitality market, but this requires that hotel managers know the factors that contribute to their customers' satisfaction, their identification with the Greek hotels' brands and finally their retention. The motivation behind this research is to enrich the already established literature with new findings affected by the covid-19 crisis, to deepen the research in the Greek context, view possible differences in the internal and the external markets of customers, and derive useful conclusions for more effective strategies by the industry's managers.

1.3. Objectives of the study

Specifically, in order to achieve the purposes of the study, six research objectives are set:

1. To examine the influence of hotel attributes and customer-brand identification on customer satisfaction.



2. To examine the influence of hotel attributes and customer-brand identification on customer retention.
3. To examine the influence of customer satisfaction on customer retention.
4. To compare the domestic and the external market and reveal any potential differences in the way they perceive customer satisfaction.
5. To compare the domestic and the external market and reveal any potential differences in the way they perceive customer retention.
6. To compare this research's findings with previous research conducted, accept or reject hypotheses based of previous research.

1.4. Context of the study

The present research is conducted in the context of the Greek hospitality market. Greek tourism is divided into 3 “products”: a) sea & sun, b) city break and c) religious & cultural tourism. European countries are the main source of tourists for Greece, accounting for 68% of the total and showing a 40% increase between 2014 and 2017 (PwC, 2018). Five destinations (Crete, South Aegean, Central Macedonia, Ionian Islands and Attica) accept more than 80% of all incoming tourists (Lolos et al., 2021). Greece has 10.082 hotel units, with 457.125 rooms and 902.930 beds, with more than 70% of them located in the five destinations of Crete, South Aegean, Central Macedonia, Ionian Islands and Attica (Hellenic Chamber of Hotels, 2022).

1.5. Outline of dissertation

The next chapter examines the research constructs based on the existing literature. Therefore, the term of customer satisfaction is analyzed regarding the three hotel attributes (physical surroundings & ambience, hospitality, and hygiene attributes) and customer-brand identification.



Then the construct of customer retention is analyzed, followed by an examination in the literature of the cultural impact on customer satisfaction and retention in the hotel industry. The research's hypotheses are formulated in this section.

The third chapter is dealing with the research methodology, where the research method, the conceptual framework, questionnaire design, sampling, analytical methodology, ethical considerations are included.

Data analysis and the study results are included in the fourth section, while the fifth and concluding chapter the discussion alongside limitations, recommendations, and suggestions for future research of the topic are presented.



CHAPTER 2: LITERATURE REVIEW



2.1. The concept of customer satisfaction

Many studies in the literature have been conducted the last sixty years (Cardozo,1964; Olshavsky & Miller,1972; Oliver,1980; Barsky & Labagh,1992; Back et al., 2003; Hargreaves,2015; Bi et al.,2020) in order to measure and explain the concept of customer satisfaction. One of the most important theories that have been developed to conceptualize satisfaction is the expectancy disconfirmation theory by Oliver (1980); that suggests that the variation between expected and perceived performance can determine the level of satisfaction. Positive (satisfaction) or negative (dissatisfaction) disconfirmation occurs when the perceived performance surpasses or falls short of the expected, respectively (Oliver, 1980). Customer satisfaction has been characterized as a largely personal evaluation, dependent on an individual's expectations (Khuong & Hanh, 2016) that takes place after the consumption of a product or a service (Gundersen et al., 1996)

In past research customer satisfaction has generally been studied as a construct that measures the overall satisfaction with the service organization as a result of the aggregate judgement of all interactions and touch points with the service organization (Yang & Peterson, 2004; Chen and Tsai, 2008). The goal of any customer-driven organization is to maximize customer satisfaction through the products and service offered (Mittal et al., 1999), due to the long-term benefits of having satisfied customers such as positive word of mouth, customer loyalty, and sustainable profitability (Greenwell et al., 2002; Liu and Jang, 2009). A customer who receives what she or he expected in a hotel stay is most likely to be satisfied (Bowen & Shoemaker, 2003).

The crucial concept of customer satisfaction has got researcher's attention in many research fields, including the field of tourism and hospitality, since it is recognized as the key to the success of every organization (Lu et al., 2015; Slevitch & Oh, 2010; Tontini et al., 2017; Xiang et al., 2015). The multi-attribute approach has been described by researchers as the most appropriate way to measure and evaluate customer satisfaction, i.e., customer satisfaction should be measured through the



performances of multiple attributes (Mihalic, 2013; Slevitch & Oh, 2010). This approach is also followed by the present study.

2.2. Customer satisfaction attributes in hotel industry

An important number of studies have tried to identify the determinants that shape customer satisfaction in the hospitality industry, as can be seen in Table 2.2. Customer satisfaction with the hotels involves many elements, such as the ambience of the hotel and hospitality of the service provided to the customer (Choi & Chu, 2001). Dube and Renaghan (2000) reported that the top two attributes driving business-meeting travelers' hotel-purchase decisions are physical property (exterior, public space) and guest-room design. Bitner (1992) refers to the physical design or setting as tangible and the quality of interpersonal services or hospitality as the intangible present within the services.

Table 2.2: Customer satisfaction attributes overview

Attribute	Reference
Room	Barsky & Huxley (1992); Chaves et al., (2012); Choi & Chu (2001); Juwaheer (2004); Shankar et al. (2002); Zhou et al. (2014)
Staff	Akan (1995); Atkinson (1988); Barsky & Huxley (1992); Choi & Chu (2001); Hargreaves, (2015); Juwaheer (2004); Knutson (1988); Shankar et al., (2002); Xiang & Krawczyk (2016); Zhou et al. (2014)
Cleanliness	Akan (1995); Atkinson (1988); Hargreaves (2015); Knutson (1988); Xiang & Krawczyk (2016)
Location	Barsky & Labagh (1992); Chaves et al. (2012); Knutson (1988); Xiang & Krawczyk (2016); Zhou et al. (2014)
Security& Safety	Atkinson (1988); Hargreaves (2015); Knutson (1988)
Value for money	Atkinson (1988); Chaves et al. (2012); Choi & Chu (2001);Hargreaves (2015); Shankar et al. (2002); Zhou et al. (2014)
Service	Knutson (1988); Xiang & Krawczyk (2016); Zhou et al. (2014)
Comfort	Knutson (1988)
<i>General hotel facilities</i>	Zhou et al. (2014)



This study examined three attributes as components of hotel customer satisfaction:

1. Hotel's physical surroundings & ambience: The location of a hotel and its physical surroundings is a factor that almost every research has identified as a crucial attribute regarding customer satisfaction (Barsky & Labagh (1992); Chaves et al. (2012); Knutson (1988); Xiang & Krawczyk (2016); Zhou et al. (2014)). It is therefore concluded that it is an attribute that cannot be missed from research examining the topic of hotel customer satisfaction. Ambience is added to the physical surrounding's impact due to the fact that research is examining this factor the past few years more than ever, with papers about its importance in any relevant service organization, for instance Sulec and Hensley (2004) reported that restaurant atmosphere effected customers' satisfaction while Skogland and Siguaw (2004) found that hotel ambience did positively affect hotel satisfaction.
2. Hospitality: In the service literature, hospitality is described as an intangible product (Walker, 2006). This attribute was chosen out of many because of its significance in any service relevant field. As it is depicted in the table presented above, the "people factor" or what in the table is called "staff" has got research attention by the earlier years of customer satisfaction studies (Atkinson, 1988) until more recent ones (Xiang & Krawczyk (2016), showing the intertemporal significance of the term.
3. Hygiene attributes: Cleanliness has always been an attribute to be examined regarding customer satisfaction in hotels, as it is depicted in the table above. However, after the covid-19 pandemic crisis its significance has been increased. This study aims to examine to what extend is customer satisfaction affected by this attribute and if after the covid-19 pandemic this affect has changed in comparison to what previous studies have shown.



5.2.1. Hotel physical surroundings & ambience

Ambience refers to the special atmosphere or mood created by a particular environment. Ambience is one of the pivotal issues in hospitality services (Heide, Laerdal, & Grønhaug, 2007). Following the environmental psychology stance developed in the 1970s (e.g., Mehrabian & Russell, 1974) and Bitner's (1992) seminal work, which led to the evolution of the consumption environment into servicescape, academic and professional interest has increased in the service consumption environment. Studies have found that the ambience of the hotel affects a customer's selection decision (Lewis, 1984). Link (1989) suggested that hotel revisits could be enhanced by improving its ambience to meet the needs of the target market segments.

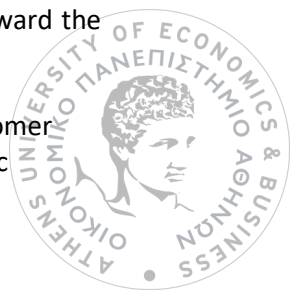
Out of the above, the first hypotheses can be formed:

H1: Hotel's physical surroundings and ambience affects positively customers' satisfaction.

H2: Hotel's physical surroundings and ambience affects positively customers' retention.

Bitner (1992) categorized the servicescape into ambient conditions, space/function, and sign, symbols, and artifacts. Ambient conditions pertain to the intangible background environment (Ryu & Jang, 2008), including air quality, temperature, odor, music, and sound (Bitner, 1992). Since these may be perceived by the sense organs (Lin & Worthley, 2012), they can evoke sensory perceptions. Research interest in service ambient conditions may offer information on easy ways to manipulate environments to enhance customer satisfaction, compared to alternatives (Heung & Gu, 2012; Ryu & Jang, 2008) that increase product ranges and require the creation of new services.

Skogland and Siguaw (2004) examined the people factor and satisfaction with hotel ambience and reported that satisfaction with a hotel's ambience did positively affect word-of-mouth and loyalty. In similar context, Sulek and Hensley (2004) reported that in examining customer satisfaction in restaurants, restaurant atmosphere was one of the factors that had significant effects. A comfortable ambience acts to enhance customer satisfaction, serves to ensure behavioral intentions toward the



service environment, positive reviews about service, and creates a favorable image of the service or brand in the mind of the customer (Jani & Han, 2013).

5.2.2. Hospitality

According to the Merriam-Webster Dictionary (2021), hospitality is the: “friendly and generous reception and entertainment of guests or strangers.”. Hospitality can therefore be described as the people component of service quality. One essential difference between the “hospitality” business and other business sectors is that hospitality produces guest satisfaction-an ephemeral product or, in the service literature, an intangible product (Walker, 2016).

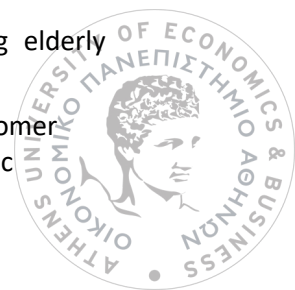
To further define hospitality in the hotel business, Walker included “the need to greet, assist and serve guests” (Walker, 2006). Characteristic of hospitality’s influence is the notice that almost 70% of identifiable reasons why customers switched to competitors were associated with a dissatisfying service experience with a service provider during the service encounter (Whiteley, 1991).

In the hotel business, the employees act as the boundary spanners with the customers that represent the service quality being delivered (Zeithaml & Bitner, 2003). The quality of service provided by the service producer during the face-to-face encounter with the customer could be the deciding factor on which the customer makes a re-purchase decision and is an influencing factor in the customer’s decision to form and maintain a long-term relationship with an organization (Barksy & Labagh, 1992; Bitner et al., 1990; Bolton & Drew, 1992).

Service relationship between the customer and the service provider has always been cited as being critical (Scanlon & McPhail, 2000). Petrillose and Brewer (2000), using focus groups, found that customers perceived their experience as excellent when employees were courteous, friendly, helpful, and ready to respond. Major findings from Fu and Parks (2001) were that friendly service and individual attention were more important factors than tangible aspects of service in influencing elderly

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customers' behavioral intentions. Scanlon and McPhail (2000) reported that the underlying dimensions defining relationship formation are positive first impressions, adaptive behavior, memorable and satisfying service experience, extended interaction and conversation, and intentions to continue to patronize the organization.

The “people factor” may be the most salient factor in determining overall satisfaction and repeated purchasing in the service industries (Yuksel & Yuksel, 2000). Choi and Chu (2001) reported “staff service quality” to be one of the influential factors in determining travelers' overall satisfaction levels and their likelihood of returning to the same hotels.

H3: Hospitality affects positively customers' satisfaction.

H4: Hospitality affects positively customers' retention.

Skogland and Siguaw (2004) while examining if the people factor effects customer satisfaction in hotels, they reported that the factor that caused guests to be most involved in the purchase decision was its employees.

As competition is growing, employees in multiple service sectors and particularly in the hospitality industry are expected to cater guests' needs and to learn continuously about their expectations (Hemmington, 2007; Ro & Wong, 2012). They have to create memorable experiences and to be hospitable (Skandrani & Kamoun, 2014). This is likely to encourage guests to return back and to foster not only favorable attitude towards the hotel but also “behavioral loyalty” as stated by Hemmington (2007). Besides, loyal customers are more likely to provide strong word-of-mouth or “emotional loyalty” (Dick & Basu, 1994; Hemmington, 2007; Yuksel, Yuksel, & Bilim, 2010). Behaviorally loyal customers act loyal but have no emotional bond with the brand (e.g., identify themselves with the brand) or the supplier whereas emotionally loyal customers do, making therefore emotional loyalty much stronger and longer lasting than behavioral loyalty (Kuusik, 2007).



2.2.3 Hygiene attributes

Hygiene refers to protecting one's own safety from harm to life or well-being or it can also be regarded as preparation for and securing conditions to benefit health (Yu et al., 2021). Enhancing hygiene can significantly reduce the risk of diseases that may endanger life. Inadequate hygiene management can lead to diseases, in particular, poor hygiene can cause respiratory diseases, such as pneumonia and influenza (Utsi et al., 2016). In addition, poor hygiene management can cause infectious diseases, such as gastrointestinal infections, trachoma, and worm infections (Biran et al., 2014). In other words, hygiene conditions can have positive effects, which prevent a variety of diseases, or negative effects, which cause such diseases (Yu et al., 2021) in many service industries (e.g., restaurants, retails). Therefore, many studies emphasize the necessity and importance of hygiene to maximize positive effects for companies and minimize the negative consequences for them (Brian, et al., 2014; Delea et al., 2020; Sifuentes et al., 2014).

Hygiene attributes are especially important in the service environment where the customer's first impression of a firm has significant ramifications (Vilnai-Yavetz & Gilboa, 2010). Regarding the hospitality industry, hygiene and cleanliness are essential to successful hotel operations and have garnered increased attention after public health crises such as the 2003 SARS outbreak (Kim et al., 2005). Specifically, hygiene and cleanliness have been widely discussed in terms of the hotel industry recovery (Chien and Law, 2003; Henderson and Ng, 2004).

Studies show that customers are influenced by hygiene and cleanliness conditions when making purchase decisions in a service environment (Hecht and Martin, 2006; Vilnai-Yavetz and Gilboa, 2010; Zemke et al., 2015). More specific, hotel customers have brief experiences of a hotel's products and services and develop immediate reactions to these products and services (Yu et al., 2021). Therefore, it can be argued that the hygiene of hotel products and services is a key factor in determining hotel-centric customer behavior, such as customer satisfaction, perceived service quality, and revisit intention (Barber & Scarcelli, 2010; Pizam & Tasci, 2019).

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H5: Hotel's hygiene attributes affect positively customers' satisfaction

H6: Hotel's hygiene attributes affect positively customers' retention

2.2.4 Hotel's hygiene attributes and covid-19 crisis

The spread of COVID-19 and large-scale travel restrictions have wreaked havoc on the global tourism and hospitality industry (Yiang & Wen, 2020). According to an open letter from Gloria Guevara, President and CEO of the World Travel and Tourism Council, the travel and tourism sector was “in a fight for survival” due to the COVID-19 global health crisis (Guevara, 2020). Hotels were especially susceptible to reduced tourism and travel along with a slowdown in economic activity (Hoisington, 2020). A characteristic example was in February 2020 the revenue-per-available-room (RevPAR) at Marriott hotels that fell by nearly 90% in Greater China and declined by 25% in other parts of the Asia-Pacific region compared with the same period in 2019 (Wallis, 2020).

The importance of hotel cleanliness and hygiene has therefore become particularly salient, because COVID-19 can be spread by touching surfaces contaminated with the virus (WHO, 2020). Hotel surfaces are likely to be dirty, contain higher microbial counts and yield potential sources of disease transmission (Park et al., 2019). In addition, aerosol transmission via central air conditioning could be another route of COVID-19 infection (Zhang et al., 2020).

Many studies have considered overall hygiene and cleanliness as a principal determinant of travelers' hotel choices (Lockyer, 2005), guest satisfaction (Gu and Ryan, 2008), guest delight (Magnini et al., 2011) and guest loyalty (Barber and Scarcelli, 2010). Given the growing consumer demand for hotel hygiene following the COVID-19 outbreak, enhanced cleanliness and sanitization to prevent or limit the spread of disease can be promoted as a selling point during and after this pandemic (Yiang & Wen, 2020). Zemke et al. (2015) found that younger travelers and women of all ages would be willing to pay a premium for enhanced guestroom disinfection. Thus, when predicting the hotel industry's

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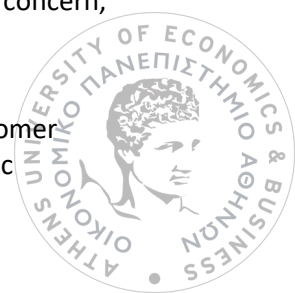
recovery post-COVID-19, hygiene and cleanliness must be focal points given the severe effects of this pandemic and hotel guests' higher safety-related expectations during travel (Yiang & Wen, 2020).

2.3. The concept of customer-brand identification

The concept of identification originates from social identity theory, which maintains that the self-concept comprises a personal identity, consisting of idiosyncratic characteristics such as abilities and interests, and a social identity, encompassing salient group classifications (Ashforth and Mael, 1989; Hoyt and Turner, 1985). Identification is essentially a perceptual construct (Mael and Ashforth, 1992), implying identity fit and identity matching. Individuals tend to go beyond their self-identity to develop a social identity by classifying themselves and others into various social categories (e.g., organizational membership and sport clubs) (Mael and Ashforth, 1992). Identification takes place when an individual sees himself or herself as psychologically entangled with the characteristics of the group (So et al., 2013). Customer brand identification has been also defined as a customer's psychological state of perceiving, valuing, and feeling his or her belongingness with a brand (Lam et al., 2013).

From a consumer perspective, identification is an individual's "perceived ownness with or belongingness to an organization" (Bhattacharya et al., 1995). In an attempt to determine why and under what conditions consumers enter into strong, committed, and meaningful relationships with certain companies, investigators have proposed that strong consumer– company relationships are based on consumers' identification with the companies that help them satisfy one or more important self-definitional needs (Bhattacharya and Sen, 2003).

Establishing brand loyalty towards service brands is considered to be more challenging than brands associated with goods because the intangible nature of service brands is associated with increases in consumers' perceived risk of purchasing a service (So et al., 2013). To address this concern,



brand cues are suggested as a way to enhance the brand image which, in turn, influences service purchase decisions (Brady et al., 2005). As extrinsic cues such as advertising and personal referrals have been shown to be significant influences in hotel purchase decisions (Brady et al., 2005), it is reasonable to suggest that a level of identification with the brand is the result of such brand cues (So et al., 2013). Specifically, Kuenzel and Halliday (2008) demonstrate that corporate communication, in addition to the perceptions of others that the brand is well regarded has a significant influence on customer brand identification.

2.3.1 The effect of customer brand identification on hotel industry

In the highly competitive hotel industry, where products and services have reached “commodity” status (Mattila, 2006), hoteliers are required to find ways to set their products and services apart from others (Choi and Chu, 2001) in order to satisfy their customers and retain them. This need has given rise to the use of branding strategies as a source of differentiation (Pappu et al., 2005) and competitive advantage (Kim and Kim, 2005), making branding one of the most dominant trends in the global hotel industry (Kayaman and Arasli, 2007), integrant part of which is the goal of customer identified with the brand.

Hospitality and tourism researchers have described customer brand identification as an important yet underutilized construct (Bhattacharya & Sen, 2003; Martinez & Rodriguez Del Bosque, 2013). Research indicates that customer– company identification increases product utilization (Ahearne et al., 2005) as well as repurchase frequency (Bhattacharya et al., 1995). Similarly, customers, who are identified with a brand community are satisfied and are more likely to recommend the brand (Algesheimer et al., 2005).

H7: Customer-brand identification positively affects customers’ satisfaction.

H8: Customer-brand identification positively affects customers’ retention.

