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Relationship between Experiential Marketing, Brand Image, Customer Satisfaction and Customer Loyalty in a Tourist Hotel

Shu-Jing Wu [1], Tin-Chang Chang [2],* and Chin-Chan Wu [3]

[1] Nanning Normal University, China; shujing@nnnu.edu.cn
[2] Department of Digital Media Design, Department of Business Administration, Asia University, Taiwan
[3] Department of Business Administration, Asia University, Taiwan; wf12332166@gmail.com
* Correspondence: ervine@asia.edu.tw; Tel.:+886934313431

Abstract: The industrial infrastructure in Taiwan has shifted to a service-oriented market. With the implementation of the two-day-a-week holiday, the patterns of people's consumption have become diversified, which promotes the development of the hotel industry. Therefore, how to improve customer loyalty with experiential marketing, brand image, and customer satisfaction, is an important issue in the hotel industry. The purpose of this study is to discuss the relationship among variables of experiential marketing, brand image, customer satisfaction, and customer loyalty in the tourist hotel in Kaohsiung. The analysis included sub-distribution, percentage analysis, reliability and validity analysis, and linear regression. The findings have shown that each variable is highly positively correlated to each other, showing that customer loyalty can be improved through the interactive use of experiential marketing, brand image, and customer satisfaction.

1. Introduction

Due to the transformation of industrial infrastructure into a service-oriented one in Taiwan, and the implementation of two day a week holiday, the public spends more time in leisure activities, which has promoted economic development in the tourist hotel industry. Statistics from the Tourism Bureau of the Ministry of Transportation showed that there were 11,066,707 tourists in Taiwan in 2018, an increase of 1.03% compared with 2017. In 2017, the total revenue from hotel accommodation and catering in Taiwan was NT$58,866,744,592. In 2018, the total revenue was NT$59,238,863,574 with an increase of 1.006%. This indicated that Taiwan's tourism industry continues to grow. Thus, hoteliers need to use their experiential marketing and brand image to improve customer satisfaction and customer loyalty.

In recent years, the competition has been fierce among domestic tourist hotels. Hotels no longer provide a place to rest and dine. Several hotels contain recreational areas such as zoos where people interact with animals and spend the night at the zoo. Hotels also provide package itineraries such as camping services. People experience recreational activities such as free fall, rock climbing, escape room, and jumpy jump at the hotels. All these activities increase fun and enjoyment while staying at the hotel. In terms of catering, locally-grown products and in-season ingredients are chosen, or cultural elements of different countries create a different dining atmosphere. Schmitt (1999) stated that customers lead to different thinking and behaviors through participation and hands-on experience. In addition to hardware facilities, tourist hotels must be constantly updated to increase qualified service and staff' standards to increase the added value of consumer consumption and improve customer loyalty.

The hotel needs to make customers enjoy the service and recognize the value of its products. With tangible goods, the added value of intangible goods also needs to meet the needs of customers. Employees play an important role in delivering services. Service personnel represent the company and products, so employee performance is often regarded as an important part of the accommodation experience. In addition to word-of-mouth marketing, increasing brand image is one of the marketing strategies in hotel management. Gao (2003) stated that brand building increases its industrial value. The brand represents the company's external image. Consumers can accurately identify brands. Xu (2000) proposed that the competition is fierce in the hotel industry, and hotel software and hardware must be constantly updated to increase the willingness of customers to return. Only a strong brand image with the attention of consumers attracts brand supporters. Hotels need to focus on service and adopt flexible marketing to increase market share. Also, they need to continue to develop new service programs, such as special dishes, multi-themed rooms, and game facilities to attract various customers and understand customer satisfaction through various interactions to obtain the customer's affirmation of the hotel brand (Pan, 2003).

In the past, most researchers focused on tourist imagery, work performance, and marketing strategies. This study is focused on the relationship between experiential marketing, brand image, customer satisfaction, and customer loyalty in the tourist hotel. Therefore, the research purpose is to understand the relationship between experiential marketing and customer loyalty in the tourist hotel, between brand image and customer loyalty in the tourist hotel, and between customer satisfaction and customer loyalty in the tourist hotel.

