

Evaluating the Influence of Brand Image, Service Quality, and Digital Engagement on Non-Resident Guest Loyalty in the Hotel Sector

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Abstract

The research question of this study is to investigate the influence of brand image and service quality on the non-resident guest loyalty, and to examine the moderating effect of digital engagement on the relationship between brand image and service quality on the non-resident guest loyalty. The study is grounded in the relationships marketing theory, SERVQUAL model and customer engagement theory and provides a conceptualization integrating the traditional old mechanism (service marketing construct) with the new approach (digital interaction mechanism). Data are gathered using a structured questionnaire through regression and moderation analysis techniques using primary data collected from international hotel guests. Results suggest that brand image and service quality has significant positive influences on non-resident guest loyalty and reputation and service excellence remain influential on customer retention. Besides that, digital engagement which includes interaction in the social media and mobile application, and personalize online communication, strengthens positive impact of service quality and brand perception on non-resident guest loyalty. The outcomes also offer finer understanding of how hotels can combine their traditional marketing efforts and new digital touchpoints to sustain their competitiveness against rivals in the rapid technological environment in hospitality. The research has implications to hospitality marketing literature by incorporating digital engagement as a moderator on the traditional, well established, service quality and brand image theory, so that to offer theoretical contribution for the research and managerial recommendations. For practitioners, the research emphasizes the critical importance of appropriate strategic brand positioning and quality service delivery and engagement within digital engagement strategies to establish lasting guest loyalty.

Keywords: Brand image, Service quality, Guest loyalty, Digital engagement, Hospitality marketing, Relationship marketing, SERVQUAL, Customer engagement

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Introduction

Globalization, rapid technological advancement, and the ever-changing demands of consumers have intensified the competition in the global hospitality sector.

Today, hotels are assessed not only on room quality and facilities, but also on the service experience, brand name and the degree of personalized communication offered to customers by hospitality providers. Hotels should implement new strategies that improve customer relations and enhance perceived value to get these customers or clients back. The brand image and service quality are amongst the most important factors that affect customer loyalty as these factors shape the perceptions of guests and the behavioral intentions through repetition decision, positive word-of-mouth and long-term commitment to a hotel brand. A reliable brand image, luxury service and high-quality hospitality ensure guests' expectations are always met, if not exceeded, resulting in a positive overall experience. A strong corporate brand can also instill confidence in customers.

Concurrently, digital technologies have drastically changed the degree of engagement of the guests with hotel brands. In reality, customer journey is incorporated through social networks, online reviews' sites, mobile application of hotel booking and interactive hotel web sites. These online points of contact make the customers being able to search information, review, share experience and interact with hotel services, not only before and after the visit but also during the stay. Through such interaction, the evaluation about the service quality and the image of the brand can be shaped, moreover the customers have more active, individual and interactive relationship with hotels. Therefore, the interaction in digital space may become an active moderator, amplifying effect of classic brand image and service quality constructs on customer loyalty.

However, there is limited study regarding the effect of digital engagement in interaction with brand image and service quality on guest loyalty of non-resident international guest, although many papers are published about hospitality marketing field. Currently literature is divided into two dominant domains, i.e. Service quality and digital engagement, while no studies consider the combine effects of both on loyalty consequence in global context. This paper attempts to contribute to literature by constructing and empirically testing an integrative conceptual model in which brand image, service quality and digital engagement are associated with non-resident guest loyalty. Through this way, it can contribute not only the theoretical framework in hospitality marketing literature but also provide practical insights for hospitality managers'

attempts to increase service delivery and engagement strategies, in an industry in which technology play an increasingly important role.

Research Gap and Contribution

Even though the issue of brand image and service quality in relation to customer loyalty has been extensively studied in past literature, the interaction between two variables and digital engagement are not comparatively well examined in hospitality marketing studies field. Past studies dealing with service quality and branding as a predictor of loyalty have been reported extensively in literature whereby the focus is given to tangible dimensions of service, reputation, and perceived value of service. Another stream of literature indicates that digital engagement is the principal element influencing customer behavior and emphasis given to aspects such as social media activity, user review and mobile application interaction. However, few studies have integrated and examined the moderating or augmenting effect of digital interaction in handling the impact of the old service marketing constructs upon customer loyalty especially, when focusing the issue of the non-resident international guest, whom normally relied upon on the internet sources and virtual touch points to form their decisions of travelling before traveling.