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Empirical research also supports the effect of customer-brand identification on brand loyalty measures, including word-of-mouth intentions (Kuenzel and Halliday, 2008; Tuskej et al., 2013), purchase intention (Kuenzel and Halliday, 2008), and consumer commitment (Tuskej et al., 2013), as well as the brand loyalty construct (He and Li, 2011; He et al., 2012; Homburg et al., 2009; Kuenzel and Halliday, 2010).

2.4. The concept of customer retention in hotel industry

Customer retention has been defined by Oliver (1997) as “Deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour”. From an organizational point of view, there are several definitions of customer retention, for instance, customer retention was defined as “the way in which a company can keep its customers and maintain its customer portfolio” (Ammari & Bilgihan, 2019). Another definition look into the customer retention as transferring the new customer to regular customers and keep good relationship with them (Mokhtaruddin et al., 2019). Thus, customer retention is to maintain the base of customers and turn them to loyal customers to the organization (Hawkins & Hoon, 2019; Syaquirah & Faizurrahman, 2014). In this study the term of customer retention is viewed from a customer perspective, and it is measured by the answers of guests regarding their intention to revisit the 4* or 5* hotel that they visited in Greece.

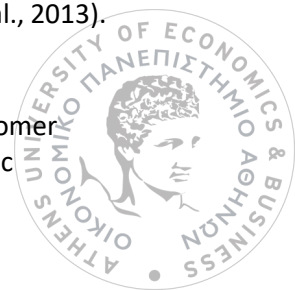
The first important dimension of customer retention is customer’s “intent to switch”, since hotel customers may enjoy switching to different hotels when returning to the same destination (Tideswell & Fredline, 2004). Researchers in hospitality industries have indicated the importance of understanding the underlying causes of customer retention behavior and how it relates to customers’ intent to switch (Back & Parks, 2003). The intent of switch may be affected by many factors, such as loyalty (Shoemaker & Lewis, 1999), and dissatisfaction that occurred as a result of defections (Reichheld, 1990).



The second dimension of customer retention is the one of customer loyalty, that can be defined as the likelihood of a customer's return to a hotel (Bowen. 2003). A loyal customer may have emotional attachment to the hotel (Griffin, 2002). Loyal customers are the principal drivers of profits as they continue to stay at a brand's properties with almost no marketing costs to obtain them. Tideswell and Fredline (2004) reported that guests who fit into the extremely loyalty cluster have high attitudinal attachment to the hotel, so that many are prepared to change the timing of their visit to ensure they are able to stay at their preferred property. They are also not as sensitive on pricing issues and are willing to pay more to stay in their favorite property rather than go elsewhere in favor of cheaper room rate (So et al., 2013). It has been found that brand loyalty customers reduced marketing costs associated with attracting new customers (Kotler et al., 2009). In addition, these customers say positive things about a company to others (Tepeci, 1999) and frequently pay premium prices (Bowen & Shoemaker, 1998).

In service-oriented industries such as hospitality, customer retention is the ultimate goal of all hotel's operations (Mokhtaruddin et al., 2019). Barsky and Lin (2004) reported that in the luxury hotel segment among leisure travelers, overall satisfaction was significantly higher among repeat guests. This suggests that satisfying leisure travelers can pay off handsomely with higher rates and more repeat guests (Kim et al., 2001). According to the findings of Reichheld and Sasser (1990), a 5% increase in customer retention translated into a 25% to 125% increase in the profitability of nine selected service firms. Most recent studies indicated that an increase by 1% in customer retention can increase the profit of companies by 5% (Hawkins & Hoon, 2019). Long-term customers buy more, bring in new customers, take less of the service providers' time, and are less sensitive to price (Reichheld & Sasser, 1990). It has been shown that the cost of soliciting new customers is seven times higher than that of retaining old ones (Sim et al., 2006) and that enhancing customer retention will lead to profit increase.

In order to enhance the retention of customers, it is essential for hotel managers to understand the relationship between customers' satisfaction and customer retention (So et al., 2013).



Studies have reported significant links between customer satisfaction and retention (Bolton, 1998; Cronin & Taylor, 1992). Sirgy and Tyagi (1986) mentioned that a customer's repeat purchase is closely associated with his or her satisfaction with an initial purchase.

H9: Customer satisfaction positively affects customer retention.

Choi and Chu (2001) reported factors that determined travelers' overall satisfaction levels and their likelihood of returning to the same hotel as well. However, Skogland and Siguaw (2004) reported only a weak connection.

2.5. The moderating role of nationality on hotel's customer satisfaction and retention

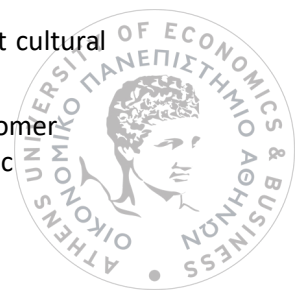
As the 'global consumer' seems to be a myth, the role of cultural differences on the formation of customer behaviour and the perceptions of the satisfaction from the service offered are gaining support in the marketing literature (Keillor et al., 2007; Kozak, 2001; Liu et al., 2001; Woodside et al., 2011). In the competitive environment of hospitality industry, it is of vital importance for a hotel to have services that are able to satisfy and retain a very diverse customer base. Culture is one of the most effective yet complicated elements that hotel operators need to understand in order to provide great services in accordance with the customers' needs (Ueltschy et al., 2007). Travelers from different countries may have different preferences that alter their expectations (Yuksel, 2004) and level of satisfaction (Bowen & Clarke, 2002) from the services received. Furthermore, Ueltschy et al. (2007) stated that it is important for service providing companies such as hotels to realize that customer preferences are not identical all around the world.

H10: Domestic and foreign hotel customers have differences regarding the way they perceive customer satisfaction.

In another research conducted by Seo J. (2012) examining cultural impact on customer satisfaction in hotels among American, Chinese, and Japanese customers, it was found that cultural

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background of a guest has a strong impact on how one expects and perceives satisfaction. Seo J. (2012) further suggests that “It is hotels’ utmost competitive advantage to utilize the information on cultural differences and to implement cultural values into their operations”. It is important to focus on the attributes that each culture value the most because it enables hotels to provide customizable service to their guests and in turn, it helps hotels in maximizing customer satisfaction and retention (Seo, 2012).

H11: Domestic and foreign hotel customers have differences regarding the way they perceive customer retention.

Cultural variation results from different cultural values and affects perceptions and experiences that play an important role in consumers’ attitude behaviors (Kim & Prideaux, 2006), satisfaction (Van Birgelen et al., 2002), retention (Mattila & Choi, 2005), decision making or perceptions of a hospitality business (Huang et al., 1996). In line with Van Birgelen et al. (2002), Pantouvakis (2013) suggest that people tend to differ in their levels of satisfaction and retention as a result of nationality.



CHAPTER 3: METHODOLOGY



3.1 Method

For this study, qualitative research was conducted in the early research stages, in order to identify and determine the proper variables for the main quantitative research. Research by different business studies, academic journals and other sources was presented in detail in Chapter 5, that one of literature review.

Quantitative research was then used in this study through an online questionnaire. The data collection methods and the analytical methodology used for this study are based on the analysis of primary data collected through questionnaires specifically created for the purpose of this particular dissertation. The survey was administered online, in order to gather a significant volume of answers of the investigated sample and collect all the primary data needed. The questionnaire was designed and shared through the social media in order to reach a broad audience both in Greece and abroad, for the period 16/11/2021 - 5/12/2021. The questionnaire was pretested in October 2021 by 34 participants in order to ensure the clarity of the questions and that few ambiguities existed. Overall, 362 individuals participated in the research out of which 318 were valid.

The scientific approach used was the one of deductive reasoning, where hypotheses (Table 3.1) were made and then research was designed to test if the hypotheses were confirmed or not.



Table 3.1: Research Hypotheses

RESEARCH HYPOTHESES

H1	Hotel's physical surroundings and ambience affects positively customers' satisfaction.
H2	Hotel's physical surroundings and ambience affects positively customers' retention.
H3	Hospitality affects positively customers' satisfaction.
H4	Hospitality affects positively customers' retention.
H5	Hotel's hygiene attributes affect positively customers' satisfaction.
H6	Hotel's hygiene attributes affect positively customers' retention.
H7	Customer-brand identification affects positively customers' satisfaction.
H8	Customer-brand identification affects positively customers' retention.
H9	Customers' satisfaction affects positively customers' retention.
H10	Domestic and foreign hotel customers have differences regarding the way they perceive customer satisfaction.
H11	Domestic and foreign hotel customers have differences regarding the way they perceive customer retention.

The below conceptual framework was designed based on previous studies (where PSA= Physical surroundings & ambience, H=Hospitality, HA=Hygiene attributes, CBI= customer-brand identification, CS=customer satisfaction and CR=customer retention) and tested in the specific context of 4* & 5* hotels in Greece in order to accept or reject the hypotheses mentioned above:



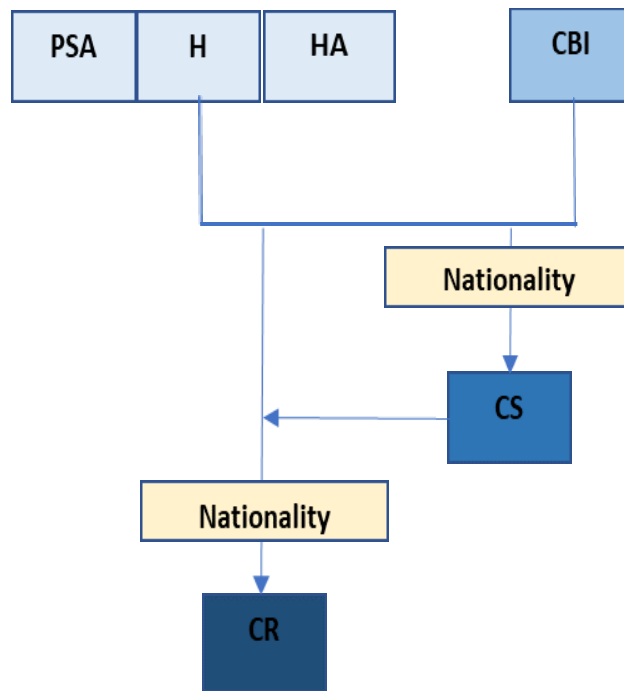


Image 3.1: Conceptual Framework

3.2. Questionnaire design

The survey's questionnaire was designed in order to measure participants satisfaction, brand identification, and intend to revisit a 4* or 5* hotel in Greece that they have visited within last year. The questionnaire consisted of 44 questions, where 40 of them were Likert scale type of questions ranging from strongly disagree to strongly agree. Firstly, the respondents were introduced to the questionnaire through a question to assess if the person responding has visited within the last year a 4* or 5* hotel in Greece and if yes, what was the purpose of the visit and what was his/her companion if any.

Then the questionnaire had 6 chapters, each of one addressing a different research construct with Likert scale type of questions. The three satisfaction attributes were addressed first: a) Hotel's physical surroundings & ambience, b) Hospitality, c) Hygiene attributes and then customer- brand identification. Customer satisfaction and customer retention were examined lastly, again with Likert

scale type of questions. All using scales that were used derived from the literature (Sim et al, 2006, So et al,2013) with small amendments taken place.

Last but not least, some demographic questions were added to the last part of the questionnaire, asking the respondent to reply to typical questions like nationality, sex, age, and level of education.

3.2.2. Pretest's comments

The survey's questionnaire pretest took place in October 2021. The total number of the participants was 34 out of which 31 were valid to proceed, including 12 females and 19 males who have visited a 4* or 5* hotel in Greece within the last year. A default sample size of 30 participants is recommended (Perneger et al., 2015) making the size of the pretest conducted sufficient. Copies of the questionnaires that were distributed can be found in the last chapter of this thesis (7. The Appendix).

The feedback included several positive comments like the up-to-date reference to the hygiene attributes due to the covid-19 crisis and the high interest of the participants concerning the concept of customer-brand identification. However, of vital importance was the fact that the phrasing of the questionnaire was easy to comprehend, it did not stress the participants, and it did not make them tired as they declared that it took them less than fifteen minutes to complete it.

However, some problematic areas were spotted as well and corrected in order to distribute the final version of the questionnaire. Firstly, the Likert scale was changed in order to include six points and not five. It was noticed that participants easily tended to select the neutral point of 3 in all the answers of several units of the questionnaire (385 out of 961 answers- 40%) and in order to solve this issue a Likert scale of 6 points was adopted. The even number of 6 response scale was adopted without



having a middle neutral or undecided choice, in order to force the respondent to decide whether they lean more towards the agree or disagree end of the scale for each item (Sim et al., 2006).

Furthermore, even though participants mentioned how important it is to measure hygiene attributes in such a questionnaire, they proposed that further and more clear importance should also be given to the covid-19 protocols that a hotel should follow. For this reason, one more relative question was added in the hygiene attributes section. All expressions in the hygiene attributes sections were also changed in order to make clear that they refer to the specific hotel experience based on which the participant is answering the questionnaire, and not the general option that someone may have concerning such issues. This action aimed to eliminate the threat of irrelative to the context of the survey answers by the participants.

Last but not least, some more questions were added in the last part of the questionnaire in order to capture more clearly the participants' satisfaction level about not only the four satisfaction parameters included (1. Physical surroundings & ambience, 2. Hospitality, 3. Hygiene attributes, 4. Customer-brand identification), but about their overall hotel experience. Most important though, is the fact that by this mean it is ensured that a participant that was satisfied concerning the four parameters tested, but not generally satisfied would be able to be detected in the analysis of the data afterwards.

3.2.3. Reliability analysis

As reliability, Nunnally (1978), defines the degree to which measurements are free from error and, consequently, provide consistent results. In spite of the fact that there are many methods for calculating internal consistency, the most frequent method used is Cronbach's Alpha, which is the degree of inter-correlations among the items that constitute a scale. The reliability analysis tests that were conducted concerning questionnaire answers, as well as pretest's answers indicated that the



questionnaire's items had high internal consistency – all Cronbach alpha reliability coefficients were above ,70 (,846 to ,929) (Table 3.2 & Table 3.3). Cronbach alpha reliability coefficient can range from 00.0 (if no variance is consistent) to 1.00 (if all variance is consistent) with all values between 00.0 and 1.00 being possible and with all values above ,85 being characterized as “excellent” (Bonnet 2002).

Table 3.2: Questionnaire's Cronbach alpha reliability coefficients

Questionnaire's scale	N of items	Cronbach alpha coefficient
Physical surroundings & ambience	9	,918
Hospitality	6	,956
Hygiene attributes	8	,934
Customer-brand identification	7	,960
Satisfaction	2	,921
Retention	4	,943

Table 3.3: Pretest's Cronbach alpha reliability coefficients

Questionnaire's scale	N of items	Cronbach alpha coefficient
Physical surroundings & ambience	8	,846
Hospitality	5	,929
Hygiene attributes	6	,879
Customer-brand identification	5	,894
Retention	7	,902

3.3 Sampling

There are two main sampling techniques in research: probability sampling, where it is feasible to generalize the findings to the population, and non-probability sampling. In this present research, non-probability sampling is used and more precise, convenience sampling was used regarding the Greek participants and snowball sampling was used in order to gather responses from non-Greek participants. The resulting sample may have the limitation of not being representable of the population, but it was conveniently available to use due to the time limitations and constraints of the study.



The sample size was 318 responses (they were 362 originally but 44 were excluded because they were not valid). Thus, the pass-through rate was 88 percent. More than half of the responses derives from Greek participants (186) that participate to the survey by using the convenience sampling technique. More particular, participants were easily available to participate since they belong to the close social sphere. The questionnaire was distributed online through social media and was filled by users that were online minimizing that way the time and cost needed to collect the necessary data.

Regarding the non-Greek audience of the survey (132 participants), the snowball sampling technique was used where people who are easily accessible are asked to forward the questionnaire to their acquaintances. In this case, employees working in 4* and 5* hotel in the front office (receptionists and guest relations agents) were asked to forward the questionnaire to guests who have visited the hotel they work for within the last year. This technique has a viral character that provides more answers faster.

3.4 Analytical Methodology

Data were processed and analyzed using statistical software SPSS version 26 after confirming no missing information and removing outliers. Statistical tests were also conducted for each hypothesis separately for demographic variables using univariate analysis (descriptive statistics). The demographic data include gender, age, educational level, nationality, hotel category, purpose of the trip, and type of guest. The results will be presented in graphs, in the next chapter in order to depict the survey sample's characteristics.

Bivariate and multivariate analyses (inferential statistics) examined the research hypotheses. More specifically, correlation analysis investigated the interrelations between the constructs; multiple regression analysis provided a more in-depth conceptual model analysis; moderation analysis using



Process macro model 4 checked the moderating role of nationality. Bootstrapping or the robust method was used to enhance results' accuracy.

3.5 Ethics

The conducted research was conducted with integrity in order to minimize any ethical concerns. The mainly decision that was taken to offset threats like deception, lack of inform consent, invasion of privacy and stress to the participants was the use of a cover letter at the beginning of the questionnaire, serving as a briefing before participation.

In this cover letter (see Appendix), the purpose of the conducted survey was firstly described and a description of the topic. Concerning the ethical principle of autonomy, this was guaranteed by the fact that participants were able to answer whenever they wanted to, they were not pressured to participate, and they could of course make their own decisions when answering. It was therefore clear stated and declared that participation is voluntary and that each and every participant is free to withdraw at any time without any consequences. Refusing to participate also involved no penalties or loss of benefits. The issue of privacy and confidentiality was dealt with the declaration in the cover letter that all data gathered will be recorded anonymously and without any chance of identifying the participant by his/her answers. Consequently, the cover letter presented to the survey participants sufficiently provided information about the research's ethical considerations, safeguarding their anonymity and confidentiality

Last but not least, the questionnaire was designed in such a way in order not to stress the participants. Participant easily comprehend the content of the questionnaire and neutral wording was used avoiding that way words that may be perceived as leading within the survey's context.



CHAPTER 4: DATA ANALYSIS & RESULTS



4.1. Respondents' profile

At first, a preliminary analysis was conducted, in order to obtain descriptive statistics about the respondents' demographics. In total, 318 valid responses were collected. Detailed data regarding respondents' characteristics are depicted in the following subsections and their figures.

4.1.2. Gender

An ideal situation for research like the one conducted in this thesis is to have an equally distributed sample between male and female respondents. This questionnaire was sent through social media via personal messages, was posted in groups and profiles in order to guarantee that both male and female audience will have the chance to answer it if they wanted to. Based on the analysis performed, out of the 318 respondents 130 were from male, 183 were from female, and 18 from people that preferred not to say their gender (Figure 4.1.2).