2. Literature Reviews

2.1. Experiential Marketing

2.1.1. Experience

Experience is formed after an individual participates in an event and by the sensory stimulation related to the environment. Pine and Gilmore (1998) stated that an experience is an event in which a company makes customers recall memories through products or services. Chang (2016) believed that the public's consumption tendency is irrational. In addition to the products' functionality, what consumers pursue is sensibility and fun, and experience is the feedback generated by the stimulation received through the senses. Through products and services, consumers' good feeling allows a positive image and reputation towards the company. Holbrook and Hirschman (1982) believed that customer experience has three parts: dream, awareness, and fun. They also believed that consumers purchase items for three reasons. When customers experience it, they feel the physical and psychological stimulation provided by the company (Pine and Gilmore, 1998).

2.1.2. Definition of Experiential Marketing

The concept of experiential marketing is what consumers have as a one-time experience with the products before actual use. These experiences change the original consumption behavior (Chen, 2012). Schmitt (2000) stated that experiences are individual events to respond to certain stimuli. The core of experiential marketing is to stimulate customers' feelings as the direction of marketing strategy. Experience is the result of life experience, stimulating consumers' senses, and their ways of thinking. Experiential marketing emphasizes consumer behavior including sensibility and rationality. Companies provide customers to experience in purchasing to obtain customer and emotional recognition. New directions are given to companies to conduct sales activities through recognition. The implementation includes senses, emotions, thinking, actions, and association and experience media.

2.1.3. Differences between Experiential Marketing and Traditional Marketing

The purpose of experiential marketing is to create different forms of experience through sensory stimulation. Customers no longer rationally compare products but create memorable personal experiences through services (Chuang, 2009). Traditional marketing focuses on products functionality to consider customers as rational consumers. However, the concept of consumption is no longer suitable for consumer behavior in today's market.

2.1.4. Movement of Marketing

Under the development of capitalism, companies need a more efficient way to open up the market to obtain profits and operate sustainably. Therefore, various marketing theories have emerged as the times require. However, no matter how the marketing strategy is formulated, its purpose is to achieve the goal of product sales. Kotler (1994) defined a product includes anything to satisfy people's needs and desires, including tangible goods and intangible services. Kotler (1994) also stated that the starting point of marketing champaign lies in human needs and desires. Therefore, marketing uses a combination of various resources to further stimulate people's needs and desires. People fulfill their needs and spiritual satisfaction through various consumptions.

In fact, among the marketing theories put forward by many scholars, the 4Ps theory (product, price, place, promotion) proposed by McCarthy (1964) is the most widely used by scholars and companies (Shimizu Koichi, 2001). Companies carry out product manufacturing, advertising, price formulation, and commodity sales through the formulation of marketing strategies. However, McCarthy's 4Ps in marketing are originated from a seller's standpoint (Liu et al., 2000). It is an internal variable that is more inclined to marketing operations. However, external factors also play a pivotal role in the impact of marketing (Shimizu Koichi, 2001). Lautelbur's 4C marketing strategy (consumer's needs and wants, cost and value to satisfy, convenience to buy, communication with consumers) corresponds to it (Liu, 1995).

The difference between 4P and 4C marketing strategies is that 4P focuses on the seller and 4C focuses on the buyer. As in 4P's promotion, advertising is usually used to achieve promotion purposes, but 4C emphasizes communication and interaction with

consumers. Scholars and experts have believed that joining WTO brings the challenges of globalization and liberalization. In the 21st century, competition will be more intense. Therefore, in addition to the internal and external factors, marketing needs to actively create value for customers. Therefore, in 1994, the 4V marketing strategy was proposed: versatility, value, variation, and vibration (Luo, 1999).