This study contributes to the literature on hospitality marketing by integrating existing service quality and brand image development factors with the emerging digital interaction processes. The study modifies the influence of digital interaction with guest by incorporating it as a moderating variable and investigate how digital interaction, personalized digital communication and social media engagement can leverage the roles of brand perception and service superiority in relation to guest loyalty. This design takes into consideration the fact that the customer experience has become increasingly hybrid and the offline service encounter is being complemented by the on-line touch points which determine perception and develop loyalty.

Thus, the theoretical contribution of this study to the existing literature is bridging the gap between old and new models of digital engagement in service marketing. In terms of practicality, it provides some guidance for hospitality managers to achieve a sustainable and high guest retention rate through synergic integration of outstanding service delivery, effective brand building, and meaningful digital interaction. It highlights the importance of a cross-media, multiple-focus based approach to building guest loyalty, among international hotels within the competitive and digitally-centered hospitality business environment.

Theoretical Foundations

Three theoretical perspectives which are complementary to each other form the basis for this study. It provides a good frame work upon how the roles of brand image, service quality and digital engagement towards building customer loyalty in hospitality service are functioning. The combination of all these theories is used to connect the traditional service marketing factors to the digital marketing mechanisms that ultimately shape the loyalty among customer, providing insight into the contemporary context where a technological paradigm shift is occurred:

Theory of Relationship

Marketing Relationships are the result of continued associations where organizations do not only want to establish the traditional customer transactions, but also relationships with the customer based on the idea that the longer the relationship with customer lasts, the more loyal the customers will become. Thus, loyalty of customers is formed in the long-term relationship with organization, based on the trust and commitment towards a company. The definition of relationship marketing theory within the hospitality context implies that the loyalty towards a hotel increases when a guest develops emotional connection with the hotel. An approach with emphasis on relationship exchange between hotels and guests through reward scheme, customize services and continuous communication will create a bond that guests feel comfortable with and therefore encourage their return to the hotels and their intention to introduce friends or relatives to the hotel. Relationship marketing theory states also that customer loyalty is multifaceted; the dimensions of the loyalty do not only involve the behavioral intent such as a repeat visit to hotel, but also the attitudinal loyalty such as brand advocacy or word of mouth promotion for hotel to their friends and families. The theory is applied to determine the relationship between brand image and service quality on relationship strength that is related to the loyalty behavior of the international customers.

SERVQUAL Model SERVQUAL

This model was developed and introduced by Parasuraman, Zeithaml and Berry (1985) in order to develop a system by which to assess service quality as perceived by the customer. The model includes five dimensions, as defined by the model, with which to assess customer experiences namely reliability, responsiveness, assurance, empathy and tangibles. Reliability relates to ability to perform promised service dependably and accurately whereas responsiveness is defined as a

readiness to serve customers with haste and promptness. Assurance involves courtesy and knowledge of employees and the ability to instill trust and confidence whereas empathy is the customer perception of the level of individualized attention and care whereas tangibles are the features of the physical facilities, equipment and appearance of the staff. Such high-performance hotel service quality based on these five factors has been identified as something which not only enhances satisfaction but also loyalty through building up the positive past experiences that the guest perceives to be better than competing hotels. Thus, the SERVQUAL model presents a logical approach through which we can correlate objective service quality dimensions to customer loyalty and investigate the relationship between the five factors of service quality and loyalty by using it as a conceptual filter.

3.3 Customer Engagement Theory

Customer engagement theory focus on interaction that occurs between customers and brands and also on their digital space (customer engagement), this concept goes beyond just having transactional exchanges, to include the emotional and cognitive dimension as well as behavioral intent in related brand activities. The use of interactive digital touch points like social networking websites, online review sites, mobile devices, email marketing and various other tools, allow hotels to communicate with guests consistently over a range of interaction points throughout the various channels. Such as sharing or liking social network posts and commenting on them, leaving on line reviews and ratings, joining hotel's loyalty program and personalize online interaction via emails, will increase their emotion and cognitive involvement that strengthens the relationship with brand. This theory stated that a customer who is digitally engaged would develop attitudinal and behavioral loyalty such as frequent visits and positive word-of-mouth in relation to loyalty of the hotel services. In this present study, the theory of customer engagement is employed to explain the way that digital touchpoints will positively influence the effect of brand image and service quality on loyalty which act as moderators.