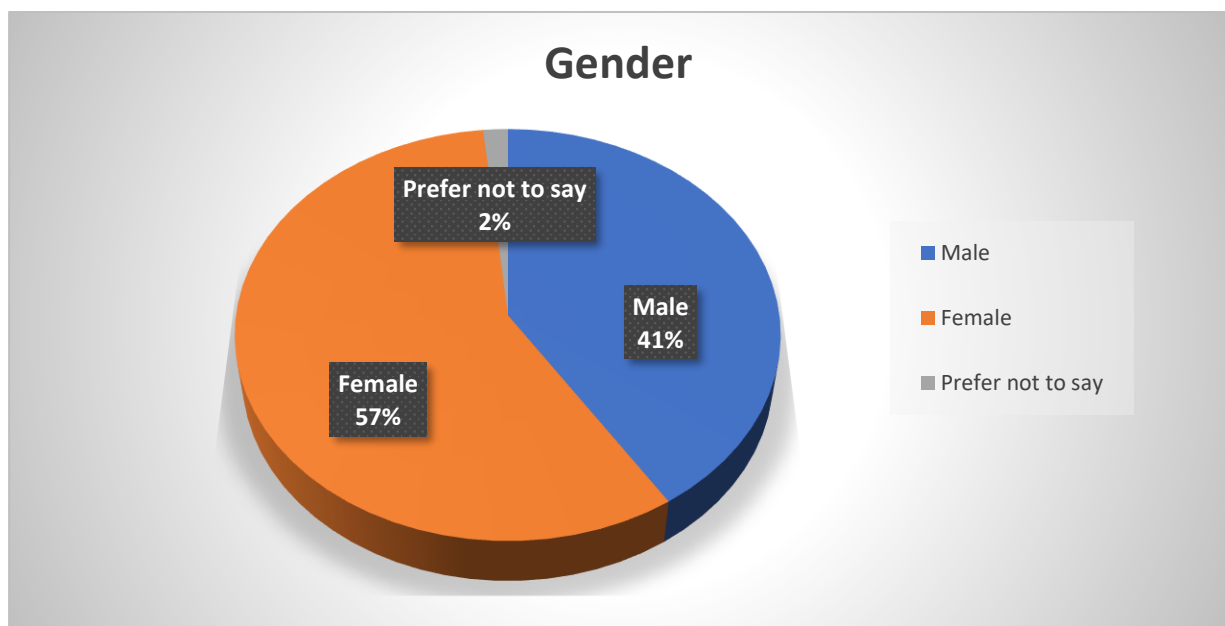


Figure 4.1.2 Respondents' gender percentages %

4.1.3. Age

Almost half of the sample of the study belongs to the age group of 26-40 years old. In actual numbers, 75 respondents are 19-25 years old, 155 are 26-40, 34 are 41-55 and 54 are over 55 years old. The results regarding the distribution of age are depicted in the figure below (4.1.3)

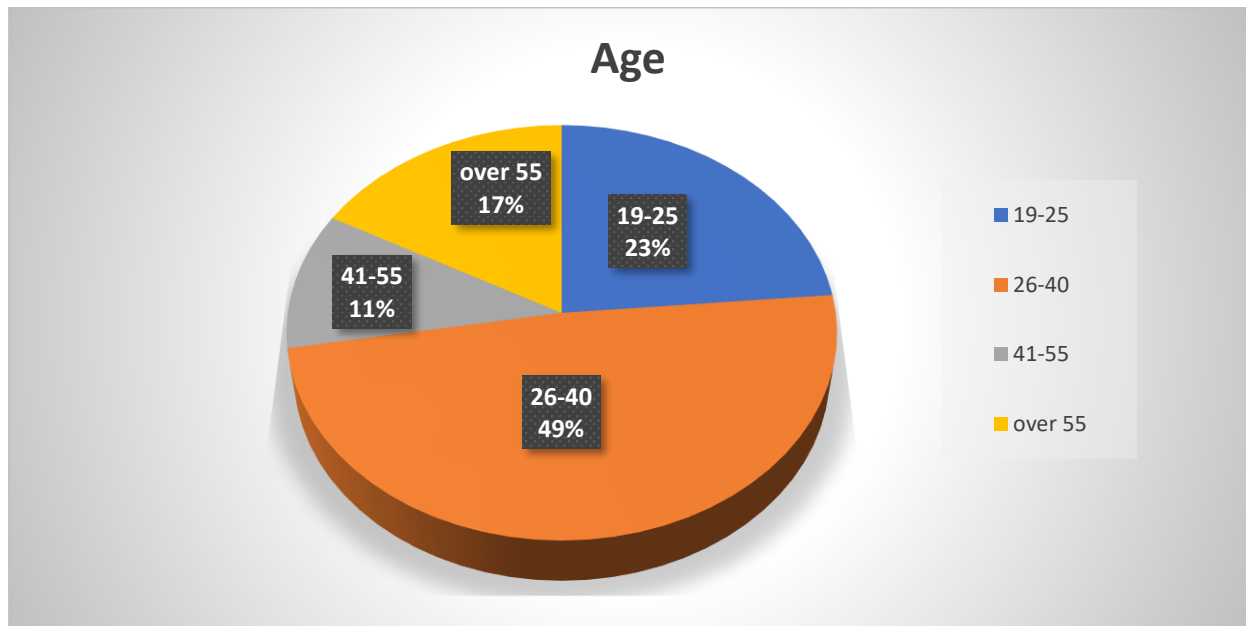


Figure 4.1.3 Respondents' age percentages %

4.1.4. Education

The educational background of the respondents is analyzed too. Out of 318 respondents 42 of them are high school graduates, 13 are university students, 140 hold a bachelor's degree, and 123 hold a MSc/Ma/PhD degree (Figure 4.1.4). It is therefore concluded that the majority of the respondents belongs to the higher educational level (86,8%).

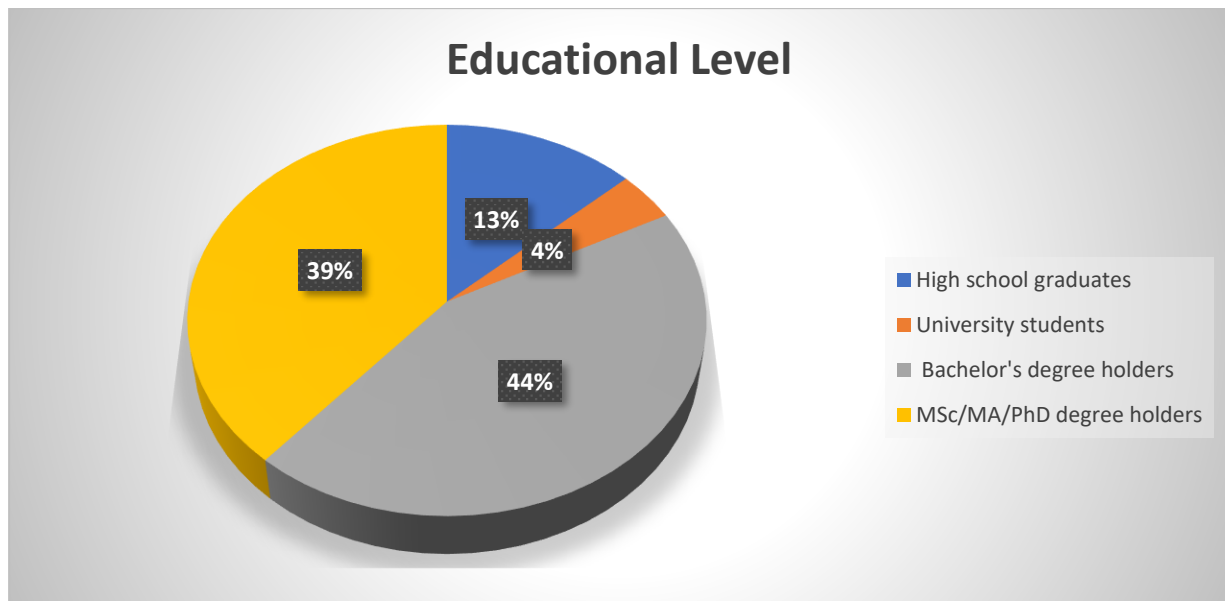


Figure 4.1.4 Respondents' educational level percentages %

4.1.5. Nationality

Nationality is a demographic characteristic of vital importance for the research of this study, since one of the objectives of the dissertation is to test whether nationality has or not a moderating role to the way customers perceive satisfaction and retention. The majority of the respondents, 186 out of 318, comes from Greece. Germans follow with 24 responses and French with 23 responses. Then with responses between 10 to 20 comes the British, the Jewish, the Chinese, and the Italians. With less than 10 responses there are five remaining nationalities, American, Russian, Polish, Swedish and lastly Norwegian. In total, the sample is composed from respondents coming from 12 different nations (Figure 4.1.5).

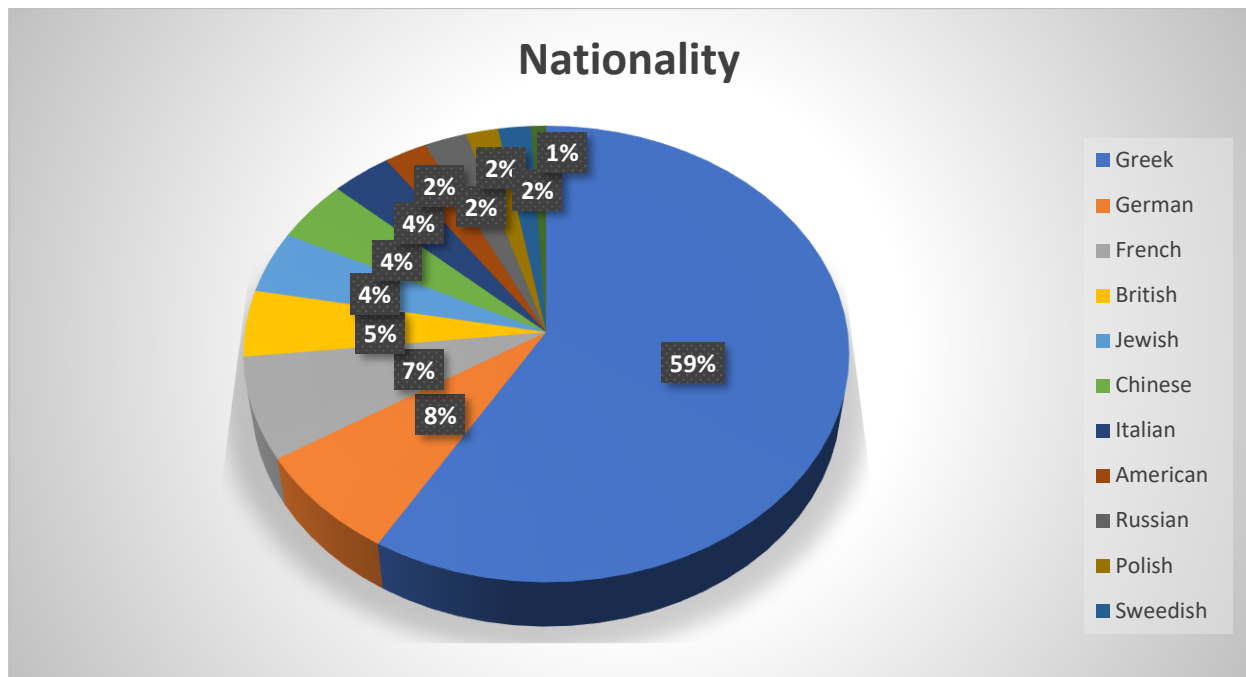


Figure 4.1.5 Respondents' nationality percentages %

4.2. Hotel's guests' profile

At the next phase of the research, another analysis was conducted, in order to obtain descriptive statistics about the respondents' characteristics as hotel guests including a) whether they visited a 4* or 5* hotel, b) whether they travelled for business or pleasure and c) whether they travelled alone or with company (couple, family, or group). Detailed data are depicted in the following figures.

4.2.2. Hotel category

The research conducted included respondents that have visited a 4* or 5* hotel in Greece within the last year, something that was achieved with a "filter question" at the beginning of the questionnaire in order to exclude any participant that did not meet this criterion and would have been out of the research context. Based on the above, 318 questionnaires were collected, where 177 respondents have visited a 4* hotel in Greece within the last year, and the remaining 141 have visited a 5* hotel (Figure 4.2.2).

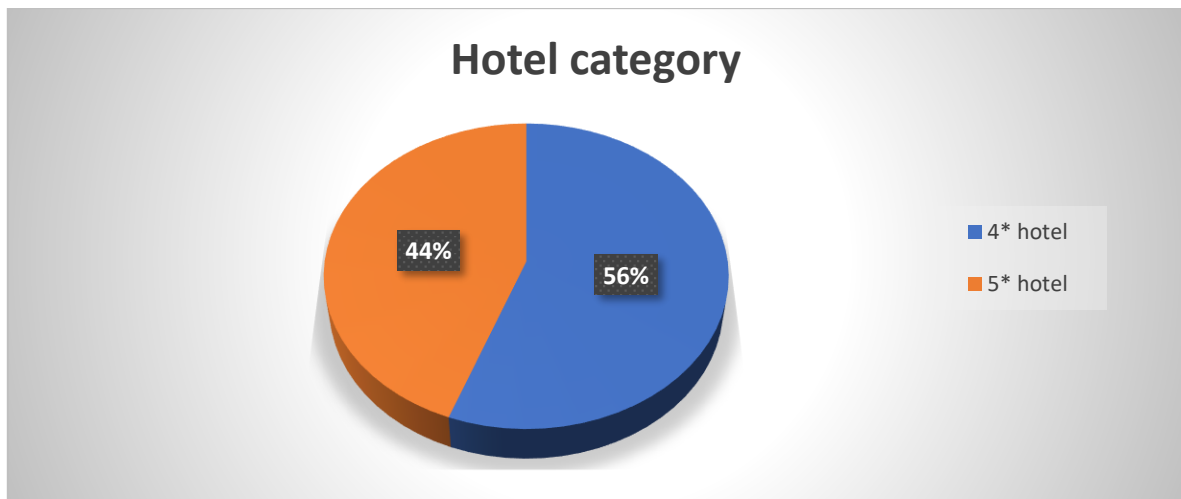


Figure 4.2.2 Hotel category % the respondents have visited

4.2.3. Purpose of the trip

Respondents of the questionnaire distributed had to answer concerning the purpose of their staying. The findings of such research may differ between people who travel and stay in a hotel for business purposes from those who travel for pleasure, making therefore purpose of the trip a moderator to how someone perceives satisfaction and retention. Out of 318, the vast majority of them (286 responses) have travelled to Greece for pleasure and only 32 of them have answered that they travelled for business purposes (Figure 4.2.3). The dominance of one purpose over the other does not allow any further analysis to be conducted since there cannot be any reliable comparison between them and therefore this variable will not be included in the analyses that follow.

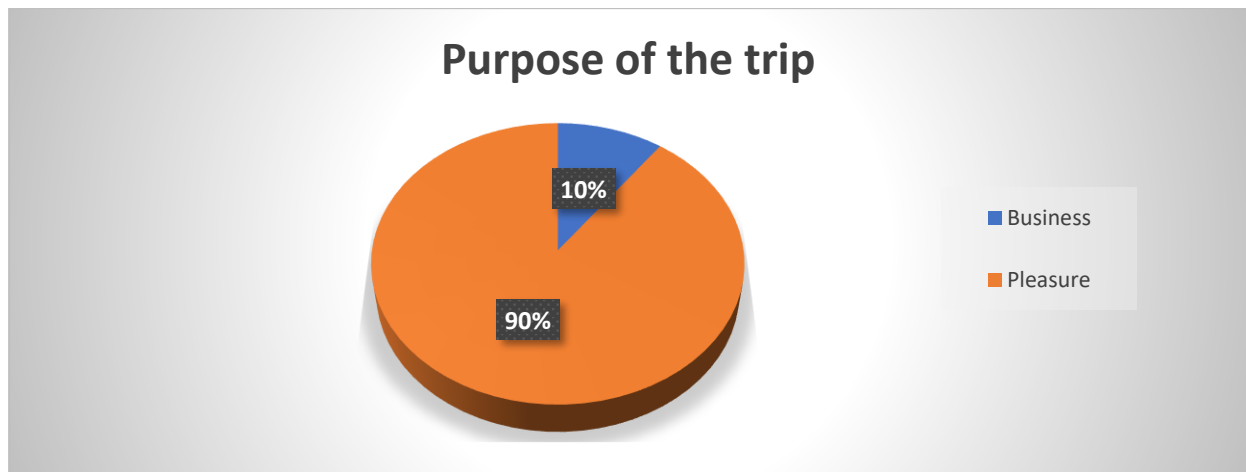


Figure 7.2.3 Purpose of the trip % of the respondents

4.2.4. Type of hotel guest

Another way to categorize guests in the hospitality industry is to divide them based on whether they travel alone or with company, again categorized to couples, families, or groups. Respondent of the questionnaire had to answer to that question too, where most of them have travelled with their partner (167 out of 318), then 59 of them have travelled with a group, 53 have travelled with their family, and lastly 39 had travelled alone (Figure 4.2.4).

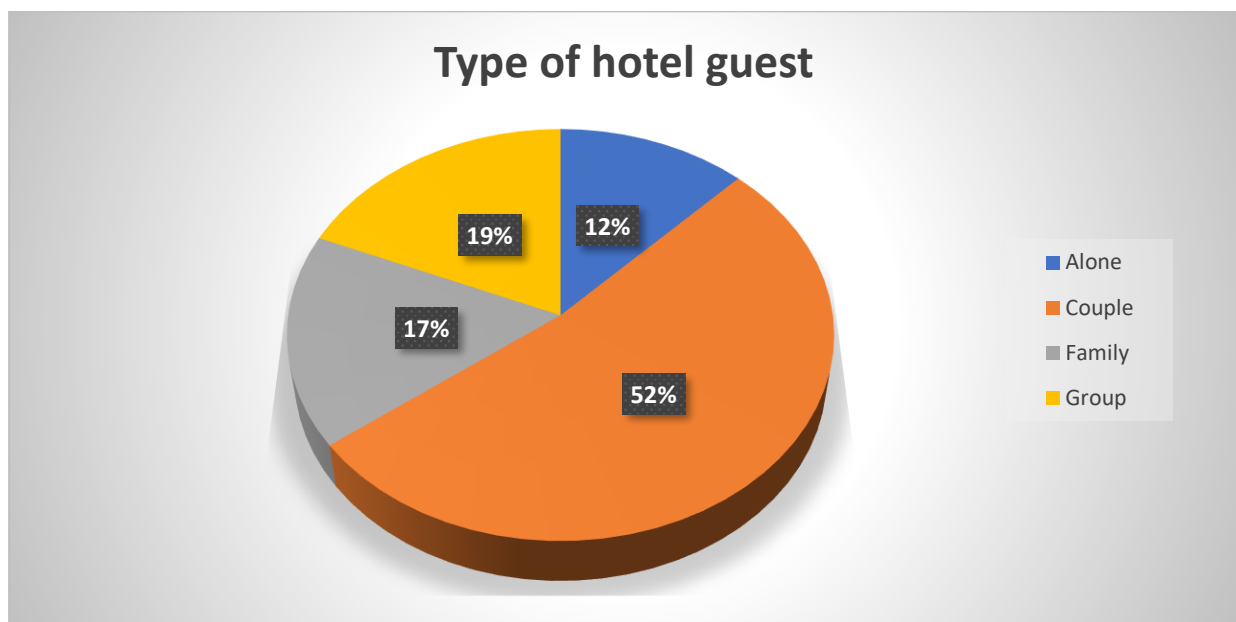


Figure 4.2.4 Type of hotel guest % of the respondents

4.3. Correlation matrix

To test if there are correlation among the variables of the study's conceptual framework, correlation matrix was computed for all the variables that are included in the research objectives. Correlation matrix is a statistical tool that is used to compute and to describe the degree of correlation among all variables. To test the relationship between the research's variables, the Pearson's r correlation coefficient is used, a coefficient that can take any value between -1 and 1. While zero correlation suggests that there is no linear relationship between two variables, as when the value of one variable changes, the other remains constant (Craig & Douglas, 2005), for all the diagonal elements of the correlation matrix, there will be a correlation of one (1), since the correlation of one (1) depicts the correlation of a construct with itself.

Since the Pearson's r correlation coefficient is a parametric statistic, who fundamental statistical assumption should be met a) linearity and b) normality. By testing the linearity and normality of the variables included, it was found that the assumption of normality was not met. Lack of symmetry (skewness) and pointiness (kurtosis) are two main ways in which a distribution can deviate from normal and the values for these parameters should be zero in a normal distribution (Ghasemi et al,2012). These values can be converted into a z-score, where values greater or lesser than 1.96 are sufficient to establish normality of the data (Ghasemi et al., 2012), whereas the data of the research do not meet this assumption (Table 4.3.1).

Table4.3.1. Skewness & Kurtosis table

Variables	Skewness	Kurtosis	Skewness z-value	Kurtosis z-value
1.Physical surroundings & ambience (PSA)	-0,702	0,513	-5,13	1,88
2.Hospitality (H)	-1,210	1,670	-8,852	6,13
3.Hygiene attributes (HA)	-1,023	0,893	-7,48	3,27
4.Customer-brand identification (CBI)	0,186	-0,597	1,36	-2,189
5.Customers' satisfaction (CS)	-0,850	0,117	-6,21	0,43
6.Customers' retention (CR)	-1,314	1,563	-9,61	5,73



In order to have reliable data and overcome the non-normality issue, bootstrapping was used in SPSS when calculating the Pearson's r correlation coefficient and the results are depicted in the table below (Table 4.3.2).

Table 4.3.2. Correlation matrix

Constructs	PSA	H	HA	CBI	CS	CR
1. Physical surroundings & ambience (PSA)	1	,768**	,751**	,473**	,774**	,769**
2. Hospitality (H)	,768**	1	,768**	,510**	,744**	,773**
3. Hygiene attributes (HA)	,751**	,768**	1	,474**	,688**	,690**
4. Customer-brand identification (CBI)	,473**	,510**	,474**	1	,510**	,454**
5. Customers' satisfaction (CS)	,774**	,744**	,688**	,510**	1	,888**
6. Customers' retention (CR)	,769**	,773**	,690**	,454**	,888**	1

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

All correlation coefficients mentioned in the table above have a positive direction (all of them are between 0 and +1). Positive coefficients indicate that when the value one variable increases, the value of the other variable also tends to increase. From the results it can be said that customers' satisfaction has a strong positive correlation with all hotel attributes ($r(316) = ,688$ to $,774$, $p < ,001$) , and a strong positive correlation with customer-brand identification too ($r(316) = ,510$, $p < ,001$). Accordingly, customers' retention has again strong positive correlation with hotel attributes ($r(316) = ,690$ to $,773$, $p < ,001$) and a moderate positive one with brand identification ($r(316) = ,454$, $p < ,001$). The customers' retention has the most strong positive correlation with customers' satisfaction variable ($r(316) = ,888$, $p < ,001$). However, it should be noted that the existence of correlation does not mean the existence of causality between the variables since this is something that cannot be addressed by statistics only.