From the proposition of 4V, the connotation of marketing is still inseparable from the use of various promotion methods and channels to sell a variety of products at reasonable prices to meet the overall consumption situation. As far as the concept of the product is concerned, the product has evolved into what customers want and have for their needs. For example, marketing in the early 20th century contacted customers after a product was made. The most famous example was the Ford Model T. It was not until the 1950s that companies faced an oversupply in the market. Then, they began to hire many salespeople to seek more customers, known as the era of sales. When the market continued to grow, more companies were unable to satisfy the original sales model and set up marketing departments. This gave birth to the advent of the marketing era. To cope with the increasingly competitive market, more companies emphasize quality and customer value, a very popular concept in the 1980s (Gibert et al., 1997).

2.1.5. Evaluation of Experiential Marketing

Schmitt (1999) stated that experiential marketing consists of five parts, sensory, emotion, thinking, action, and association. Questions with positive and negative narratives were listed according to different experience media. Respondents answered the questions based on their feelings. The options included extremely disagree, strongly disagree, disagree, no opinion, somewhat agree, strongly agree, and extremely agree.

2.2. Brand Image

2.2.1. Branding

Keller (2001) pointed out that the word "brand" is derived from the Nordic "brandr", which stands for the imprint, the way animal owners use to identify animals. Biel (1992) stated that the appearance of brands is to identify the source of production. Until today, the brand has been widely used in goods or services. The American Marketing Association (1960) defined a brand as a name, a terminology, a sign and a symbol, a design, or a combination of the five, o identify the sellers' goods or services. Sappington and Wernerfelt (1985) proposed that the brand is a company's property, which increases the demand for the product and increase the recognition of the product to the customer.

Brand image is one of the key points of marketing. Dobni and Zinkhan (1990) stated that the brand image does not exist inside the commodity entity or technology, but the concept of the brand is held by customers. Li (2016) and Yu (2004) indicated that the brand image is shaped by the influence of marketing activities, publicity activities, and customers' characteristics. Wu and Chen (2012) stated that brand image refers to the association when customers' memory of a brand relates to the brand itself. When customers want to evaluate the quality of products, the brand image becomes an important external clue as to a benchmark for evaluation. Lin, Tsay, and Chen (2013) indicated that brand image refers to the customer's perception or impression of the brand generated by the internal and external attributes of the product, which in turn affects the behavior or willingness to purchase.

Park, Jaworski, and MacInnis (1986) stated that brand image is developed by companies according to customer needs. According to the customers' needs, a brand image structure is proposed, including functionality, symbolism, and experience as the measurement dimensions of brand image. Sung (2016) indicated that brand image includes the following.

(1) Functionality to assist customers in solving their needs generated by the external practical problems. For example, sports shoe brands develop soles of different materials, emphasizing pressure cushions.
(2) Symbolism to satisfy the improvement of customers' self-identity and social status. For example, high-end boutiques emphasize the upper-class level.
(3) Experience to satisfy the customer's sensory and cognitive stimulation to achieve pleasure and comfort such as tourism industry and movie theaters.

Biel (1992) stated that brand image is the extension and association made by customers when they see the brand name, which is composed of companies, products, and users. Zheng (2015) indicated that brand image includesthe following.

(1) Corporate image: functional attributes include company size, nationality, and history; flexible attributes include corporate leadership style, social welfare, and characteristics.
(2) Product image: including technology, price, service, color, model, and design style.
(3) User image: functional attributes include the user's age, occupation, and income; flexible attributes include the user's social status, values, lifestyle, and preferences.

Aaker and Alvarez del Blanco (1995) developed three dimensions for brand image: (1) value as the basic functional benefit of the brand, which measures whether there is an appropriate relationship between brand functionality and price, (2) personality for symbolic and emotional benefits derived from the brand, and (3) organization showing the degree of respect for the company, the confidence in the brand, and the closed linkage to the image of the organization.

