

عنوان مقاله:

The Role of Relationship Marketing in the Malaysian Hospitality Industry: A literature review

محل انتشار:

نهمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر کسب و کار الکترونیکی (سال: 1394)

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خلاصه مقاله:

Booming travel and tourism trade has caused a tremendous growth in hotel industry. This industry will continue to promote country and other businesses in a good way. In such a competitive industry maintaining a delicate balance between catering and customers' demands and needs make the industry to seek new ways to improve the quality of service as well as relationship with customers. Hence, the evaluation of customers' perception, satisfaction and loyalty in hospitality industry has been major of attention in marketing strategies. This research aims to evaluate customer loyalty which is the result of meeting and exceeding satisfaction at in-house restaurant. In order to do that, this research takes two steps to better understand the role and influence of each variable; at first step this study examines customer satisfaction by considering the effect of relationship marketing. At second step this study investigates the association between customer satisfaction and loyalty by identifying the moderating role of switching cost in satisfaction-loyalty relationship. As such after reviewing many literatures it is supposed this study could shed light into the establishment of successful framework for in-house restaurants, by taking into consideration and understanding .the areas of consumer perception, customer satisfaction and loyalty in this industry

کلمات کلیدی:

Relationship Marketing, Customer Satisfaction, Customer Loyalty and Switching Cost

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