4.4. Regression analysis

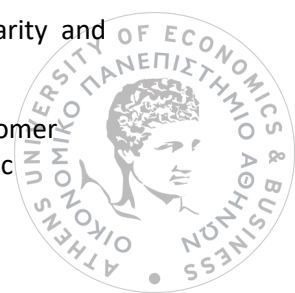
Linear regression was used in order to test the hypotheses of the present study. Regression analysis is a very useful tool that helps explain to what extent a dependent variable is explained by independent variables (Craig & Douglas, 2005). With linear regression analysis's model summary, a lot of useful conclusions can be interpreted. Information for the determination of R-square is provided, here the R-square indicated the portion of variance (fluctuation) of one variable that is explained by all the other independent variables in the model (Craig & Douglas, 2005). R-square optimistically estimates how well the model fits in the population. Adjusted R-squared is a more accurate estimation of how well this particular model fits in the population. In other words, adjusted R-square takes into consideration the number of the observations and the number of predictor variables (Craig & Douglas, 2005). Coefficients provide information regarding the extent to which the independent variables are associated with the dependent ones. In order to test the significance of the hypotheses, beta coefficients, t values and significance levels have been examined.

In order to perform multiple linear regression analysis some assumptions should be met. Firstly, the dependent variable should be either interval or ratio, where both customers' satisfaction and retention that will be used as dependent variables meet this prerequisite (they are measured with a score from 1 to 6). Then the independent variables should again be either interval or ratio (hotel attributes and customer-brand identification meet this assumption) or qualitative but dichotomous and dummy coded (age, gender, educational level, nationality, type of hotel guest and hotel category were coded that way in order to perform to analysis and serve as control variables). Furthermore, the independence assumption is met since all observations come from different units and consequently their errors are uncorrelated.

Regression analysis is a parametric statistical tool, therefore again the assumptions of linearity and normality should be met, along with multicollinearity and homoscedasticity. Even though data did not have issues either with collinearity (VIFs ranged from 1,03 to 1,21), nor with linearity and

[46]

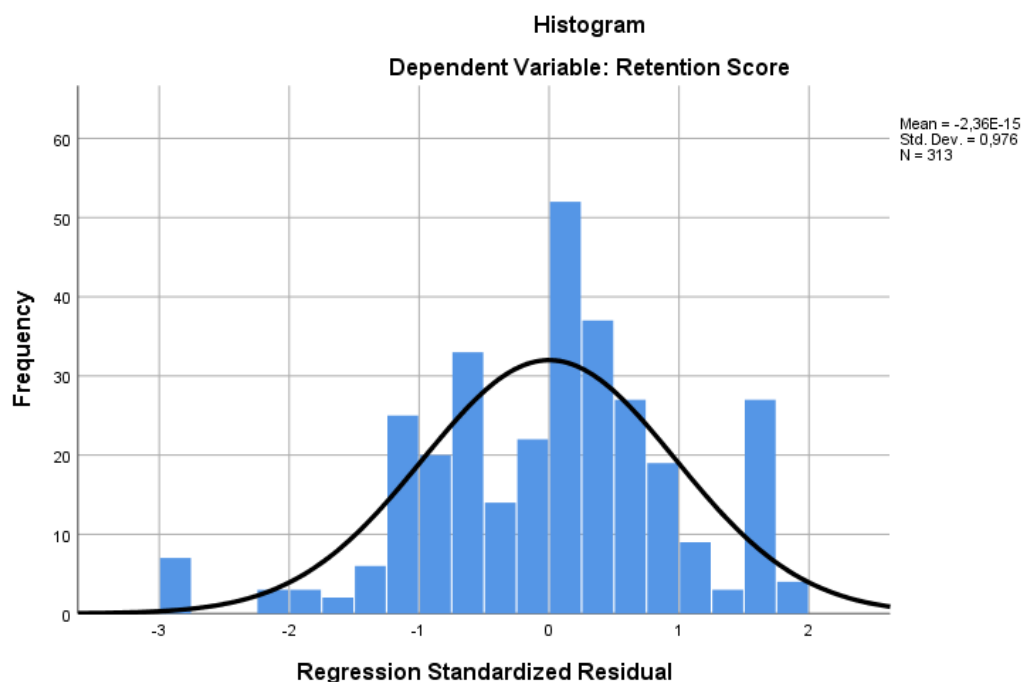
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homoscedasticity, based on the analysis that took place in the previous chapter it was found that data do not meet the prerequisites of normality (Table 7.3.1) and they lack symmetry and pointiness as it shown in the histogram below (Figure 4.4).

For that reason, the regression models that follow were bootstrapped, in order to increase validity of the results.

Figure 4.4. Regression analysis histogram



4.4.1. Hypotheses for hotel attributes, customer-brand identification, and customers' satisfaction

H1: Hotel's physical surroundings and ambience positively affects customers' satisfaction.

H3: Hospitality positively affects customers' satisfaction.

H5: Hotel's hygiene attributes positively affect customers' satisfaction.

H7: Customer-brand identification positively affects customers' satisfaction.

The dependent variable of this model is customers' satisfaction, and the independent variables are a) hotel's physical surroundings and ambience, b) hospitality, c) hotel's hygiene attributes, d) customer-brand identification. The independent variables of hotel category, type of guest, nationality, gender, age, and educational level were added to the model too in order to serve as control variables and increase validity of the model, but their analysis is not part of the research's objectives. The regression model interpreted 67,1% of the total information, but when the control variables were added the percentage increased to 73,4%, while the rest is residual arising from the application of the model. The estimated R-square adjusted has a value of 73,1% meaning that 73,1% of the variability of customers' satisfaction is explained by the variability of all the independent variables, which in our case are the three hotel attributes, customer-brand identification and all the control variables mentioned above. It is further concluded that 26,9% of the variation in customers' satisfaction is attributed to other variables that are not included in the model.

Results from the coefficient table of the model regarding the H1 indicate that physical surroundings and ambience have a positive effect on customers' satisfaction ($b = 0,623$, $t = 8,014$, $p < 0,001$). Thus, H1 is supported.

Results for the hospitality as an independent variable of the model (H3) indicate again that it has a positive effect on customers' satisfaction that once again is statistically significant ($b = 0,285$, $t = 4,162$, $p < 0,001$). The H3 is again supported.

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Results regarding the H5 indicate that also hotel's hygiene attributes affect positively customers' satisfaction but this time it is of no significance ($b = 0,126$, $t = 1,647$, $p > 0,05$). Thus, H5 was not supported.

Results from the coefficient table of the model regarding the H7 indicate that customer-brand identification has a positive effect on customers' satisfaction ($b = 0,106$, $t = 2,953$) and it is statistically significant ($p < 0,05$). Thus, the H7 is supported.

Table 4.4.1. Regression results for hotel attributes& customer-brand identification /customers' satisfaction

Variables	Standardized Beta Coefficient	t-value	Significance
Hotel's physical surroundings & ambience	,623	8,014	,000
Hospitality	,285	4,162	,000
Hotel's hygiene attributes	,126	1,647	,101
Customer-brand identification	,106	2,953	,003

a. Dependent Variable: Customers' satisfaction



4.4.2. Hypotheses for hotel attributes, customer-brand identification, and customers' retention

H2: Hotel's physical surroundings and ambience affects positively customers' retention.

H4: Hospitality affects positively customers' retention.

H6: Hotel's hygiene attributes affect positively customers' retention.

H8: Customer-brand identification positively affects customers' retention.

The dependent variable of this model is customers' retention, and the independent variables are a) hotel's physical surroundings and ambience, b) hospitality, c) hotel's hygiene attributes, and customer-brand identification. The independent variables of hotel category, type of guest, nationality, gender, age, and educational level were added to the model too in order to serve as control variables in order to increase validity of the model. The regression model interprets 74,9% of the total information, a little bit higher than the one of customers' satisfaction, while the rest is residual arising from the application of the model. The estimated R-square adjusted has a value of 73,7% meaning that 73,7% of the variability of customers' retention is explained by the variability of all the independent variables of the model. Therefore, a percent of 26,3% of customer retention is attributed to other independent variables that are not included in the model.

Results from the coefficient table of the model regarding the H2 indicate that physical surroundings and ambience have a positive effect on customers' retention that is of absolute significance ($b = 0,563$, $t = 6,647$, $p < 0,001$). Thus, the H2 is supported.

Results for the hospitality as an independent variable of the model (H4) indicate again that it has a positive effect on customers' retention that once again is statistically significant ($b = 0,505$, $t = 6,776$, $p < 0,001$). The H4 is again supported.



Results regarding the H6 indicate that also hotel's hygiene attributes affect positively customers' retention but this time it is of no significance ($b = 0,111$, $t = 1,334$, $p > 0,05$). Thus, H6 was rejected.

Lastly, results from the coefficient table of the model regarding the H8 indicate that customer-brand identification has a positive effect on customers' satisfaction ($b = ,032$, $t = ,813$) that is however of no statistical significance ($p > 0,05$). It is therefore concluded that H8 is rejected.

Table 4.4.2. Regression results for hotel attributes & customer-brand identification/customers' retention

Variables	Standardized Beta Coefficient	t-value	Significance
Hotel's physical surroundings & ambience	,563	6,647	,000
Hospitality	,505	6,776	,000
Hotel's hygiene attributes	,111	1,334	,183
Customer-brand identification	,032	,813	,417

a. Dependent Variable: Customers' retention



4.4.3. Hypothesis for the effect of customers' satisfaction of customers' retention

H9: Customers' satisfaction positively affects customers' retention.

In order to examine the effect that satisfaction has on retention, firstly the correlation that customers' satisfaction has with customers' retention will be examined based on the correlation matrix provided in table before in chapter 4.3. Based on the table findings it is concluded that the coefficient of customers' satisfaction has positive direction. This positive coefficient between customers' satisfaction and retention indicates that when the value one variable increases, the value of the other variable also tends to increase. From the results it can be said that customers' retention has a strong positive correlation with customers' satisfaction ($r(316) = ,888$, $p < ,001$). This indication does not however show the existence of causality.

The regression model of customers' retention that is so far designed will now be enriched with one more independent variable, the one of customers' satisfaction. The regression model now interprets 86,6% of the total information while the rest is residual arising from the application of the model. The estimated R-square adjusted has a value of 85,9% meaning that 85,9% of the variability of customers' retention is explained by the variability of all the independent variables, which now include customers' satisfaction. It is further concluded that 14,1% of the variation in customers' retention is attributed to other variables that are not included in the model.

Results from the coefficient table of the model regarding the H9 indicate that customers' satisfaction has a positive effect on customers' retention that is statistically significant ($b = ,739$, $t = 16,194$, $p < 0,001$). It is therefore concluded that H9 is supported.

Table 4.4.3 Regression results for customers' satisfaction/customers' retention

Variables	Standardized Beta Coefficient	t-value	Significance
Hotel's physical surroundings & ambience	,102	1,493	,136
Hospitality	,294	5,226	,000
Hotel's hygiene attributes	,018	,292	,770

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Customer-brand identification	-,047	-1,597	,111
Customers' satisfaction	,739	16,194	,000
a. Dependent Variable: Customers' retention			

The table further shows that with satisfaction in the model, only satisfaction and hospitality are statistically significant regarding their effect on customer's retention. The change regarding the result of the significance of the other attributes, that were before significant and now they are not (physical surroundings & ambience, customer-brand identification) is an indication of the mediational role of satisfaction between some attributes and customer's retention.

Indeed, when a mediation analysis was conducted in order to check the mediation role of customer satisfaction, it was found that the indirect effect of all hotel attributes and customer-brand identification via customers' satisfaction to customers' retention was statistically significant (Table 4.4.4). More precisely, customer's satisfaction partially mediates customers' retention regarding physical surroundings & ambience, hospitality, hygiene attributes since customers' retention is affected both directly and indirectly by these attributes (Appendix 9). However, customers' satisfaction fully mediates customers' retention regarding customer-brand identification since customers' retention is affected only indirect by customer-brand identification (Appendix 9).

Table 4.4.4. Indirect effect of PSA, H, HA, CBI on CR mediated by CS

Variables	Effect	BootSE	BootLLCI	BootULCI
Hotel's physical surroundings & ambience	,8256	,0601	,7026	,9417
Hospitality	,6486	,0444	,5672	,7406
Hotel's hygiene attributes	,8123	,0509	,7061	,907
Customer-brand identification	,4551	,0499	,3602	,5543



4.4.4. Hypothesis for the role of nationality as moderator in customers' satisfaction

H10: Domestic and foreign hotel customers have differences in the way they perceive customer satisfaction.

In order to examine whether nationality has a moderating role in the way domestic and foreign hotel customers perceive satisfaction, four moderated multiple regression analyses were executed in SPSS. The dependent variable of the models was customers' satisfaction, and the moderator variable was nationality, that was dichotomized with "1" being all Greek respondents and "0" all foreign respondents of the questionnaire. The independent variable of the model was different for each of the four analyses, in the first model it was physical surroundings & ambience, in the second one hospitality, in the third hygiene attributes and in the last of customer-brand identification. All control variables that were used in the regression analyses before, were put in the model now as covariates (hotel category, type of guest, gender, age, and educational level) only to raise validity of the outcome since their results are not of the research 's interest.

The first moderated multiple regression analysis (Model 1) revealed that nationality is a moderator regarding the effect that physical surroundings & ambience have on customers' satisfaction, since the interaction term was statistically significant ($b=-,2190$, $s.e.=,0868$, $p=,0122$) in our model, indicating that nationality was a significant moderator of the effect of physical surroundings & ambience on customers' satisfaction. The R-square change from Model 0 to Model 1 (where the interaction term of nationality was added) was .0054, indicating the interaction effect accounted for 0.54% added variation in customers' satisfaction.

To better interpret the nature of moderated relationship between physical surroundings & ambience and customers' satisfaction, the effect that the relationship has on the two different levels of the moderator (0=foreign respondent, 1=Greek respondent) is analyzed. When respondents were Greek (1), the relationship between physical surroundings & ambience and customers' satisfaction was



positive and significant ($b = ,5489$, $s.e. = ,0858$, $p < 0,001$). However, the relationship is more positively affected when there are foreign respondents (0) ($b = ,7679$, $s.e. = ,0950$, $p < 0,001$).

Table 4.4.5. Model 1: conditional effects of the focal predictor at values of the moderator

Nationality	Effect	s.e.	t	p	LLCI	ULCI
0	,7679	,0858	8,9472	,0000	,5990	,9368
1	,5489	,0950	5,7795	,0000	,3620	,7358

The second moderated multiple regression analysis (Model 2), where hospitality was the independent variable revealed that in this case customers' nationality does not serve as moderator to how hospitality effects customers' satisfaction ($b = -,0871$, $s.e. = ,0765$, $p > 0,05$).

The third moderated multiple regression analysis (Model 3) revealed that nationality is a moderator regarding the effect that hygiene attributes have on customers' satisfaction ($b = -,2838$, $s.e. = ,0953$, $p = 0,0031$). The R-square change from Model 0 to Model 3 (where the interaction term of nationality was added) was .0074, indicating the interaction effect accounted for 0.74% added variation in customers' satisfaction.

To better interpret the nature of moderated relationship between hygiene attributes and customers' satisfaction, the effect that the relationship has on the two different levels of the moderator (0=foreign respondent, 1=Greek respondent) is analyzed. When respondents were Greek (1), the relationship between hygiene attributes and customers' satisfaction was negative but of no significance ($b = -,1110$, $s.e. = ,0786$, $p > 0,05$). However, when foreign customers (0) responded the relationship was positive but again of no significance ($b = ,1728$, $s.e. = ,0948$, $p > 0,05$).

Table 4.4.6. Model 3: conditional effects of the focal predictor at values of the moderator

Nationality	Effect	s.e.	T	p	LLCI	ULCI
0	,1728	,0948	1,8227	,0694	-,0138	,3594
1	-,1110	,0786	-1,4134	,1586	-,2656	,0436



Lastly, the fourth moderated multiple regression analysis (Model 4) revealed that nationality is a moderator regarding the effect that customer-brand identification has on customers' satisfaction ($b=-,1148$, $s.e.=,0584$, $p=0,05$). The R-square change from Model 0 to Model 4 (where the interaction term of nationality was added) was .0033, indicating the interaction effect accounted for 0.33% added variation in customers' satisfaction.

To better interpret the nature of moderated relationship between customer-brand identification and customers' satisfaction, the effect that the relationship has on the two different levels of the moderator (0=foreign respondent, 1=Greek respondent) is analyzed. When respondents were Greek (1), the relationship between customer-brand identification and customers' satisfaction was positive but of no statistical significance ($b=,0712$, $s.e.=,0454$, $p>0,05$). However, the relationship is more positively affected when there are foreign respondents (0) and this time it is of absolute statistical significance ($b=,1859$, $s.e.=,0469$, $p=0,001$).

Table 4.4.7. Model 4: Conditional effects of the focal predictor at values of the moderator

Nationality	Effect	s.e.	T	p	LLCI	ULCI
0	,1859	,0469	3,9630	,001	,0936	,2783
1	,0712	,0454	1,5674	,1181	-,0182	,1606

To sum up the results mentioned above, nationality is a statistically significant moderator on the effect that a) physical surroundings & ambience, b) hygiene attributes, and c) customer-brand identification have on customers' satisfaction, but it is not on the effect that hospitality has on customers' satisfaction. Since nationality moderates on at least of the independent variables, it is therefore concluded that H10 is partially supported, meaning that domestic and foreign hotel customers have differences in the way they perceive customer satisfaction.



Table 4.4.8. Moderated multiple regression results of nationality as a moderator on customers' satisfaction

Moderated multiple regression model	Independent variable	R-square change	Standardized Beta Coefficient	Standard errors	Significance
Model 1	Physical surroundings & ambience	,0054	-,2119	,0868	,0122
Model 2	Hospitality	,0011	-,0871	,0765	,2557
Model 3	Hygiene attributes	,0074	-,2838	,0953	,0031
Model 4	Customer-brand identification	,0033	-,1148	,0584	,0505



4.4.5. Hypothesis for the role of nationality as moderator in customers' retention

H11: Domestic and foreign hotel customers have differences in the way they perceive customer retention.

In order to examine whether nationality has a moderating role in the way domestic and foreign hotel customers perceive retention, five moderated multiple regression analyses were executed in SPSS. The dependent variable of the models was customers' retention, and the moderator variable was nationality, that was dichotomized with "1" being all Greek respondents and "0" all foreign respondents of the questionnaire. The independent variable of the model was different for each of the five analyses, in the first model it was physical surroundings & ambience, in the second one hospitality, in the third hygiene attributes, in the fourth one customer-brand identification, and in the last one customers' satisfaction. All control variables that were used in the regression analyses before, were put in the model now as covariates (hotel category, type of guest, gender, age, and educational level) only to raise validity of the outcome since their results are not of the research 's interest. Due to the mediational role of customers' satisfaction on customer's retention based on previous analyses (Chapter 4.4.3), customers' satisfaction was not included in the covariates of the analyses here, but it was included only in the fifth model where it was the independent variable of the model.



Table 4.4.9. Moderated multiple regression results of nationality as a moderator on customers' retention

Moderated multiple regression model	Independent variable	R-square change	Standardized Beta Coefficient	Standard errors	Significance
Model 1	Physical surroundings & ambience	,0037	-,1979	,0945	,0371
Model 2	Hospitality	,0007	-,0746	,0831	,3698
Model 3	Hygiene attributes	,0030	-,1989	,1043	,0574
Model 4	Customer-brand identification	,0017	-,0895	,0636	,1605
Model 5	Customer satisfaction	,000	-,0089	,0596	,8814

The first moderated multiple regression analysis (Model 1) revealed that nationality is a moderator regarding the effect that physical surroundings & ambience have on customers' retention, since the interaction term was statistically significant ($b = -,1979$, $s.e. = ,0945$, $p = ,0371$) in our model, indicating that nationality was a significant moderator of the effect of physical surroundings & ambience on customers' retention. The R-square change from Model 0 to Model 1 (where the interaction term of nationality was added) was .0037, indicating the interaction effect accounted for 0.37% added variation in customers' retention.

To better interpret the nature of moderated relationship between physical surroundings & ambience and customers' retention, the effect that the relationship has on the two different levels of the moderator (0=foreign respondent, 1=Greek respondent) is analyzed. When respondents were Greek (1), the relationship between physical surroundings & ambience and customers' retention was positive and significant ($b = ,4072$, $s.e. = ,1034$, $p = 0,001$). However, the relationship is more positively affected when there are foreign respondents (0) ($b = ,6051$, $s.e. = ,0934$, $p < 0,001$).