2.3. Customer Satisfaction

According to the research project of the Washington Technology Association, many customers turn to other competitors' products or services because they are dissatisfied with the company. Only 4% of dissatisfied customers would complain. The rest did not respond, and 65% to 90% of them did come to shop again. Scholars advocated that companies that want to attract customers again must conduct regular surveys on customer satisfaction (Kotler, 2000). Marketing personnel usually create a questionnaire on customer satisfaction to analyze the results and use them as the basis for marketing strategies. Therefore, customer satisfaction has become the most common tool used by most companies to formulate marketing strategies today (Ofir and Somonson, 2001). For the companies, the loss of customers increases the expenditure. After investigating 14 industries, if the customer loss rate is reduced by 5%, the profit increased by 25% to 95% (Reichheld and Sasser, 1990). Consumer satisfaction affects the success of a company, as well as customer loyalty and brand image, thereby changing the competitive situation is positively correlated with corporate profitability (Muller, 1991).

2.3.1. Definition of Customer Satisfaction

Howard and Sheth (1969) pointed out that customer satisfaction refers to the evaluation of the value of goods or services after consumers purchase them. Hempel (1977) defined customer satisfaction as the evaluation made by customers after purchasing a product or service. Moreover, Oliver (1981) stated that customer satisfaction is a comprehensive evaluation after consumption. Day (1984) believed that customer satisfaction is an assessment of whether the performance of a product or service has met expectations before and after purchase. Cina (1989) indicated that customer satisfaction is a series of experiences. If the experience can meet customers' expectations, satisfaction will increase.

2.3.2. Evaluation of Customer Satisfaction

Keith and Hunt (1977) proposed that the measurement of customer satisfaction is divided into four parts, including customer service, guest room, dining, and leisure facilities.

2.4. Customer Loyalty

Prus and Brandt (1995) defined customer loyalty as repeated purchase intention, the level of recommendation to others, and immunity to new products and services of competing companies. Moreover, Oliver (1997) defined loyalty as the repeated consumption of the same product or service, and changes in circumstances do not affect customers' willingness to use the product or service. Frederick (2000) stated that customer loyalty is to gain the customers' trust and win their commitment of customers. Stum and Thory (1991) stated that customer loyalty contains the following four aspects: (1) continuing consumption, (2) company's other services/products, (3) recommendation to others, and (4) no interest in the goods or services of other companies. Janes and Sasser (1995) put forward a measurement method of customer loyalty, which include (1) willingness to repurchase whether customers are willing to consume the same service or product again, (2) basic behavior to evaluate the purchasing frequency and quantity, and (3) derivative behavior to recommend to others. Li (1998) divided customer loyalty into two types: (1) emphasis on behavior: focus on purchase behavior, customer loyalty is measured by action of purchasing and (2) emphasis on attitude: customer's brand preference.

3. Methodology

3.1. Research Structure

This study is to discuss the relationship among experiential marketing, brand image, customer satisfaction, and customer loyalty in the tourist hotel. The research structure is shown in Fig. 1.
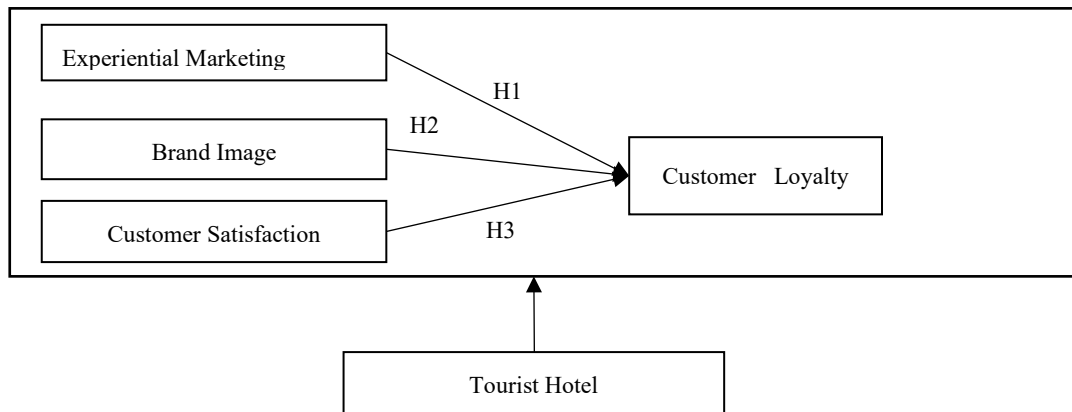
Fig. 1. Research Structure.

3.2. Hypothesis

In the study of experiential marketing, brand image, and customer loyalty (Chen, 2008), the finding has indicated that experiential marketing and customer loyalty are significantly correlated (Schmitt and Josco, 1999). Thus, the following hypothesis is proposed in this study.

H1: "Experiential marketing" and "customer loyalty" are positively significantly correlated.

In the study of brand image, word of mouth marketing, customer satisfaction, and customer loyalty (Chen, 2016), the results showed that the relationship between brand image and customer loyalty is positively significantly correlated. Therefore, the following is proposed.

H2: "Brand image" and "customer loyalty" are positively correlated.

Customer satisfaction has an impact on customer loyalty, and customers with high satisfaction are willing to advertise, attract other customers, and reduce advertising costs (Zeithaml and Bitner,1996). Therefore, the following is proposed.

H3: "customer satisfaction" and "customer loyalty" are positively significantly correlated.

3.3. Questionnaire

The measurement of experiential marketing proposed by Schmitt and Josco (1988) includes (1) sensory: hotel's software and hardware facilities, (2) emotion: hotel's thoughtful services, (3) thinking: inner feedback/feelings towards the service of the hotel, (4) action: service personnel' professional competencies, abilities, and courtesy, and (5) association: interaction from the itinerary or activities provided by the hotel.

The measurement items of brand image proposed by Park, Jaworksi, and Maclinnis (1986) include (1) functionality to meet the hotel guests' desires, (2) symbolism to increase the hotel guests' self-identity and socioeconomic status, and (3) experience to fulfill hotel guests' needs for leisure entertainment and sensory stimulation.

Customer satisfaction is to understand whether the needs of hotel guests are met during their stay, their expectations of the hotel before the stay, and their feelings about the facilities and experience of the hotel. The measurement of customer satisfaction proposed by Hunt (1977) includes (1) customer service for the hotel reservation system, hotel services staffs' reception attitude, luggage storage, mail, message processing, and transportation provision, (2) guest rooms for the hotel's neatness, cleanliness, and comfort, the safety, and tranquility of the guest room, the convenience of toiletries and room service, (3) dining for the waiting time, the appropriate taste, hygiene, the service staffs' attitude, and the dining atmosphere, and the satisfaction with the meal, and (4) facilities for the safety of leisure facilities, the comfort, and convenience of space utilization.

Combined with studies by Gronholbt, Martensen, and Kristensen (2000) and Stum and Thory (1991), measurement items of customer loyalty include (1) repurchase intention so that hotel guests are willing to continue and repeat purchases of services or goods, and (2) recommendation to others so that hotel guests are willing to recommend this hotel to their relatives and friends.

3.4. Sampling and Data Analysis

We focused on a tourist hotel in the Kaohsiung area and used convenience sampling. The questionnaire was distributed at the front desk of the hotels when customers checked in, and they returned the questionnaire when they checked out. 300 questionnaires were distributed in March 2021, and 276 were returned with valid questionnaires. The return rate was 92%.

By using SPSS, the following was analyzed: (1) frequency distribution and percentage analysis to understand the distribution of variables, (2) Cronbach's α to test the internal consistency, (3) linear regression analysis to understand the relationship between experiential marketing and customer loyalty and between brand image and customer loyalty, and between customer satisfaction and customer loyalty.

4. Results

4.1. Demographic Result

As shown in Table 1, 52.8% of the respondents were male, while 47.1% were female.

Table 1. Frequency distribution of gender (N=276).