Table 4.4.10. Model 1: conditional effects of the focal predictor at values of the moderator

Nationality	Effect	s.e.	t	p	LLCI	ULCI
0	,6051	,0934	6,4779	,0000	,4213	,7890
1	,4072	,1034	3,9394	,0001	,2038	,6106

In all the remaining four models (Table 4.4.5.), nationality is not a statistically significant moderator in the relationships between the independent variables and customers' retention (all $p > 0,05$). It is therefore concluded that H11 is partially accepted, since there was at least one relationship of the independent variables and customers' retention where nationality has a moderating role.



4.4.6. Hypotheses testing summary

Table 4.4.11. Hypothesis testing summary

Hypothesis	Accepted or rejected
H1 (PSA→ CS)	Accepted
H2 (PSA→ CR)	Accepted
H3 (H→ CS)	Accepted
H4 (H→ CR)	Accepted
H5 (HA→ CS)	Rejected
H6 (HA→ CR)	Rejected
H7 (CBI→ CS)	Accepted
H8 (CBI→ CR)	Rejected
H9 (CS→ CR)	Accepted
H10 (CS MOD. BY PSA, H, HA, CBI)	Partially accepted
H11 (CR MOD. BY PSA, H, HA, CBI, CS)	Partially accepted



CHAPTER 5: DISCUSSION & CONCLUSIONS



5.1 Discussion

The present study firstly examined the influence of hotel attributes and customer-brand identification on customers' satisfaction. The correlation matrix indicated that there is a positive strong positive relationship between these constructs. More specific, the multiple regression analysis results showed that two hotel attributes (physical surroundings & ambience, hospitality) and customer-brand identification are statistically significant regarding their effect on customer satisfaction. Physical surroundings & ambience was the construct that affected customers' satisfaction the most (consistent with Sim et al,2008), while hygiene attributes was the construct that influence the sample satisfaction the least and without being statistically significant (inconsistent with Barber & Scarcelli, 2010; Pizam & Tasci, 2019).

The customers' retention was later examined, and the influence of the three hotel attributes and customer-brand identification on it. The correlation matrix indicated again a strong positive relation with the hotel attributes and moderate one with customer-brand identification. This time the multiple regression analysis revealed a statistically significant effect of only the first two hotel attributes (physical surroundings & ambience, hospitality) on customers' retention (consistent with Sim et al,2008) while the effect of hygiene attributes and customer-brand identification on retention was proven to be of no statistical significance (inconsistent with inconsistent with Barber & Scarcelli, 2010; Pizam & Tasci, 2019; Ahearne et al., 200; Bhattacharya et al., 1995).

The third part of the analysis aimed to examine the relationship between satisfaction and retention in hotel customers. Based on the correlation analysis, the constructs had a strong positive relationship (consistent with Sirgy and Tyagi 1986; Choi and Chu 2001 and inconsistent with Skogland and Siguaw, 2004), something that was verified by the multiple regression analysis that followed, where satisfaction was added in the model of retention and proved to have the most influencing effect on retention. The addition of satisfaction to the model had such result, that further showed the



mediation role that satisfaction has between all three hotel attributes and customer-brand identification on the one side and customers' retention on the other.

The last part on the analysis conducted dealt with the moderation role of nationality of how customers perceive firstly satisfaction and the retention within the hotel context. Regarding satisfaction, the results of the moderation analysis showed that Greek and foreign customers have statistically significant differences regarding the influence of physical surroundings & ambience, of hygiene attributes and of customer-brand identification on satisfaction. Regarding physical surroundings and ambience, it was found that when the customers were foreigners, the effect of the attribute on satisfaction was greater than the effect when customers were Greeks, meaning that foreign customers pay more attention on physical surroundings and ambience than Greeks. Regarding hygiene attributes, a statistically significant difference between Greek and foreign customers was found, but the separately results of each group were not statistically significant. Lastly, regarding the effect of customer-brand identification on satisfaction, again nationality had a statistically significant moderating role, with customer-brand identification of foreign customers having a statistically significant effect on their satisfaction, while for Greek the effect was not significant. It is therefore concluded that Greek and foreign customers have differences in how they perceive satisfaction regarding all aspect that were examined (consistent with Yuksel, 2004; Bowen & Clarke, 2002; Ueltschy et al., 2007; Seo J., 2012) except of the construct of hospitality.

As far as it concerns retention and the moderating role of nationality, the analysis conducted showed that Greek and foreign customers had statistically significant differences regarding the effect of only one construct on retention, the one of physical surroundings and ambience. Similar to the results mentioned above concerning the effect on satisfaction, again regarding the effect on retention results showed that the effect is more positive when customers are foreigners than it is when customers are Greeks. In the remaining three construct examined, no statistically significant moderating role of nationality was detected between them and retention.



Overall, the results converge with Bhagat (2002) notion that culture penetrates consumer attitudes and results in different opinions. In line with Van Birgelen et al. (2002), our results suggest that people tend to differ in their levels of satisfaction and loyalty as a result of nationality. The need for managers and tourism professionals to focus their efforts on differentiating between specific consumer audiences when developing a service-based strategy is therefore evident.

Previous pieces of research have focused mainly on the factors that contribute to hotel customers' satisfaction (Cardozo,1964; Olshavsky & Miller,1972; Oliver,1980; Barsky & Labagh,1992; Back et al., 2003; Hargreaves,2015; Bi et al.,2020) or on the effects of customers' retention for the organization (Mokhtaruddin et al., 2019; Barsky and Lin, 2004; Kim et al., 2001; Hawkins & Hoon, 2019; Sim et al., 2006). The present research examines the relationship between satisfaction and retention, with the parameter of customer-brand identification included something that has not been researched so far within the Greek market. The moderating role of nationality in the conceptual framework that was designed is researched too, with the results of the data contributing to a clearer understanding of the relationships separately for Greek and foreign customers. From both a theoretical and a practical perspective the research gives essential findings.

5.2 Limitations & Future Research

For this study convenience and snowball sampling was used, which are non-probabilistic sampling methods and therefore the results cannot safely be generalized to the general population. The utilization of probability sampling methods by future studies may guarantee more representative of the population results.

Furthermore, regarding the sample's characteristics, when respondents were asked about the purpose of their trip to Greece, out of 318, the vast majority of them (286 responses) have travelled to Greece for pleasure and only 32 of them have answered that they travelled for business purposes. Based on this dominance of one purpose of the study over the other it is concluded that the conceptual



framework of the study is not tested under the context of business purpose travelers, something that can be studied by future research.

Another limitation of this study is that the surveyed customers were only from 4* & 5* hotels. Future research can investigate results when data derives from more than only these two hotel categories, e.g., 3* hotel or hostels, and compare the results based on the type of the hotel. The influence of the examined construct may differ from one type to the other.

Important limitation was also the fact that the moderating role of nationality was tested only between Greek and foreign customers. More comparisons between nationalities and not the compound of all nationalities under the term “foreigners” may reveal more results of theoretical or practical significance. Additionally, although respondents were collected from as many countries as possible, it was very difficult to reach a result where nationalities are representative of the world’s population since in this research foreign customers come mostly from the European countries.

Lastly, the constructs that influence customer satisfaction and retention in the present study were only four (the three hotel attributes & customer-brand identification). Future studies may include more variables, such as food and beverage quality and service or security of the hotel.

5.3 Recommendations

The present study offers practical suggestions for managers in the hospitality industry. By looking further into the attributes that enhance customers’ satisfaction and retention levels, the study suggested that retention can be improved by increasing the customers’ satisfaction, something that is also reported in studies that have found significant link between satisfaction and retention (Bolton, 1998; Choi & Chu, 2001). This study extends the outcomes that derive from this link, by examining the moderating role of nationality on the two core concepts of satisfaction and retention.

The paramount importance of physical surroundings & ambience was obvious in all analyses on the study since it is the most influential attribute on customer satisfaction. It is therefore confirmed



what other researchers have identified, the importance of ambience as a contributing factor to the success of the lodging operations (Siguaw & Enz, 1999; Griffin, 1998). Constant endeavors from managers to maintain and update an excellent image of the hotel are critical. Special funds of the annual budget of the hotel should refer to improvement of the hotel's physical surroundings & ambience, by conducting for example refurbishments in the room and public areas of the hotel or by adopting modern styles of decoration.

Hospitality was then found to be the second more influential attribute on customers' satisfaction. Hospitality in this study mostly refers to the service that the hotel's employees offer to the guests and their ability to meet guests' needs (Choi & Chu, 2001). The critical effect that front-line employees have is therefore obvious since their actions influence to an important extend the customers' satisfaction. Hotel managers should pay attention to their staff's training. During the trainings employees should be thoroughly informed on how to handle guests' requests, to always show their availability, to make the guests feeling unique by giving personalized services and to manage properly inconvenient situation when they occur.

Hygiene attributes, even though they correlate positively with customers' satisfaction, they did not have a statistically significant influence on satisfaction based on the data that were collected. This comes against to what other researchers have mentioned in their studies, where hygiene of hotel products and services is a key factor in determining hotel-centric customer behavior, such as customer satisfaction, perceived service quality, and revisit intention (Barber & Scarcelli, 2010; Pizam & Tasci, 2019). Hotel managers should adopt any necessary strategy regarding hygiene management, however based on the study's results this is of no statistically significant importance regarding guests' satisfaction and retention levels.

The third construct that was found to have statistically significant influence on customer satisfaction was the one of customer-brand identification. Marketers of hotel brand should invest on the enduring relationship of customers with their brand by creating a clear, unique identity that targets

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customer segments desire allows a sustainable differentiation of the offering and helps to enhance customers' identification with the brand (Baumgarth & Schmidt, 2010). However, the study showed a relatively small influence of customer-brand identification, meaning that hotel guests do not identify easily with hotel brands. This finding is not surprising given the recent explosion of global hotel brands, which has led to confusion in the marketplace resulting from a lack of differentiation (King et al., 2011). The need for brands to offer differentiated experiences to the guests is therefore demonstrated, experiences that consumers would find meaningful.

The construct of customers' satisfaction was found to have a mediation role between the hotel attributes and customer-brand identification on the one side and customer retention on the other. Indeed, if managers want to retain their customers, they should firstly satisfy them based on the above. In other words, retention of hotel customers can be improved by enhancing satisfaction (Sim et al., 2008).

The analyses conducted regarding the moderating role of nationality revealed several important conclusions for managers in the Greek hospitality area. Firstly, physical surroundings & ambience is an attribute that is moderated by nationality on how it effects both satisfaction and retention. More specific, when Greek customers were compared with foreign customers, even though both show a positively effect of the attribute on satisfaction and retention, for foreigner this influence is greater than it is for Greek. Managers should therefore pay more attention to this attribute when their guests come from abroad, than they do when guests come from Greece.

Nationality had significant moderating role also on the influence that customer-brand identification has on satisfaction. In this case it was found that when customers are Greeks, then customer-brand identification has no statistically important influence on satisfaction, but however when customers do not come from Greece the influence is important. Brand strategies therefore that focus on increasing identification of foreign customers with the hotel brand would result in greater satisfaction levels for them.



Based on the above, it is important to take into consideration the nationality aspect when hotel managers try to measure hotel guests' satisfaction and retention. This means that it is of vital importance to focus on the attributes that each nation value the most because it enables hotels to provide customizable service to their guests (Seo,2012) and in turn, it helps hotels in maximizing customer satisfaction and loyalty. Valuable is also for hotel managers to understand cultural differences and respond promptly according to the customer's country of origin (Pantouvakis, 2013). In accordance with that, the staff can be trained in order to be aware of the differences that customers have between them based on their nationality.



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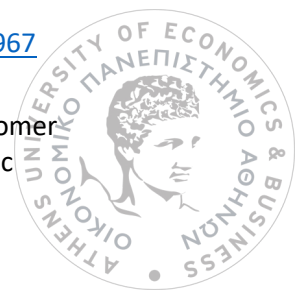
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Appendix



1.Final Questionnaire (English version)

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOMER SATISFACTION AND RETENTION IN 4*&5* HOTELS IN GREECE; A COMPARISON BETWEEN DOMESTIC AND FOREIGN CUSTOMERS

Dear Participant,

As part of my postgraduate studies in "MSc in Marketing & Communication: Specialization in International Marketing (PRIMA)" in "Athens University of Economics and Business", a survey is conducted titled "Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4* & 5* hotels in Greece; a comparison between domestic and foreign customers". The purpose of this research is to examine which are the factors (physical surroundings & ambience, hospitality, hygiene attributes) that influence customer satisfaction, create brand identification and lead to customer retention after all in 4* & 5* hotels in Greece.

The questionnaire is designed to gather information and your participation in this study is completely voluntary. The survey should take approximately 8-10 minutes to be completed. Observe the questionnaire carefully and answer all the questions that follow in the given order as honestly, accurately and carefully as possible. All of the responses in this survey will be recorded anonymously and will remain private. You do not have to write your name anywhere in the questionnaire.

You have the right to withdraw your participation at any time without any consequence. Please be aware that there are no right or wrong answers, your real personal opinion and perspective is the one that matters.

Thank you in advance for taking the time to assist in the study and complete this questionnaire.

Kind regards,
Diamanti Aristoula

* Απαιτείται

Please choose one of the below answers.

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

1/13



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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

1. Have you visited within the last year a 4* or 5* hotel in Greece? *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Yes, I have visited a 4* hotel.
☐ Yes, I have visited a 5* hotel.
☐ No

2. Have you stayed in the same hotel before? *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Yes
☐ No

Thinking about this specific hotel experience, please choose one of the below answers.

3. Did you travel ... ? *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ alone
☐ with a partner
☐ with family
☐ in a group
☐ Άλλο: _____

4. Please indicate the purpose of your trip. *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Pleasure/Holidays
☐ Business
☐ Άλλο: _____

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

2/13



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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

Hotel's physical surroundings & ambience: Thinking about this specific hotel experience, please indicate your level of agreement with the following statements. (1-6, 1=totally disagree, 6= totally agree)

5. This specific hotel 's location was an important reason for choosing it. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

6. This specific hotel gave me the feeling that I am staying at a high-class luxury hotel. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

7. I was very impressed with this specific hotel's architectural design. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

8. I was very impressed with this specific hotel's interior decorating. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

9. This specific hotel had beautiful accommodation. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

10. This specific hotel's rooms were equipped with everything I needed. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

11. The atmosphere in this specific hotel made me feel welcome, comfortable and at ease. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

12. I was very impressed with this specific hotel's restaurant and entertainment facilities. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

13. I feel satisfied concerning this specific hotel's physical surroundings and ambience. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Hospitality: Thinking about this specific hotel experience, please indicate your level of agreement with the following statements. (1-6, 1=totally disagree, 6= totally agree)

14. This specific hotel's employees were friendly, cheerful, polite, and responsive. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

15. This specific hotel's employees always made me feel very important. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

16. This specific hotel's employees communicated well and were good listeners. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

17. This specific hotel's employees were able to anticipate my unmet needs. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

18. This specific hotel's employees created a special mood of comfort and relaxation. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

19. I feel satisfied concerning this specific hotel's employees hospitality. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Hygiene attributes: Thinking about this specific hotel experience, please indicate your level of agreement with the following statements. (1-6, 1=totally disagree, 6= totally agree)

20. I consider that this specific hotel washed its laundry using antibacterial products and practices (i.e., towels, bed covers, blankets and pillows). *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

21. I consider that this specific hotel cleaned in room-facilities using disinfectants. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

22. I consider that the rooms in this specific hotel were equipped with special air cleaners to prevent aerosol infections. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

23. I consider that this specific hotel used disinfectants cleaning restaurant facilities. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

24. I consider that this specific hotel staff received at least one health check-up per year. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOMER...

25. I consider that this specific hotel staff meticulously washed and disinfected their hands. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

26. I consider that this specific hotel followed the government's guidelines concerning safety and health protocols against covid-19. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

27. I feel satisfied concerning this specific hotel's hygiene attributes. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Customer-Brand Identification: Thinking about the hotel's brand name please indicate your level of agreement with the following statements. (1-6, 1=totally disagree, 6= totally agree)

28. When someone criticizes this specific hotel brand, it feels like a personal insult. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

29. I am very interested in what others think about this specific hotel brand. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

30. When I talk about this specific hotel brand, I usually say "we" rather than "they". *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

31. This specific hotel brand's successes feel like my successes. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

32. When someone praises this specific hotel's brand, it feels like a personal compliment. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

33. My values and those of this specific hotel are very similar. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

34. I identify myself with this specific hotel. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Customer retention: Thinking about this specific hotel experience, please indicate your level of agreement with the following statements.(1-6, 1=totally disagree, 6= totally agree)

35. I feel satisfied concerning my overall experience in this specific hotel. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

36. I do not have any concerns or complaints about this specific hotel. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

37. I would love to come back to this specific hotel. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

38. I would tell my friends and relatives to come to this specific hotel. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

39. I will not go to any other hotel but this one if I visit the same location again. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

40. I may consider returning to this specific hotel again. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Please choose one of the below answers.

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOM...

41. Please indicate your nationality. *

Να επισημαίνεται μόνο μία έλλειψη.

☐ Greek

☐ British

☐ German

☐ French

☐ Russian

☐ American

☐ Άλλο: _____

42. Please indicate your sex. *

Να επισημαίνεται μόνο μία έλλειψη.

☐ Female

☐ Male

☐ Prefer not to say

43. Please indicate your age. *

Να επισημαίνεται μόνο μία έλλειψη.

☐ Up to 18

☐ 19-25

☐ 26-40

☐ 41-55

☐ over 55

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INVESTIGATING THE INFLUENCE OF HOTEL ATTRIBUTES AND CUSTOMER-BRAND IDENTIFICATION ON CUSTOMER...

44. Please indicate your level of education. *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ High school graduate
- ☐ Student
- ☐ University graduate
- ☐ Msc/Ma/PhD graduate

Αυτό το περιεχόμενο δεν έχει δημιουργηθεί και δεν έχει εγκριθεί από την Google.

Google Φόρμες

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lffe13z-U/edit>

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2.Final Questionnaire (Greek version)

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικανοποίηση και επιστροφή του σε 4* & 5* ξενοδοχεία στην Ελλάδα - σύγκριση μεταξύ εγχώριων και ξένων καταναλωτών

Αγαπητέ/ή Συμμετέχοντα/ουσα,

Στα πλαίσια του μεταπτυχιακού προγράμματος "MSc in Marketing & Communication: Specialization in International Marketing (PRIMA)" στο Οικονομικό Πανεπιστήμιο Αθηνών (ΟΠΑ), διεξάγω μία δημοσκόπηση με θέμα «Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικανοποίηση και επιστροφή του σε 4* & 5* ξενοδοχεία στην Ελλάδα - σύγκριση μεταξύ εγχώριων και ξένων καταναλωτών». Σκοπός της δημοσκόπησης είναι να μελετηθούν οι παράγοντες (φυσικό περιβάλλον & ατμόσφαιρα, φιλοξενία, χαρακτηριστικά υγιεινής) που επηρεάζουν την ικανοποίηση των πελατών, δημιουργούν ταύτιση αυτών με την επωνυμία του ξενοδοχείου κι εν τέλει επιστροφή αυτών στο ίδιο ξενοδοχείο 4*/5* στην Ελλάδα. .

Το ερωτηματολόγιο που ακολουθεί έχει σχεδιαστεί ώστε να συλλεχθούν τα απαραίτητα δεδομένα και η συμμετοχή σας στην έρευνα είναι εντελώς εθελοντική. Η διαδικασία συμπλήρωσης θα διαρκέσει περίπου 8-10 λεπτά. Παρακαλώ απαντήστε στις ερωτήσεις που ακολουθούν με τη σειρά που παρατίθενται και με όσο μεγαλύτερη προσοχή, ακρίβεια και ειλικρίνεια γίνεται. Όλες οι πληροφορίες που θα μας παρέχετε θα παραμείνουν ανώνυμες και εμπιστευτικές. Δεν χρειάζεται να γράψετε πουθενά το όνομά σας στο ερωτηματολόγιο.

Έχετε το δικαίωμα να αποχωρήσετε οποιαδήποτε στιγμή χωρίς καμία απολύτως επίπτωση. Παρακαλώ να θυμάστε πως δεν υπάρχουν σωστές και λάθος απαντήσεις. Αυτό που έχει σημασία είναι η πραγματική προσωπική σας γνώμη και αντίληψη.

Ευχαριστώ προκαταβολικά για το χρόνο σας και την προθυμία σας να συμμετέχετε στην έρευνα και να συμπληρώσετε το παρόν ερωτηματολόγιο.

Με εκτίμηση,
Διαμάντη Αριστούλα

*** Απαιτείται**

Παρακαλώ επιλέξτε μία από τις παρακάτω επιλογές.

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

1. Έχετε επισκεπτεί τον τελευταίο ένα χρόνο ένα 4* ή 5* ξενοδοχείο στην Ελλάδα; *

*

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Ναι, έχω επισκευθεί ένα 4* ξενοδοχείο.
☐ Ναι, έχω επισκευθεί ένα 5* ξενοδοχείο.
☐ Όχι

2. Έχετε μείνει στο ίδιο ξενοδοχείο στο παρελθόν; *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Ναι
☐ Όχι

Παρακαλώ επιλέξτε μία από τις παρακάτω επιλογές έχοντας υπόψιν την εμπειρία σας στο συγκεκριμένο ξενοδοχείο.

3. Ταξιδέψατε ... ; *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Μόνος
☐ Με σύντροφο
☐ Με οικογένεια
☐ Με γκρουπ
☐ Άλλο: _____

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

4. Υποδείξτε παρακαλώ τον σκοπό του ταξιδιού σας. *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Διακοπές
☐ Επαγγελματικό ταξίδι
☐ Άλλο: _____

Φυσικό περιβάλλον & ατμόσφαιρα: Δείξτε παρακαλώ το βαθμο στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψιν την εμπειρία σας στο συγκεκριμένο ξενοδοχείο. (1-6, 1= Διαφωνώ πλήρως, 6=Συμφωνώ πλήρως)

5. Η τοποθεσία του συγκεκριμένου ξενοδοχείου υπήρξε ένας σημαντικός λόγος για να το επιλέξω. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

6. Το συγκεκριμένο ξενοδοχείο μου έδωσε την αίσθηση πως μένω σε ένα πολυτελές ξενοδοχείο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

7. Ο αρχιτεκτονικός σχεδιασμός του συγκεκριμένου ξενοδοχείου με ενθουσίασε. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

8. Η εσωτερική διακόσμηση του συγκεκριμένου ξενοδοχείου με ενθουσίασε. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

9. Το συγκεκριμένο ξενοδοχείο είχε όμορφα δωμάτια. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

10. Τα δωμάτια του συγκεκριμένου ξενοδοχείου ήταν εξοπλισμένα με όλα όσα χρειαζόμουν. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

11. Η ατμόσφαιρα του συγκεκριμένου ξενοδοχείου με έκανε να αισθανθώ άνετα και ευπρόσδεκτα. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

12. Οι χώροι εστίασης και διασκέδασης του συγκεκριμένου ξενοδοχείου με ενθουσίασαν. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

13. Νιώθω ικανοποιημένος/-η από το φυσικό περιβάλλον και την ατμόσφαιρα του συγκεκριμένου ξενοδοχείου. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Φιλοξενία: Δείξτε παρακαλώ το βαθμο στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψιν την εμπειρία σας στο συγκεκριμένο ξενοδοχείο. (1-6, 1= Διαφωνώ πλήρως, 6=Συμφωνώ πλήρως)

14. Οι εργαζόμενοι του συγκεκριμένου ξενοδοχείου ήταν φιλικοί, ευδιάθετοι, ευγενικοί και εξυπηρετικοί. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

15. Οι εργαζόμενοι του συγκεκριμένου ξενοδοχείου πάντα με έκαναν να αισθάνομαι σημαντικός/ή. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

16. Οι εργαζόμενοι του συγκεκριμένου ξενοδοχείου επικοινωνούσαν καλά και άκουγαν με προσοχή. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

17. Οι εργαζόμενοι του συγκεκριμένου ξενοδοχείου μπορούσαν να ικανοποιήσουν οποιαδήποτε επιθυμία μου. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

18. Οι εργαζόμενοι του συγκεκριμένου ξενοδοχείου δημιουργούσαν ένα εξαιρετικό κλίμα άνεσης και χαλάρωσης. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

19. Νιώθω ικανοποιημένος/-η από τη φιλοξενία των εργαζομένων του συγκεκριμένου ξενοδοχείου. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Χαρακτηριστικά υγιεινής: Δείξτε παρακαλώ το βαθμο στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψιν την εμπειρία σας στο συγκεκριμένο ξενοδοχείο.(1-6, 1= Διαφωνώ πλήρως, 6=Συμφωνώ πλήρως)

20. Θεωρώ πως το συγκεκριμένο ξενοδοχείο χρησιμοποίησε αντιβακτηριακά προϊόντα και πρακτικές στο πλύσιμο του ιματισμού του (π.χ., πετσέτες, σεντόνια). *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

21. Θεωρώ πως το συγκεκριμένο ξενοδοχείο χρησιμοποίησε απολυμαντικά προϊόντα στον καθαρισμό των δωματίων. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

22. Θεωρώ πως τα δωμάτια του συγκεκριμένου ξενοδοχείου ήταν εξοπλισμένα με ειδικούς καθαριστές αέρος που αποτρέπουν αερολυματικές μολύνσεις. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

23. Θεωρώ πως το συγκεκριμένο ξενοδοχείο χρησιμοποίησε απολυμαντικά για να καθαρίσει τους χώρους των εστιατορίων. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

24. Θεωρώ πως το προσωπικό του συγκεκριμένου ξενοδοχείου είχε υποβληθεί τουλάχιστον μία φορά μέσα στο προηγούμενο χρόνο σε γενικό ιατρικό έλεγχο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

25. Θεωρώ πως το προσωπικό του συγκεκριμένου ξενοδοχείου έπλενε και απολύμανε προσεκτικά τα χέρια του. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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3/30/22, 10:00 PM

Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

26. Θεωρώ πως το συγκεκριμένο ξενοδοχείο ακολουθούσε όλες τις κυβερνητικές οδηγίες σχετικά με την ασφάλεια και τα υγειονομικά πρωτόκολλα ενάντια στη νόσο covid-19. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

27. Νιώθω ικανοποιημένος/-η από τα χαρακτηριστικά υγιεινής του συγκεκριμένου ξενοδοχείου. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Ταύτιση καταναλωτή με την ξενοδοχειακή επωνυμία: Δείξτε παρακαλώ το βαθμο στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψιν την επωνυμία του συγκεκριμένου ξενοδοχείου.(1-6, 1= Διαφωνώ πλήρως, 6=Συμφωνώ πλήρως)

28. Όταν κάποιος ασκεί κριτική στην επωνυμία του συγκεκριμένου ξενοδοχείου αισθάνομαι να με προσβάλει. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

https://docs.google.com/forms/d/15i2YLhjyc6nrqQLzDIWDNbaRy_3neYZdWgb75maRDeo/edit

9/14



3/30/22, 10:00 PM

Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

29. Με ενδιαφέρει πολύ τι σκέφτονται οι άλλοι για την επωνυμία του συγκεκριμένου ξενοδοχείου. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

30. Όταν αναφέρομαι στην επωνυμία του συγκεκριμένου ξενοδοχείου χρησιμοποιώ περισσότερο το "εμείς" παρά το "αυτοί". *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

31. Αισθάνομαι τις επιτυχίες της επωνυμίας του συγκεκριμένου ξενοδοχείου σαν δικές μου επιτυχίες. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

32. Όταν κάποιος επαινεί την επωνυμία του συγκεκριμένου ξενοδοχείου, το αισθάνομαι σαν προσωπικό κοπλιμέντο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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3/30/22, 10:00 PM

Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

33. Οι αξίες μου και αυτές του συγκεκριμένου ξενοδοχείου ταυτίζονται. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

34. Αισθάνομαι να ταυτίζομαι με το συγκεκριμένο ξενοδοχείο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Επιστροφή καταναλωτών: Δείξτε παρακαλώ το βαθμο στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψιν την εμπειρία σας στο συγκεκριμένο ξενοδοχείο.(1-6, 1= Καθόλου σημαντικό, 6=Πολύ σημαντικό)

35. Νιώθω ικανοποιημένος/-η απο τη γενική εμπειρία μου στο συγκεκριμένο ξενοδοχείο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

36. Δεν έχω καμία ανησυχία ή παράπονο για το συγκεκριμένο ξενοδοχείο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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3/30/22, 10:00 PM

Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

37. Θα επιθυμούσα πολύ να επιστρέψω στο συγκεκριμένο ξενοδοχείο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

38. Θα πρότεινα σε φίλους και συγγενείς μου να επισκεπτούν το συγκεκριμένο ξενοδοχείο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

39. Δεν θα επισκεπτώ άλλο ξενοδοχείο παρά μόνο αυτό, αν επισκεπτώ ξανά το ίδιο μέρος. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

40. Σκέφτομαι να επιστρέψω ξανά στο συγκεκριμένο ξενοδοχείο. *

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	6	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Παρακαλώ επιλέξτε μία από τις παρακάτω επιλογές.

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3/30/22, 10:00 PM

Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

41. Παρακαλώ υποδείξτε την εθνικότητά σας. *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Ελληνική
☐ Βρετανική
☐ Γερμανική
☐ Γαλλική
☐ Ρωσική
☐ Αμερικανική
☐ Άλλο: _____

42. Παρακαλώ υποδείξτε το φύλο σας. *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Άνδρας
☐ Γυναίκα
☐ Δεν επιθυμώ να απαντήσω

43. Παρακαλώ υποδείξτε την ηλικία σας. *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ έως 18
☐ 19-25
☐ 26-40
☐ 41-55
☐ άνω των 55

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3/30/22, 10:00 PM

Ερευνώντας την επιρροή των χαρακτηριστικών του ξενοδοχείου και της ταύτισης του καταναλωτή με την επωνυμία στην ικα...

44. Παρακαλώ υποδείξτε το εκπαιδευτικό σας επίπεδο. *

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Απόφοιτος δευτεροβάθμιας εκπαίδευσης
- ☐ Φοιτητής
- ☐ Απόφοιτος τριτοβάθμιας εκπαίδευσης
- ☐ Κάτοχος μεταπτυχιακού/διδακτορικού διπλώματος

Αυτό το περιεχόμενο δεν έχει δημιουργηθεί και δεν έχει εγκριθεί από την Google.

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3.Pretest (English version)

11/7/21, 12:46 PM

Factors influencing customer satisfaction,brand identification and retention in 4* & 5* hotels in Greece; a comparison betwe...

Factors influencing customer satisfaction,brand identification and retention in 4* & 5* hotels in Greece; a comparison between domestic and foreign customers

Dear Participant,

As part of my postgraduate studies in "MSc in Marketing & Communication: Specialization in International Marketing (PRIMA)" in "Athens University of Economics and Business", a survey is conducted titled "Factors influencing customer satisfaction,brand identification and retention in 4* & 5* hotels in Greece; a comparison between domestic and foreign customers". The purpose of this research is to examine which are the factors (physical surroundings & ambience,hospitality,hygiene attributes) that influence customer satisfaction, create brand identification and lead to customer retention after all in 4* & 5* hotels in Greece.

The questionnaire is designed to gather information and your participation in this study is completely voluntary. The survey should take approximately 8-10 minutes to complete. Observe the questionnaire carefully and answer all the questions that follow in the given order as honestly, accurately and carefully as possible. All of the responses in this survey will be recorded anonymously and will remain private. You do not have to write your name anywhere in the questionnaire.

You have the right to withdraw your participation at any time without any consequence. Please be aware that there are no right or wrong answers, your real personal opinion and perspective is the one that matters.

Thank you in advance for taking the time to assist in the study and complete this questionnaire.

Kind regards,
Diamanti Aristoula

Please choose one of the below answers.

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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[116]

Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4*&5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



11/7/21, 12:46 PM

Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

1. Have you visited within the last year a 4* or 5* hotel in Greece?

Να επισημαίνεται μόνο μία έλλειψη.

☐ Yes

☐ No

2. Have you stayed in the same hotel before?

Να επισημαίνεται μόνο μία έλλειψη.

☐ Yes

☐ No

Ενότητα χωρίς
τίτλο

Thinking about this specific hotel experience, please choose one of the below answers.

3. Did you travel ... ?

Να επισημαίνεται μόνο μία έλλειψη.

☐ Alone

☐ Couple

☐ Family

☐ Group

☐ Άλλο: _____

4. Please indicate the purpose of your trip.

Να επισημαίνεται μόνο μία έλλειψη.

☐ Holidays

☐ Business

☐ Άλλο: _____

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Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison betwe...

Hotel's physical
surroundings &
ambience

Thinking about this specific hotel experience, please indicate your
level of agreement with the following statements.
(1-5, 1=totally disagree, 5= totally agree)

5. The hotel 's location was an important reason for choosing it.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

6. The hotel gave me the feeling that I am staying at a high-class luxury hotel.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

7. I was very impressed with the hotel's architectural design.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

8. I was very impressed with the hotel's interior decorating.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

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11/7/21, 12:46 PM

Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

9. The hotel had beautiful accommodation.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

10. The hotel's rooms were equipped with everything I needed.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

11. The atmosphere there made me feel welcome, comfortable and at ease.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

12. I was very impressed with the hotel's restaurant and entertainment facilities.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Hospitality

Thinking about this specific hotel experience, please indicate your level of agreement with the following statements.
(1-5, 1=totally disagree, 5= totally agree)

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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11/7/21, 12:46 PM

Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

13. The hotel's employees were friendly, cheerful, polite, and responsive.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

14. The hotel's employees always made me feel very important.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

15. The hotel's employees communicated well and were good listeners.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

16. The hotel's employees were able to anticipate my unmet needs.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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[120]

Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4*&5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



11/7/21, 12:46 PM

Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

17. The hotel's employees created a special mood of comfort and relaxation.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Hygiene
attributes

Thinking about this specific hotel experience, please determine your level of importance to the following statements.
(1-5, 1=not at all important, 5= very important)

18. I consider... that a hotel washes its laundry using antibacterial products and practices (i.e., towels, bed covers, blankets and pillows).

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

19. I consider ... that a hotel cleans in room-facilities using disinfectants.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

20. I consider ... that the rooms in a hotel are equipped with special air cleaners to prevent aerosol infections.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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11/7/21, 12:46 PM

Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

21. I consider ... that a hotel uses disinfectants cleaning restaurant facilities.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

22. I consider ... that the hotel staff receives at least one health check-up per year.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

23. I consider ... that the hotel staff meticulously wash and disinfect their hands.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

Customer-
Brand
Identification

Thinking about the hotel's brand name please indicate how much you agree or disagree with each of the following statements.
(1-5, 1=totally disagree, 5= totally agree)

24. When someone criticizes the hotel's brand, it feels like a personal insult.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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11/7/21, 12:46 PM

Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

25. I am very interested in what others think about the hotel's brand.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

26. When I talk about the hotel's brand, I usually say "we" rather than "they".

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

27. The hotel's brand's successes feel like my successes.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

28. When someone praises the hotel's brand, it feels like a personal compliment.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Customer
retention

Thinking about this specific hotel experience, please indicate your level of agreement with the following statements.
(1-5, 1=totally disagree, 5= totally agree)

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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[123]

Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4*&5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



11/7/21, 12:46 PM

Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

29. I would love to come back to that hotel.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

30. I identify myself with that hotel.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

31. I would tell my friends and relatives to come to that hotel.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

32. I will not go to any other hotel but this one if I visit the same location again.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

<https://docs.google.com/forms/d/1S0cL9XtoSBFhAM92Vonkucv8afCc5JASK-lfje13z-U/edit>

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Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

33. I may consider returning to that hotel again.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

34. My values and those of that hotel are very similar.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

35. I do not have any concerns or complaints about that hotel.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

Please choose one of the below answers.

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[125]

Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4*&5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



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Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

36. Please indicate your nationality.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Greek
- ☐ British
- ☐ German
- ☐ French
- ☐ Austrian
- ☐ Belgian
- ☐ American
- ☐ Άλλο: _____

37. Please indicate your sex.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

38. Please indicate your age.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Up to 18
- ☐ 19-25
- ☐ 26-40
- ☐ 41-55
- ☐ over 55

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Factors influencing customer satisfaction, brand identification and retention in 4* & 5* hotels in Greece; a comparison between...

39. Please indicate your level of education.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ High school graduate
- ☐ Student
- ☐ University graduate
- ☐ Msc/Ma/PhD graduate

Αυτό το περιεχόμενο δεν έχει δημιουργηθεί και δεν έχει εγκριθεί από την Google.

Google

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[127]

Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4*&5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



4.Pretest (Greek version)

11/7/21, 12:44 PM

Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην Ελλάδα - σύγκριση μεταξύ εγχώριων και ξένων καταναλωτών

Αγαπητέ/ή Συμμετέχοντα/ουσα,

Στα πλαίσια του μεταπτυχιακού προγράμματος "MSc in Marketing & Communication: Specialization in International Marketing (PRIMA)" στο Οικονομικό Πανεπιστήμιο Αθηνών (ΟΠΑ), διεξάγω μία δημοσκόπηση με θέμα «Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην Ελλάδα - σύγκριση μεταξύ εγχώριων και ξένων καταναλωτών». Σκοπός της δημοσκόπησης είναι να μελετηθούν οι παράγοντες (φυσικό περιβάλλον & ατμόσφαιρα, φιλοξενία, χαρακτηριστικά υγιεινής) που επηρεάζουν την ικανοποίηση των πελατών, δημιουργούν ταύτιση αυτών με την επωνυμία του ξενοδοχείου κι εν τέλει επιστροφή αυτών στο ίδιο ξενοδοχείο 4*/5* στην Ελλάδα. .

Το ερωτηματολόγιο που ακολουθεί έχει σχεδιαστεί ώστε να συλλεχθούν τα απαραίτητα δεδομένα και η συμμετοχή σας στην έρευνα είναι εντελώς εθελοντική. Η διαδικασία συμπλήρωσης θα διαρκέσει περίπου 8-10 λεπτά. Παρακαλώ απαντήστε στις ερωτήσεις που ακολουθούν με τη σειρά που παρατίθενται και με όσο μεγαλύτερη προσοχή, ακρίβεια και ειλικρίνεια γίνεται. Όλες οι πληροφορίες που θα μας παρέχετε θα παραμείνουν ανώνυμες και εμπιστευτικές. Δεν χρειάζεται να γράψετε πουθενά το όνομά σας στο ερωτηματολόγιο.

Έχετε το δικαίωμα να αποχωρήσετε οποιαδήποτε στιγμή χωρίς καμία απολύτως επίπτωση. Παρακαλώ να θυμάστε πως δεν υπάρχουν σωστές και λάθος απαντήσεις. Αυτό που έχει σημασία είναι η πραγματική προσωπική σας γνώμη και αντίληψη.

Ευχαριστώ προκαταβολικά για το χρόνο σας και την προθυμία σας να συμμετέχετε στην έρευνα και να συμπληρώσετε το παρόν ερωτηματολόγιο.

Με εκτίμηση,
Διαμάντη Αριστούλα

Παρακαλώ επιλέξτε μία από τις παρακάτω επιλογές.

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

1. Έχετε επισκεπτεί τον τελευταίο ένα χρόνο 4* ή 5* ξενοδοχείο στην Ελλάδα;

Να επισημαίνεται μόνο μία έλλειψη.

☐ Ναι

☐ Όχι

2. Έχετε μείνει στο ίδιο ξενοδοχείο στο παρελθόν;

Να επισημαίνεται μόνο μία έλλειψη.

☐ Ναι

☐ Όχι

Παρακαλώ επιλέξτε μία από τις παρακάτω επιλογές έχοντας υπόψιν την εμπειρία σας στο εν λόγω ξενοδοχείο.

3. Ταξιδέψατε ... ;

Να επισημαίνεται μόνο μία έλλειψη.

☐ Μόνος

☐ Με σύντροφο

☐ Με οικογένεια

☐ Με γκρουπ

☐ Άλλο: _____

4. Υποδείξτε παρακαλώ τον σκοπό του ταξιδιού σας.

Να επισημαίνεται μόνο μία έλλειψη.