Gender	N	%
Male	146	52.8
Female	130	47.1

31.8% of the respondents was 31–40 years old, and 24.2% were younger than 30 years old. The age of the respondents is shown in Table 2.

Table 2. Frequency distribution of age (N=276).

Age	N	%
< 30 yr old	67	24.2
31-40 yr old	88	31.8
41-50 yr old	49	17.7
51-60 yr old	55	19.9
> 61 yr old	17	6.15

Table 3 shows the education level of the respondents. The majority of them (51.8%) graduated from colleges, and 39.1% graduated from high school or vocational schools. (39.1%), 7.6% had higher degrees than bachelor's degrees.

Table 3. Frequency distribution of educational background (N=276).

Education Level	N	%
< Junior High	4	1.4
High school/vocational	108	39.1
University/college	143	51.8
>Graduate	21	7.6

76.7% of the respondents visited the hotels for backpacking and tour, while 23.1% had business trips (Table 4).

Table 4. Frequency distribution of purpose of visit (N=276).

Purpose of Visit	N	%
Backpacking	105	38
Tour Group	107	38.7
Business	64	23.1

4.2. Reliability Analysis

The Cronbach's α of the questionnaire was 0.895, which showed its reliability (Table 5). When Cronbach's α is above 0.7, questions have the accepted level of reliability.

Table 5. Reliability of experiential marketing.

Items	Variable(s)	(Item Delete) Cronbach's α
Experiential Marketing Cronbach's α = 0.895		
Sensory	The color of the guest room attracts my attention	0.852
	Hotel equipment is appealing sensually	0.841
	I like the atmosphere created by the hotel	0.822
Emotion	Good hotel service attitude	0.863
	Magnificent hotel design with pleasant lighting	0.875
	The hotel gives me a comfortable and relaxing feeling	0.825
Thinking	Hotel service makes me want to change my lifestyle	0.864
	Hotel's marketing programs interest me	0.832
	I want to know about the differences in each restaurant in the hotel	0.817
	Hotel's media advertisements interest me	0.816
	Hotel's design of theme is very unique	0.842
	I am satisfied with delicious meals in the hotel	0.855
Action	Willing to buy hotel's souvenirs	0.834
	Willing to try different restaurants in the hotel	0.874
	Willing to take photos in the hotel for memory	0.823
Association	I have a better relationship with my family and friends after staying in this hotel	0.867
	I have more interaction with my friends after staying in this hotel	0.879
	I have a better self-recognition after staying in this hotel	0.817
	I would like to stay in this hotel again	0.833

For the reliability of brand image, Cronbach's α was 0.875, which showed a significant level of reliability of the related questions (Table 6).

Table 6. Reliability of Brand Image.

Item	Variable(s)	(Item Delated) Cronbach's α
Brand Image Cronbach's α = 0.875		
Functionality	Easy access to the hotel	0.785
	The hotel has facilities that other hotels do not have	0.765
	Hotel is full of themes	0.748
	The hotel is spacious	0.715
	The hotel meets my needs	0.723
Symbolic	Unique service and facilities	0.796
	The hotel has a good reputation	0.744
	Different status representation	0.774

	Hotels are my first choice for sleeping out	0.738
	Don't know hotel is outdated	0.764
Experience	I am comfortable in the hotel	0.741
	I am satisfied with the hotel service	0.721
	The hotel has an elegant taste	0.771
	I feel safe and secure in the hotel	0.732
	I have a sense of stylish feeling in the hotel	0.757

Table 7 shows the reliability of the questions on customer satisfaction. As Cronbach's α was 0.883, the related questions had a significant level of reliability.