☐ Διακοπές

☐ Επαγγελματικό ταξίδι

☐ Άλλο: _____

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

Φυσικό περιβάλλον
& ατμόσφαιρα
ξενοδοχείου

Δείξτε παρακαλώ το βαθμό στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψιν την εμπειρία σας στο εν λόγω ξενοδοχείο.
(1-5, 1= Διαφωνώ πλήρως, 5=Συμφωνώ πλήρως)

5. Η τοποθεσία του ξενοδοχείου υπήρξε ένας σημαντικός λόγος για να το επιλέξω.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

6. Το ξενοδοχείο μου έδωσε την αίσθηση πως μένω σε ένα πολυτελές ξενοδοχείο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

7. Ο αρχιτεκτονικός σχεδιασμός του ξενοδοχείου με ενθουσίασε.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

8. Η εσωτερική διακόσμηση του ξενοδοχείου με ενθουσίασε.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

9. Το ξενοδοχείο είχε όμορφα δωμάτια.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

10. Τα δωμάτια του ξενοδοχείου ήταν εξοπλισμένα με όλα όσα χρειάζονται.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

11. Η ατμόσφαιρα του ξενοδοχείου με έκανε να αισθανθώ άνετα και ευπρόσδεκτα.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

12. Οι χώροι εστίασης και διασκέδασης του ξενοδοχείου με ενθουσίασαν.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Φιλοξενία

Δείξτε παρακαλώ το βαθμό στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψη την εμπειρία σας στο εν λόγω ξενοδοχείο.
(1-5, 1= Διαφωνώ πλήρως, 5=Συμφωνώ πλήρως)

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

13. Οι εργαζόμενοι του ξενοδοχείου φιλικοί, ευδιάθετοι, ευγενικοί και εξυπηρετικοί

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

14. Οι εργαζόμενοι του ξενοδοχείου πάντα με έκανα να αισθάνομαι σημαντικός/ή.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

15. Οι εργαζόμενοι του ξενοδοχείου επικοινωνούσαν καλά και άκουγαν με προσοχή.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

16. Οι εργαζόμενοι του ξενοδοχείου μπορούσαν να ικανοποιήσουν οποιαδήποτε επιθυμία μου.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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[132]

Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4*&5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



11/7/21, 12:44 PM

Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

17. Οι εργαζόμενοι του ξενοδοχείου δημιουργούσαν ένα εξαιρετικό κλίμα άνεσης και χαλάρωσης.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Χαρακτηριστικά
υγιεινής

Υποδείξτε παρακαλώ το επίπεδο σημαντικότητας για εσάς, έχοντας υπόψιν την εμπειρία σας στο εν λόγω ξενοδοχείο.
(1-5, 1= Καθόλου σημαντικό, 5=Πολύ σημαντικό)

18. Θεωρώ ... το ξενοδοχείο να χρησιμοποιεί αντιβακτηριακά προϊόντα και πρακτικές στο πλύσιμο του ιματισμού του (π.χ., πετσέτες, σεντόνια).

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Καθόλου σημαντικό	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πολύ σημαντικό

19. Θεωρώ ... το ξενοδοχείο να χρησιμοποιεί απολυμαντικά προϊόντα στον καθαρισμό των δωματίων.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Καθόλου σημαντικό	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πολύ σημαντικό

https://docs.google.com/forms/d/15i2YLhjyc6nrqQLzDIWDNbaRy_3neYZdWgb75maRDeo/edit

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

20. Θεωρώ ... τα δωμάτια του ξενοδοχείου να είναι εξοπλισμένα με ειδικούς καθαριστές αέρος που αποτρέπουν αερολυματικές μολύνσεις.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Καθόλου σημαντικό	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πολύ σημαντικό

21. Θεωρώ ... το ξενοδοχείο να χρησιμοποιεί απολυμαντικά για να καθαρίζει τους χώρους των εστιατορίων.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Καθόλου σημαντικό	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πολύ σημαντικό

22. Θεωρώ ... το προσωπικό του ξενοδοχείου να υπόκειται τουλάχιστον μία φορά τον χρόνο σε γενικό ιατρικό έλεγχο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Καθόλου σημαντικό	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πολύ σημαντικό

23. Θεωρώ ... το προσωπικό του ξενοδοχείου να πλένει και να απολυμένει προσεκτικά τα χέρια του.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Καθόλου σημαντικό	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πολύ σημαντικό

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

Ταύτιση καταναλωτή
με την ξενοδοχειακή
επωνυμία

Δείξτε παρακαλώ το βαθμό στον οποίο συμφωνείτε ή διαφωνείτε με τα παρακάτω έχοντας υπόψιν την επωνυμία του εν λόγω ξενοδοχείου.
(1-5, 1= Διαφωνώ πλήρως, 5=Συμφωνώ πλήρως)

24. Όταν κάποιος ασκεί κριτική στην επωνυμία του ξενοδοχείου, το αισθάνομαι ως προσωπική προσβολή.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

25. Με ενδιαφέρει πολύ τι σκέφτονται οι άλλοι για την επωνυμία του ξενοδοχείου.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

26. Όταν αναφέρομαι στην επωνυμία του ξενοδοχείου χρησιμοποιώ περισσότερο το "εμείς" παρά το "αυτοί".

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

27. Αισθάνομαι τις επιτυχίες της επωνυμίας του ξενοδοχείου σαν δικές μου επιτυχίες.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

28. Όταν κάποιος επαινεί την επωνυμία του ξενοδοχείου, το αισθάνομαι σαν προσωπικό κοπλιμέντο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Επιστροφή
καταναλωτών

Υποδείξτε παρακαλώ το επίπεδο σημαντικότητας για εσάς, έχοντας υπόψιν την εμπειρία σας στο εν λόγω ξενοδοχείο.
(1-5, 1= Καθόλου σημαντικό, 5=Πολύ σημαντικό)

29. Θα επιθυμούσα πολύ να επιστρέψω στο εν λόγω ξενοδοχείο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

30. Αισθάνομαι να ταυτίζομαι με το εν λόγω ξενοδοχείο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

https://docs.google.com/forms/d/15i2YLhjyc6nrqQLzDIWDNbaRy_3neYZdWgb75maRDeo/edit

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11/7/21, 12:44 PM

Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

31. Θα πρότινα σε φίλους και συγγενείς μου να επισκεπτούν το εν λόγω ξενοδοχείο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

32. Δεν θα επισκεπτώ άλλο ξενοδοχείο παρά μόνο αυτό, αν επισκεπτώ ξανά το ίδιο μέρος.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

33. Σκέφτομαι να επιστρέψω ξανά στο εν λόγω ξενοδοχείο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

34. Οι αξίες μου και αυτές του εν λόγω ξενοδοχείου ταυτίζονται.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

https://docs.google.com/forms/d/15i2YLhjyc6nrqQLzDIWDNbaRy_3neYZdWgb75maRDeo/edit

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11/7/21, 12:44 PM

Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

35. Δεν έχω καμία ανησυχία ή παράπονο για το εν λόγω ξενοδοχείο.

Να επισημαίνεται μόνο μία έλλειψη.

	1	2	3	4	5	
Διαφωνώ πλήρως	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ πλήρως

Παρακαλώ επιλέξτε μία από τις παρακάτω επιλογές.

36. Παρακαλώ υποδείξτε την εθνικότητά σας.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Ελληνική
☐ Βρετανική
☐ Γερμανική
☐ Γαλλική
☐ Αυστριακή
☐ Βελγική
☐ Αμερικανική
☐ Άλλο: _____

37. Παρακαλώ υποδείξτε το φύλο σας.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Άνδρας
☐ Γυναίκα
☐ Δεν επιθυμώ να απαντήσω

https://docs.google.com/forms/d/15i2YLhjyc6nrqQLzDIWDNbaRy_3neYZdWgb75maRDeo/edit

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Παράγοντες που επηρεάζουν την ικανοποίηση, την ταύτιση με την επωνυμία και την επιστροφή σε 4* & 5* ξενοδοχεία στην ...

38. Παρακαλώ υποδείξτε την ηλικία σας.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ έως 18
☐ 19-25
☐ 26-40
☐ 41-55
☐ άνω των 55

39. Παρακαλώ υποδείξτε το εκπαιδευτικό σας επίπεδο.

Να επισημαίνεται μόνο μία έλλειψη.

- ☐ Απόφοιτος δευτεροβάθμιας εκπαίδευσης
☐ Φοιτητής
☐ Απόφοιτος τριτοβάθμιας εκπαίδευσης
☐ Κάτοχος μεταπτυχιακού/διδακτορικού διπλώματος

Αυτό το περιεχόμενο δεν έχει δημιουργηθεί και δεν έχει εγκριθεί από την Google.

Google

https://docs.google.com/forms/d/15i2YLhjyc6nrqQLzDIWDNbaRy_3neYZdWgb75maRDeo/edit

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5. Respondents' profile – SPSS output

i. Gender

Statistics

Please indicate your sex.

N	Valid	318
	Missing	0

Please indicate your sex.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	130	40,9	40,9	40,9
	female	183	57,5	57,5	98,4
	prefer not to say	5	1,6	1,6	100,0
	Total	318	100,0	100,0	

ii. Age

Statistics

Please indicate your age.

N	Valid	318
	Missing	0

Please indicate your age.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-25	75	23,6	23,6	23,6
	26-40	155	48,7	48,7	72,3
	41-55	34	10,7	10,7	83,0
	over 55	54	17,0	17,0	100,0
	Total	318	100,0	100,0	

iii. Education

Statistics

Please indicate your level of education.

N	Valid	318
	Missing	0

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Please indicate your level of education.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school graduate	42	13,2	13,2	13,2
	student	13	4,1	4,1	17,3
	university graduate	140	44,0	44,0	61,3
	Msc/Ma/Phd graduate	123	38,7	38,7	100,0
	Total	318	100,0	100,0	

iv. Nationality

Statistics

Please indicate your nationality.

N	Valid	318
	Missing	0

Please indicate your nationality.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Greek	186	58,5	58,5	58,5
	Norwegian	3	,9	,9	59,4
	Polish	6	1,9	1,9	61,3
	Sweedish	6	1,9	1,9	63,2
	British	15	4,7	4,7	67,9
	German	24	7,5	7,5	75,5
	French	23	7,2	7,2	82,7
	Italian	11	3,5	3,5	86,2
	Jewish	14	4,4	4,4	90,6
	American	8	2,5	2,5	93,1
	Chinese	14	4,4	4,4	97,5
	Russian	8	2,5	2,5	100,0
	Total	318	100,0	100,0	



6. Hotel guests' profile – SPSS output

i. Hotel category

Statistics

Have you visited within the last year a 4* or 5* hotel in Greece?

N	Valid	318
	Missing	0
Mode		1

Have you visited within the last year a 4* or 5* hotel in Greece?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 stars hotel	177	55,7	55,7	55,7
	5 stars hotel	141	44,3	44,3	100,0
	Total	318	100,0	100,0	

ii. Purpose of the trip

Statistics

Please indicate the purpose of your trip.

N	Valid	318
	Missing	0
Mode		1

Please indicate the purpose of your trip.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	holidays	286	89,9	89,9	89,9
	business	32	10,1	10,1	100,0
	Total	318	100,0	100,0	

iii. Type of guest

Statistics

Did you travel ... ?

N	Valid	318
	Missing	0

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Mode	2
------	---

Did you travel ... ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	alone	39	12,3	12,3	12,3
	couple	167	52,5	52,5	64,8
	family	53	16,7	16,7	81,4
	group	59	18,6	18,6	100,0
	Total	318	100,0	100,0	



7. Correlation analysis – SPSS output

Bootstrap Specifications

Sampling Method	Simple
Number of Samples	5000
Confidence Interval Level	95,0%
Confidence Interval Type	Bias-corrected and accelerated (BCa)

Correlations

		Ambience Score	Hospitality Score	Hygiene attributes Score	Brand identification score	Satisfaction score	Retention Score
Ambience Score	Pearson Correlation	1	,768**	,751**	,473**	,774**	,769**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	318	318	318	318	318	318
	Bootst Bias	0	,000	-,001	,000	-,001	-,001
	rap ^b Std. Error	0	,023	,025	,044	,025	,023
	BCa 95% Confidence Interval	Lower	,717	,696	,380	,719	,718
		Upper	,812	,796	,559	,820	,813
Hospitality Score	Pearson Correlation	,768**	1	,768**	,510**	,744**	,773**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	318	318	318	318	318	318
	Bootst Bias	,000	0	-,002	-,001	,000	-,001
	rap ^b Std. Error	,023	0	,029	,039	,025	,026
	BCa 95% Confidence Interval	Lower	,717	,706	,428	,691	,714
		Upper	,812	,817	,583	,793	,821
Hygiene attributes Score	Pearson Correlation	,751**	,768**	1	,474**	,688**	,690**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	318	318	318	318	318	318
	Bootst Bias	-,001	-,002	0	,000	-,002	-,002
	rap ^b Std. Error	,025	,029	0	,041	,036	,043
		Lower	,696	,706	,388	,613	,599
		Upper					

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		BCa 95% Confidence Interval	Up per	,796	,817	.	,549	,751	,763
Brand identification score	Pearson Correlation			,473**	,510**	,474**	1	,510**	,454**
	Sig. (2-tailed)			,000	,000	,000		,000	,000
	N			318	318	318	318	318	318
	Bootst rap ^b	Bias		,000	-,001	,000	0	,000	,000
		Std. Error		,044	,039	,041	0	,038	,040
		BCa 95% Confidence Interval	Lo wer	,380	,428	,388	.	,429	,371
			Up per	,559	,583	,549	.	,584	,529
Satisfaction score	Pearson Correlation			,774**	,744**	,688**	,510**	1	,888**
	Sig. (2-tailed)			,000	,000	,000	,000		,000
	N			318	318	318	318	318	318
	Bootst rap ^b	Bias		-,001	,000	-,002	,000	0	,000
		Std. Error		,025	,025	,036	,038	0	,012
		BCa 95% Confidence Interval	Lo wer	,719	,691	,613	,429	.	,861
			Up per	,820	,793	,751	,584	.	,911
Retention Score	Pearson Correlation			,769**	,773**	,690**	,454**	,888**	1
	Sig. (2-tailed)			,000	,000	,000	,000	,000	
	N			318	318	318	318	318	318
	Bootst rap ^b	Bias		-,001	-,001	-,002	,000	,000	0
		Std. Error		,023	,026	,043	,040	,012	0
		BCa 95% Confidence Interval	Lo wer	,718	,714	,599	,371	,861	.
			Up per	,813	,821	,763	,529	,911	.

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

b. Unless otherwise noted, bootstrap results are based on 5000 bootstrap samples



8. Multiple linear regression analysis – SPSS output

i. Customers' Satisfaction

Bootstrap for Coefficients							
				Bootstrap ^a		BCa 95% Confidence	
				Std.		Interval	
Model		B	Bias	Error	Sig. (2- tailed)	Lower	Upper
1	(Constant)	-,438	-,004	,263	,094	-,934	,049
	Ambience Score	,623	,000	,079	,000	,458	,776
	Hospitality Score	,285	-,002	,063	,000	,164	,402
	Hygiene attributes Score	,126	,003	,077	,094	-,014	,282
	Brand identification score	,106	-,001	,031	,001	,045	,164
2	(Constant)	,463	,031	,368	,206	-,316	1,290
	Ambience Score	,682	,005	,078	,000	,527	,856
	Hospitality Score	,322	-3,177E-6	,062	,000	,196	,443
	Hygiene attributes Score	-,013	-,006	,081	,868	-,158	,126
	Brand identification score	,126	-,003	,033	,000	,064	,182
	gender	-,063	-,001	,078	,421	-,216	,082
	age1	-,550	-,005	,088	,000	-,717	-,398
	age2	-,812	-,005	,145	,000	-1,114	-,543
	educational level1	,167	-,009	,314	,573	-,516	,756
	educational level2	-,096	-,004	,143	,502	-,368	,163
	nationality	-,120	-,005	,119	,308	-,351	,096
	Hotel category	-,018	-,005	,070	,798	-,149	,104
	Type of guest1	-,058	-,004	,126	,644	-,312	,178
	Type of guest2	-,234	-,001	,160	,139	-,550	,075
	Type of guest3	-,030	-,010	,139	,824	-,297	,218

a. Unless otherwise noted, bootstrap results are based on 5000 bootstrap samples



ii. Customer's Retention

Bootstrap for Coefficients

		Bootstrap ^a					
				Std.		95% Confidence	
Model		B	Bias	Error	Sig. (2- tailed)	Interval Lower	Upper
1	(Constant)	-1,045	,001	,336	,002	-1,696	-,312
	Ambience Score	,563	,001	,074	,001	,420	,705
	Hospitality Score	,505	-,005	,080	,001	,343	,652
	Hygiene attributes Score	,111	,004	,102	,255	-,067	,347
	Brand identification score	,032	-,001	,034	,354	-,039	,096
2	(Constant)	-,258	,041	,361	,478	-,922	,537
	Ambience Score	,528	,004	,067	,001	,403	,665
	Hospitality Score	,571	-1,715E-6	,076	,001	,421	,722
	Hygiene attributes Score	,012	-,007	,092	,895	-,166	,201
	Brand identification score	,106	-,001	,036	,006	,034	,174
	gender	,224	,004	,083	,008	,061	,389
	age	-,336	-,012	,109	,006	-,575	-,132
	age	-,684	-,017	,120	,001	-,928	-,460
	educational level	,618	-,016	,325	,052	-,062	1,218
	educational level	,069	-,006	,114	,530	-,154	,291
	nationality	-,507	-,011	,111	,001	-,725	-,297
	Hotel category	-,060	-,001	,074	,405	-,215	,086
	Type of guest	-,158	-,003	,147	,305	-,441	,117
	Type of guest	-,500	,005	,165	,005	-,826	-,180
	Type of guest	-,119	-,005	,149	,429	-,445	,149

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples



iii. Customer Retention with satisfaction added in the model

Bootstrap for Coefficients							
		Bootstrap ^a					
				Std.		95% Confidence	
Model		B	Bias	Error	Sig. (2- tailed)	Lower	Upper
1	(Constant)	-,721	,001	,217	,003	-1,145	-,296
	Ambience Score	,102	,003	,073	,178	-,039	,246
	Hospitality Score	,294	-,005	,068	,001	,146	,420
	Hygiene attributes Score	,018	,002	,062	,787	-,098	,143
	Brand identification score	-,047	,000	,027	,092	-,100	,007
	Satisfaction score	,739	-,001	,044	,001	,651	,824
2	(Constant)	-,601	-,002	,229	,009	-1,043	-,155
	Ambience Score	,022	,001	,079	,797	-,139	,174
	Hospitality Score	,333	-,004	,070	,001	,186	,453
	Hygiene attributes Score	,022	,000	,054	,723	-,076	,128
	Brand identification score	,012	,001	,026	,664	-,038	,065
	Satisfaction score	,741	,002	,052	,001	,636	,838
	gender	,271	,007	,066	,001	,156	,407
	age	,072	-,003	,081	,377	-,098	,231
	age	-,082	-,007	,092	,374	-,273	,092
	educational level	,495	,005	,166	,002	,151	,810
	educational level	,141	,000	,103	,170	-,064	,348
	nationality	-,418	-,002	,074	,001	-,571	-,283
	Hotel category	-,047	,005	,048	,357	-,133	,052
	Type of guest	-,115	8,461E-5	,109	,287	-,331	,105
	Type of guest	-,327	,011	,126	,009	-,563	-,069
	Type of guest	-,097	,003	,107	,357	-,302	,111

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples



9. Mediation analysis – SPSS output

i. Physical surroundings & ambience

```

Model
      coeff      se      t      p      LLCI      ULCI
constant  -,0424    ,2227   -,1906   ,8490   -,4805    ,3956
PS_AMB    1,0326    ,0475   21,7445   ,0000    ,9392    1,1261

*****
OUTCOME VARIABLE:
RET

Model Summary
      R      R-sq      MSE      F      df1      df2
p      ,8972    ,8050    ,3173   650,3856   2,0000   315,0000
,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  -,5407    ,1706   -3,1698   ,0017   -,8763   -,2051
PS_AMB    ,2995    ,0575    5,2101   ,0000    ,1864    ,4125
SAT       ,7996    ,0431   18,5541   ,0000    ,7148    ,8843

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      ,2995      ,0575    5,2101   ,0000    ,1864    ,4125

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
SAT      ,8256      ,0601      ,7026      ,9417
  
```

ii. 2. Hospitality

```

Model
      coeff      se      t      p      LLCI      ULCI
constant  ,6532    ,2098    3,1131   ,0020    ,2404    1,0660
HOSP      ,8444    ,0427   19,7922   ,0000    ,7604    ,9283

*****
OUTCOME VARIABLE:
RET

Model Summary
      R      R-sq      MSE      F      df1      df2
p      ,9036    ,8165    ,2986   700,9355   2,0000   315,0000
,0000
  
```



Model		coeff	se	t	p	LLCI	ULCI
constant		-,5192	,1499	-3,4628	,0006	-,8142	-,2242
HOSP		,3131	,0449	6,9680	,0000	,2247	,4016
SAT		,7681	,0396	19,3975	,0000	,6902	,8460

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,3131	,0449	6,9680	,0000	,2247	,4016

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
SAT	,6486	,0444	,5672	,740

iii. Hygiene attributes

Model		coeff	se	t	p	LLCI	ULCI
constant		-,5335	,1851	-2,8823	,0042	-,8977	-,1693
HYG_ATT		,2264	,0522	4,3330	,0000	,1236	,3292
SAT		,8600	,0380	22,6050	,0000	,7851	,9348

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,2264	,0522	4,3330	,0000	,1236	,3292

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
SAT	,8123	,0509	,7061	,9070

iv. Customer-brand identification

Model		coeff	se	t	p	LLCI	ULCI
constant		,0187	,1385	,1351	,8926	-,2538	,2912
CBI		,0018	,0303	,0602	,9521	-,0578	,0615
SAT		,9724	,0330	29,4235	,0000	,9073	1,0374

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,0018	,0303	,0602	,9521	-,0578	,0615

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
SAT	,4551	,0499	,3602	,5543



10. Moderation analysis – SPSS output

(1) Customer satisfaction

i. Physical surroundings & ambience

Model : 1
Y : SAT
X : PS_AMB
W : NATION

Covariates:

HOSP HYG_ATT CBI GENDER AGE1 AGE2 EDU1 EDU2
HOT_CAT GUEST1 GUEST2 GUEST3

Sample
Size: 313

OUTCOME VARIABLE:
SAT

Model Summary

	R	R-sq	MSE	F	df1	df2
p	,8653	,7488	,3605	59,0269	15,0000	297,0000
	,0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1156	,3277	,3528	,7245	-,5293	,7605
PS_AMB	,7679	,0858	8,9472	,0000	,5990	,9368
NATION	,8858	,4109	2,1558	,0319	,0772	1,6944
Int_1	-,2190	,0868	-2,5227	,0122	-,3899	-,0482
HOSP	,3512	,0688	5,1027	,0000	,2158	,4867
HYG_ATT	-,0413	,0725	-,5693	,5696	-,1840	,1014
CBI	,1295	,0356	3,6368	,0003	,0594	,1996
GENDER	-,0693	,0801	-,8652	,3877	-,2269	,0883
AGE1	-,6041	,1019	-5,9272	,0000	-,8047	-,4035
AGE2	-,8638	,1298	-6,6521	,0000	-1,1193	-,6082
EDU1	,1079	,2218	,4863	,6271	-,3286	,5443
EDU2	-,1353	,1170	-1,1566	,2483	-,3655	,0949
HOT_CAT	-,0133	,0808	-,1651	,8690	-,1723	,1456
GUEST1	-,0774	,1247	-,6207	,5353	-,3228	,1680
GUEST2	-,2472	,1362	-1,8153	,0705	-,5151	,0208
GUEST3	,0313	,1480	,2113	,8328	-,2599	,3224

Product terms key:

Int_1 : PS_AMB x NATION

Test(s) of highest order unconditional interaction(s):

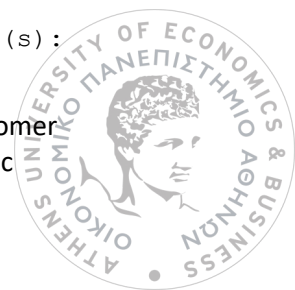
	R2-chng	F	df1	df2	p
X*W	,0054	6,3638	1,0000	297,0000	,0122

Focal predict: PS_AMB (X)
Mod var: NATION (W)

Conditional effects of the focal predictor at values of the moderator(s):

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Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4* & 5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



	NATION	Effect	se	t	p	LLCI
ULCI						
	,0000	,7679	,0858	8,9472	,0000	,5990
,9368						
	1,0000	,5489	,0950	5,7795	,0000	,3620
,7358						

ii. Hospitality

Model : 1
Y : SAT
X : HOSP
W : NATION

Covariates:

GENDER AGE1 AGE2 EDU1 PS_AMB EDU2 HOT_CAT GUEST1
GUEST2 GUEST3 HYG_ATT CBI

Sample

Size: 313

OUTCOME VARIABLE:

SAT

Model Summary

	R	R-sq	MSE	F	df1	df2
p						
	,8629	,7445	,3666	57,7102	15,0000	297,0000
,0000						

Model

	coeff	se	t	p	LLCI	ULCI
constant	,3007	,3319	,9060	,3657	-,3525	,9540
HOSP	,3739	,0824	4,5396	,0000	,2118	,5360
NATION	,3021	,3839	,7868	,4320	-,4535	1,0576
Int_1	-,0871	,0765	-1,1388	,2557	-,2377	,0634
GENDER	-,0644	,0807	-,7978	,4256	-,2233	,0945
AGE1	-,5751	,1028	-5,5928	,0000	-,7775	-,3728
AGE2	-,8317	,1304	-6,3762	,0000	-1,0884	-,5750
EDU1	,1291	,2249	,5740	,5664	-,3135	,5717
PS_AMB	,6760	,0797	8,4799	,0000	,5191	,8329
EDU2	-,1229	,1193	-1,0304	,3037	-,3576	,1118
HOT_CAT	-,0191	,0814	-,2343	,8149	-,1793	,1412
GUEST1	-,0523	,1256	-,4160	,6777	-,2995	,1950
GUEST2	-,2218	,1376	-1,6116	,1081	-,4926	,0490
GUEST3	,0238	,1546	,1537	,8780	-,2805	,3280
HYG_ATT	-,0202	,0725	-,2792	,7803	-,1630	,1225
CBI	,1265	,0359	3,5259	,0005	,0559	,1972

Product terms key:

Int_1 : HOSP x NATION

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0011	1,2968	1,0000	297,0000	,2557



iii. Hygiene attributes

Model : 1
Y : SAT
X : HYG_ATT
W : NATION

Covariates:

GENDER AGE1 AGE2 EDU1 EDU2 HOT_CAT GUEST1 GUEST2
GUEST3 PS_AMB HOSP CBI

Sample

Size: 313

OUTCOME VARIABLE:

SAT

Model Summary

	R	R-sq	MSE	F	df1	df2
p	,8665	,7509	,3575	59,6784	15,0000	297,0000
	,0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,0735	,3466	-,2121	,8322	-,7556	,6086
HYG_ATT	,1728	,0948	1,8227	,0694	-,0138	,3594
NATION	1,2410	,4675	2,6543	,0084	,3209	2,1611
Int_1	-,2838	,0953	-2,9785	,0031	-,4714	-,0963
GENDER	-,0862	,0801	-1,0766	,2825	-,2439	,0714
AGE1	-,6470	,1044	-6,1955	,0000	-,8525	-,4415
AGE2	-,8751	,1294	-6,7607	,0000	-1,1298	-,6204
EDU1	,0911	,2211	,4118	,6808	-,3441	,5262
EDU2	-,1745	,1184	-1,4738	,1416	-,4076	,0585
HOT_CAT	-,0159	,0804	-,1973	,8437	-,1741	,1424
GUEST1	-,0504	,1240	-,4063	,6848	-,2944	,1936
GUEST2	-,1839	,1365	-1,3471	,1790	-,4526	,0848
GUEST3	,0691	,1491	,4634	,6435	-,2244	,3625
PS_AMB	,6229	,0810	7,6877	,0000	,4635	,7824
HOSP	,3200	,0675	4,7374	,0000	,1871	,4529
CBI	,1359	,0356	3,8180	,0002	,0658	,2059

Product terms key:

Int_1 : HYG_ATT x NATION

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0074	8,8712	1,0000	297,0000	,0031

Focal predict: HYG_ATT (X)

Mod var: NATION (W)

Conditional effects of the focal predictor at values of the moderator(s):

NATION	Effect	se	t	p	LLCI	ULCI



```

,0000      ,1728      ,0948      1,8227      ,0694      -,0138
,3594
1,0000     -,1110      ,0786     -1,4134      ,1586      -,2656
,0436

```

iv. Customer-brand identification

```

Model   : 1
Y       : SAT
X       : CBI
W       : NATION

```

Covariates:

```

GENDER  AGE1    AGE2    EDU1    EDU2    HOT_CAT  GUEST1  GUEST2
GUEST3  PS_AMB  HOSP    HYG_ATT

```

Sample

Size: 313

OUTCOME VARIABLE:

SAT

Model Summary

	R	R-sq	MSE	F	df1	df2
p	,8641	,7467	,3635	58,3755	15,0000	297,0000
	,0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	,3704	,3023	1,2250	,2215	-,2246	,9653
CBI	,1859	,0469	3,9630	,0001	,0936	,2783
NATION	,2105	,1956	1,0759	,2828	-,1745	,5955
Int_1	-,1148	,0584	-1,9640	,0505	-,2297	,0002
GENDER	-,0564	,0804	-,7007	,4841	-,2147	,1019
AGE1	-,5587	,1002	-5,5772	,0000	-,7559	-,3616
AGE2	-,8434	,1297	-6,5006	,0000	-1,0987	-,5880
EDU1	,1552	,2215	,7006	,4841	-,2808	,5912
EDU2	-,1237	,1173	-1,0547	,2924	-,3545	,1071
HOT_CAT	,0017	,0817	,0205	,9837	-,1592	,1625
GUEST1	-,0670	,1251	-,5359	,5924	-,3131	,1791
GUEST2	-,2573	,1371	-1,8762	,0616	-,5272	,0126
GUEST3	-,0195	,1466	-,1328	,8944	-,3081	,2691
PS_AMB	,6704	,0794	8,4419	,0000	,5141	,8267
HOSP	,3185	,0681	4,6758	,0000	,1845	,4526
HYG_ATT	-,0052	,0721	-,0727	,9421	-,1470	,1366

Product terms key:

```

Int_1   :      CBI      x      NATION

```

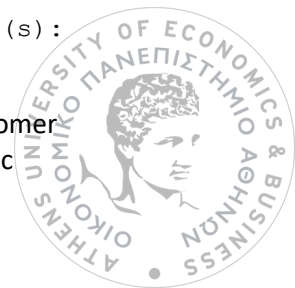
Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0033	3,8571	1,0000	297,0000	,0505

Focal predict: CBI (X)

Mod var: NATION (W)

Conditional effects of the focal predictor at values of the moderator(s):



	NATION	Effect	se	t	p	LLCI
ULCI						
	,0000	,1859	,0469	3,9630	,0001	,0936
,2783						
	1,0000	,0712	,0454	1,5674	,1181	-,0182
,1606						

(2) Customer retention

i. Physical surroundings & ambience

Model : 1
Y : RET
X : PS_AMB
W : NATION

Covariates:

GENDER	AGE1	AGE2	EDU1	EDU2	HOT_CAT	GUEST1	GUEST2
GUEST3	HOSP	HYG_ATT	CBI				

Sample

Size: 313

OUTCOME VARIABLE:
RET

Model Summary

	R	R-sq	MSE	F	df1	df2
p						
	,8673	,7522	,4271	60,1059	15,0000	297,0000
,0000						

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,5720	,3567	-1,6036	,1099	-1,2739	,1299
PS_AMB	,6051	,0934	6,4779	,0000	,4213	,7890
NATION	,4021	,4472	,8992	,3693	-,4780	1,2822
Int_1	-,1979	,0945	-2,0945	,0371	-,3839	-,0120
GENDER	,2182	,0872	2,5035	,0128	,0467	,3897
AGE1	-,3850	,1109	-3,4703	,0006	-,6033	-,1667
AGE2	-,7304	,1413	-5,1684	,0000	-1,0086	-,4523
EDU1	,5649	,2414	2,3400	,0199	,0898	1,0399
EDU2	,0339	,1273	,2665	,7900	-,2166	,2845
HOT_CAT	-,0556	,0879	-,6324	,5276	-,2286	,1174
GUEST1	-,1757	,1357	-1,2947	,1964	-,4428	,0914
GUEST2	-,5120	,1482	-3,4546	,0006	-,8036	-,2203
GUEST3	-,0638	,1610	-,3960	,6924	-,3807	,2531
HOSP	,5982	,0749	7,9848	,0000	,4507	,7456
HYG_ATT	-,0134	,0789	-,1692	,8658	-,1687	,1420
CBI	,1088	,0388	2,8061	,0053	,0325	,1850

Product terms key:



Int_1 : PS_AMB x NATION

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0037	4,3869	1,0000	297,0000	,0371

Focal predict: PS_AMB (X)
Mod var: NATION (W)

Conditional effects of the focal predictor at values of the moderator(s):

NATION	Effect	se	t	p	LLCI
ULCI					
,0000	,6051	,0934	6,4779	,0000	,4213
,7890					
1,0000	,4072	,1034	3,9394	,0001	,2038
,6106					

ii. Hospitality

Model : 1
Y : RET
X : HOSP
W : NATION

Covariates:

GENDER	AGE1	AGE2	EDU1	EDU2	HOT_CAT	GUEST1	GUEST2
GUEST3	PS_AMB	HYG_ATT	CBI				

Sample

Size: 313

OUTCOME VARIABLE:

RET

Model Summary

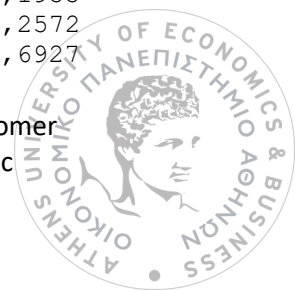
	R	R-sq	MSE	F	df1	df2
p						
,8656	,7492	,4322	59,1567	15,0000	297,0000	
,0000						

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,3970	,3604	-1,1016	,2715	-1,1063	,3122
HOSP	,6162	,0894	6,8905	,0000	,4402	,7922
NATION	-,1453	,4168	-,3485	,7277	-,9656	,6751
Int_1	-,0746	,0831	-,8983	,3698	-,2381	,0889
GENDER	,2227	,0877	2,5406	,0116	,0502	,3952
AGE1	-,3576	,1117	-3,2029	,0015	-,5774	-,1379
AGE2	-,7006	,1416	-4,9465	,0000	-,9793	-,4218
EDU1	,5858	,2442	2,3993	,0170	,1053	1,0664
EDU2	,0464	,1295	,3586	,7202	-,2084	,3012
HOT_CAT	-,0608	,0884	-,6871	,4925	-,2348	,1132
GUEST1	-,1533	,1364	-1,1237	,2620	-,4217	,1152
GUEST2	-,4896	,1494	-3,2766	,0012	-,7837	-,1955
GUEST3	-,0731	,1679	-,4355	,6635	-,4034	,2572
PS_AMB	,5224	,0866	6,0353	,0000	,3520	,6927

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Investigating the influence of hotel attributes and customer-brand identification on customer satisfaction and retention in 4*&5* hotels in Greece; a comparison between domestic and foreign customers | Diamanti Aristoula



Athens University of Economics and Business, 2020 – 2022
M.Sc. in Marketing & Communication - Specialization in International Marketing (PR.I.MA)

HYG_ATT	,0060	,0787	,0761	,9394	-,1490	,1609
CBI	,1061	,0390	2,7219	,0069	,0294	,1828

Product terms key:

Int_1 : HOSP x NATION

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0007	,8069	1,0000	297,0000	,3698

iii. Hygiene attributes

Model : 1
Y : RET
X : HYG_ATT
W : NATION

Covariates:

GENDER	AGE1	AGE2	EDU1	EDU2	HOT_CAT	GUEST1	GUEST2
GUEST3	HOSP	PS_AMB	CBI				

Sample

Size: 313

OUTCOME VARIABLE:

RET

Model Summary

	R	R-sq	MSE	F	df1	df2
p	,8669	,7516	,4281	59,9073	15,0000	297,0000
	,0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,6341	,3793	-1,6717	,0956	-1,3805	,1124
HYG_ATT	,1424	,1038	1,3723	,1710	-,0618	,3466
NATION	,4469	,5116	,8736	,3830	-,5599	1,4538
Int_1	-,1989	,1043	-1,9073	,0574	-,4041	,0063
GENDER	,2076	,0877	2,3690	,0185	,0351	,3801
AGE1	-,4041	,1143	-3,5364	,0005	-,6290	-,1792
AGE2	-,7279	,1416	-5,1393	,0000	-1,0067	-,4492
EDU1	,5651	,2420	2,3356	,0202	,0889	1,0413
EDU2	,0144	,1296	,1109	,9117	-,2407	,2694
HOT_CAT	-,0584	,0880	-,6636	,5074	-,2316	,1148
GUEST1	-,1529	,1357	-1,1271	,2606	-,4199	,1141
GUEST2	-,4650	,1494	-3,1121	,0020	-,7590	-,1709
GUEST3	-,0497	,1632	-,3047	,7608	-,3708	,2714
HOSP	,5703	,0739	7,7156	,0000	,4248	,7157
PS_AMB	,4862	,0887	5,4833	,0000	,3117	,6607
CBI	,1126	,0389	2,8902	,0041	,0359	,1892

Product terms key:

Int_1 : HYG_ATT x NATION

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0030	3,6380	1,0000	297,0000	,0574



Focal predict: HYG_ATT (X)
Mod var: NATION (W)

Conditional effects of the focal predictor at values of the moderator(s):

	NATION	Effect	se	t	p	LLCI
ULCI						
	,0000	,1424	,1038	1,3723	,1710	-,0618
	,3466					
	1,0000	-,0565	,0860	-,6575	,5114	-,2257
	,1126					

iv. Customer-brand identification

Model : 1
Y : RET
X : CBI
W : NATION

Covariates:

GENDER AGE1 AGE2 EDU1 EDU2 HOT_CAT GUEST1 GUEST2
GUEST3 HOSP PS_AMB HYG_ATT

Sample

Size: 313

OUTCOME VARIABLE:

RET

Model Summary

	R	R-sq	MSE	F	df1	df2
p						
	,8661	,7502	,4305	59,4676	15,0000	297,0000
	,0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,3303	,3290	-1,0039	,3162	-,9778	,3172
CBI	,1523	,0511	2,9837	,0031	,0519	,2528
NATION	-,2491	,2129	-1,1701	,2429	-,6681	,1699
Int_1	-,0895	,0636	-1,4070	,1605	-,2146	,0357
GENDER	,2291	,0875	2,6168	,0093	,0568	,4014
AGE1	-,3429	,1090	-3,1454	,0018	-,5575	-,1284
AGE2	-,7081	,1412	-5,0156	,0000	-,9860	-,4303
EDU1	,6091	,2411	2,5266	,0120	,1347	1,0836
EDU2	,0478	,1276	,3749	,7080	-,2033	,2990
HOT_CAT	-,0445	,0889	-,5006	,6170	-,2196	,1305
GUEST1	-,1653	,1361	-1,2143	,2256	-,4331	,1026
GUEST2	-,5182	,1492	-3,4723	,0006	-,8119	-,2245
GUEST3	-,1109	,1596	-,6952	,4875	-,4250	,2031
HOSP	,5690	,0741	7,6754	,0000	,4231	,7149
PS_AMB	,5185	,0864	5,9997	,0000	,3484	,6886
HYG_ATT	,0182	,0784	,2325	,8163	-,1361	,1726

Product terms key:

Int_1 : CBI x NATION



Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0017	1,9797	1,0000	297,0000	,1605

v. Customer Satisfaction

Model : 1
Y : RET
X : SAT
W : NATION

Covariates:

GENDER	AGE1	AGE2	EDU1	EDU2	HOT_CAT	GUEST1	GUEST2
GUEST3	HOSP	PS_AMB	HYG_ATT	CBI			

Sample

Size: 313

OUTCOME VARIABLE:

RET

Model Summary

	R	R-sq	MSE	F	df1	df2
p	,9306	,8660	,2318	119,5406	16,0000	296,0000
	,0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,6090	,2448	-2,4873	,0134	-1,0908	-,1271
SAT	,7480	,0643	11,6322	,0000	,6215	,8746
NATION	-,3776	,2804	-1,3466	,1791	-,9295	,1743
Int_1	-,0089	,0596	-,1493	,8814	-,1262	,1084
GENDER	,2691	,0650	4,1392	,0000	,1412	,3971
AGE1	,0681	,0871	,7812	,4353	-,1034	,2395
AGE2	-,0865	,1141	-,7587	,4486	-,3110	,1379
EDU1	,4914	,1782	2,7578	,0062	,1407	,8421
EDU2	,1381	,0946	1,4601	,1453	-,0480	,3242
HOT_CAT	-,0464	,0648	-,7171	,4739	-,1739	,0810
GUEST1	-,1157	,0999	-1,1587	,2475	-,3123	,0808
GUEST2	-,3268	,1096	-2,9806	,0031	-,5425	-,1110
GUEST3	-,0931	,1198	-,7772	,4377	-,3288	,1426
HOSP	,3342	,0570	5,8665	,0000	,2221	,4464
PS_AMB	,0188	,0737	,2548	,7991	-,1263	,1639
HYG_ATT	,0200	,0588	,3398	,7343	-,0957	,1356
CBI	,0123	,0291	,4209	,6741	-,0451	,0696

Product terms key:

Int_1 : SAT x NATION

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0000	,0223	1,0000	296,0000	,8814