<div align="center">Table 7. Reliability of Customer Satisfaction.</div>

Items	Variable(s)	(Item Delated) Cronbach's α
Customer Satisfaction Cronbach's α = 0.883		
Customer service	Smooth and convenient hotel reservation system	0.789
	Transportation provided by the hotel	0.756
	Receptionists' attitude	0.741
	Business equipment (computer, fax machine)	0.752
Guest room	Comfortable room	0.764
	Tidy room	0.712
	Room equipment (toiletries, home appliances, slippers)	0.765
	Pleasant room decoration	0.715
	Secured room	0.785
	Room privacy	0.741
	Room tranquility	0.731
Dining	Food deliciousness	0.796
	Sanitation of dining area	0.766
	Diverse food choices	0.742
	Dining atmosphere	0.735
	Waiting time for serving	0.766
Facilities	Clear user instruction for hotel facilities	0.723
	Space utilization with comfort	0.752
	Safe facilities	0.746

The reliability of the question on customer loyalty was validated with Cronbach's α of 0.843 as shown in Table 8.

Table 8. Reliability of Customer Satisfaction

Items	Variable(s)	(item delated) Cronbach's α
Customer Loyalty Cronbach's α = 0.843		
Repurchase intention	I will not consider switching to another hotel	0.764
	This hotel is my first choice when needing accommodation	0.723
	I like to stay in this hotel	0.741
	This is my most favorite hotel	0.796
Recommend to others	I would take the initiative to recommend this hotel to others	0.743
	I recommend this hotel when someone asks for my advice	0.756
	I will recommend friends and family to stay in this hotel	0.768
	I would love to talk about how familiar I am with this hotel	0.742

4.3. Regression Analysis

Table 9 shows that the *p*-values of each dimension of experiential marketing are at a significant level. Model 1 shows the influence of experiential marketing's sensory on customer loyalty. The estimated regression coefficient is 1.112 ($p < 0.01$), indicating that hotel design and atmosphere creation improve the level of customer loyalty. Model 2 shows the influence of experiential marketing's emotion on customer loyalty. The estimated regression coefficient is 0.142 ($p < 0.01$), which shows that the hotel staff's warm service attitude and comfortable transportation increase customer loyalty. Model 3 shows the influence of experiential marketing's thinking dimension on customer loyalty. The estimated regression coefficient is 0.158 ($p < 0.01$) . This implies that the hotel's creative marketing strategies such as diverse meals and theme design promote customer loyalty. Model 4 shows the influence of experiential marketing's dimension of action on customer loyalty. The estimated regression coefficient is 0.109 ($p < 0.01$), which indicates that customers' purchasing of any service or product increases customer loyalty. Model 5 shows the influence of experiential marketing's dimension of association on customer loyalty. The estimated regression coefficient is 0.112 ($p < 0.01$), indicating that increasing the interaction with others and the level of self-recognition and social value promote customer loyalty. Model 6 shows the influence of overall experiential marketing on customer loyalty. The estimated regression coefficients are positive. Therefore, according to the results, H1 is supported.

Table 9. Linear Regression of Experiential Marketing and Customer Loyalty.

Dimension		Customer Loyalty					
		Model 1	**Model 2**	**Model 3**	**Model 4**	**Model 5**	**Model 6**
Experiential Marketing	**Sensory**	0.112**					0.135**
	Emotion		0.142**				0.245**
	Thinking			0.158**			0.216**
	Action				0.109**		0.173**
	Association					0.146**	0.220**
R²		0.744	0.755	0.715	0.789	0.766	0.854

$p < 0.05*, p < 0.01**, p < 0.001***$

In Table 10, model 1 shows the influence of brand image's dimension of the functionality on customer loyalty. The estimated value of the regression coefficient is 0.213 ($p < 0.01$), indicating that easy access to the hotel, unique facilities, and themes with magnificent design, the satisfaction of customers' needs increase customer loyalty. Model 2 shows the influence of brand image's dimension of symbolism on customer loyalty. The estimated regression coefficient is 0.198 ($p < 0.01$). Unique service and facilities with a good reputation and providing a sense of social status promote customer loyalty. Model 3 shows the influence of brand

image's dimension of experience on customer loyalty. The estimated regression coefficient is 0.165 ($p < 0.01$), indicating that making customers comfortable with thoughtful services, elegant taste, safety, and security increase customer loyalty. Model 4 shows the influence of overall brand image on customer loyalty. The estimated regression coefficients are positive, which supports H2. Thus, brand image and customer loyalty are positively and significantly correlated.

Table 10. Linear Regression of Brand Image and Customer Loyalty.

Dimension		Customer Loyalty			
		Model 1	**Model 2**	**Model 3**	**Model 4**
Brand image	**Functionality**	0.213**			0.298**
	Symbolic		0.198**		0.283**
	Experience			0.165**	0.367**
R^2		0.742	0.741	0.752	

$p < 0.05*, p < 0.01**, p < 0.001***$

In Table 11, model 1 shows the influence of customer satisfaction's dimension of customer service on customer loyalty. The estimated value of the regression coefficient is 0.123 ($p < 0.01$), which implies that an easy reservation system, shuttle service, and the attitude of receptionists increase customer loyalty. Model 2 shows the influence of customer satisfaction's dimension of a guest room on customer loyalty. The estimated regression coefficient is 0.144 ($p < 0.01$), indicating that pleasant room decoration with a comfortable atmosphere, security, and tranquility promotes customer loyalty. Model 3 shows the influence of customer satisfaction's dimension of dining on customer loyalty. The estimated regression coefficient is 0.217 ($p < 0.01$), which shows that diverse food choices, proper sanitation, and fast serving can increase the level of customer loyalty. Model 4 shows the influence of customer satisfaction's dimension of facilities on customer loyalty. The estimated regression coefficient is 0.213 ($p < 0.01$). Thus, clear user instruction for hotel facilities and space utilization with comfort and security promote customer loyalty. Model 5 shows the influence of overall customer satisfaction on customer loyalty. All estimated regression coefficients are positively correlated. Therefore, H3 is supported as customer satisfaction and customer loyalty are significantly correlated.

Table 11. Linear Regression of Customer Satisfaction and Customer Loyalty.

Dimension		Customer Loyalty				
		Model 1	**Model 2**	**Model 3**	**Model 4**	**Model 5**
Customer Satisfaction	**Customer service**	0.123**				0.149**
	Guest Room		0.144**			0.156**
	Dining			0.217**		0.238**
	Facility				0.213**	0.227**
R^2		0.719	0.756	0.789	0.764	0.723

$p < 0.05*, p < 0.01**, p < 0.001***$

5. Conclusion and Suggestions

There is a significant correlation between experiential marketing and customer loyalty. The happier the customers feel after their stay, the higher the loyalty. When customers have a high degree of recognition for brand image, their level of customer loyalty toward a hotel increases, and the more satisfied customers are, the more loyal they are. Society has transformed into a service-oriented one. The public has changed their pragmatic consumption pattern to a pursuit of enjoyment in experiencing. People not only buy products or services but also have more sensory stimulation and satisfaction. Hotels are no longer places just for accommodation and foodservice. With stylish decoration, thoughtful service, plentiful itinerary, and creative food choices, consumers experience differently in their daily life. Thus, hotels need to cater to the trend of consumer preferences in experiential marketing and raise the brand image to improve customer satisfaction and strengthen customer loyalty.

In this study, tourist hotels in the Kaohsiung area were only investigated. The scope of the future study can be expanded to other cities in Taiwan or foreign hotels. In the future, customers must evaluate the service staff's professionalism. It is recommended that hotels strengthen pre-training and on-the-job training to respond to emergencies and improve service quality. The study results show that the majority of hotel guests are male. Thus, it is suggested that hotels prepare a marketing plan targeting female customers to increase the number of customers. The sampling can be expanded to other countries to understand customers' thoughts and responses on experiential marketing, brand image, customer satisfaction, and customer loyalty. As a quantitative method was used in this study, the results were difficult to fully understand the actual feelings of customers. Thus, it is recommended to carry out case studies and interviews for more in-depth investigation.

Conflicts of Interest: The authors declare no conflict of interest.

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