Integrative Perspective

In the present work, relationship marketing theory, the SERVQUAL model and customer engagement theory have been combined to build an integrated framework concerning non-resident international customers' loyalty in hospitality industry. Relationship marketing can provide an in-depth insight of the emotional and relational forces in creating and developing loyalties, SERVQUAL can provide a unique understanding about physical and service factors, and customer engagement theory sheds light on how the e-activities have enhanced those

forces. The blend of these understandings enables the scholar to explore the issue of how hotels at one and the same time can take advantage of brand image, high service quality and interactive web tools to foster and increase customer loyalty more delicately. The findings have not only theoretical contribution on hospitality marketing studies, but also provides practical implications to hoteliers who endeavor to offer integrated, tech-driven, and customer-oriented experiences.

Literature Review

A single brand image reflects the perception of a brand by an individual. Positive brand image can lead to enhanced perceived value, which in turn affects the guests' perceived expectation on the hotel service experience. Studies has shown that hotels with good brands are most likely to be supported by customers, thereby resulting in enhanced loyalty levels. Service quality has always been recognized as one of the crucial determinants in achieving both customer satisfaction and customer retention. High evaluation of reliability, responsiveness and personalization services given by the customer are more likely to increase loyalty levels, thus encouraging repeat purchase, or loyalty in hospitality context.

In the past, digital engagement has begun to play an influential role in guiding consumer behavior. Online review systems, interaction on social networks, and online booking systems play key roles to determine customer perceptions and their decision-making process. The effect of digital engagement on enhancing the perceived value and influence on the customer's behavior toward customer loyalty, thereby improving the outcome of customer's service experience is also acknowledged.

Recent studies also suggest that the role of the digital platforms have gained more importance, regarding the influence of digital platforms on the hotels' customers behavior. For example, research on marketing strategies of social media, indicated that activities related to digital engagement have not only reinforced brand trust and loyalty of customers in hotel industry, but also played significant (Yudha et al., 2025). Also, strategies applied in digital marketing such as mobile marketing, content marketing and social media communication are shown to promote interaction between customers and hotel, and also have an impact on booking of hotel services (Madhushan et al., 2024). This has shown that communication channels related to digital platform are becoming more vital, and also contributes to building long-term relationships between hotels and customers.

However, contradictory findings exist with regard to the relative importance of branding and service quality in predicting customer loyalty and little has been reported concerning the moderation of those relationships by digital engagement. These limitations necessitate building a model that considers service delivery and digital engagement process. The newest findings in the area of hospitality researches also support the increasingly important role of emerging technologies, regarding the determination of customers loyalty. As an example, the emerging of AI services in hotels has demonstrated, that they can improve customer loyalty and brand trust, because they are convenient for the customer as well as the experience provided by hotel is highly personalize and efficient (Wisker et al., 2025). Furthermore, the digitalization in hotel setting facilitates on-going communication, information flow, and co-creation of value between hotels and customers and improves the outcomes of customer engagement and loyalty (Dang and Nguyen, 2023).

Conceptual Framework

This study conceptualizes the conventional variables of hospitality service with contemporary digital engagement processes to construct a simplified conceptualization of those factors influencing non-resident guest loyalty. This conceptualization illustrates the multidimensional nature of the interaction between perceptions of brand, delivery of service and digital engagement in terms of how hotels strategically cultivate loyalty in an increasingly competitive, digitally dominated market.

The independent variables within the model were brand image and service quality. The brand image of a hotel refers to the overall impression of the hotel's reputation, reliability and symbolic values created in the guest's mind, predisposing them to approach service expectations from a perceptual perspective of the service; a well-founded brand image gives a sense of reliability, dependability and status, affecting their ability to choose the hotel and recommend it. The various dimensions comprising service quality, which according to the SERVQUAL model can be reliability, responsiveness, assurance, empathy, tangibles are all factors that combine to create overall perceived service quality among guest experience, and a high-quality service improves guests' satisfaction, instills confidence and strengthens their emotional attachment with the hotel brand as drivers for loyalty behavior.

The dependent variable, which represents non-resident guest loyalty, includes attitudinal and behavioral dimensions of loyalty.

Behavioral loyalty is represented by the behavior of reiteration and attitudinal loyalty is the attitude of word-of-mouth, the brand recommendations, the overall emotional ownership of a hotel; a loyal international guest, a traveler who primarily relies on digital information and feedback prior to arrival rather than experience with the physical service, can rely on the perceptions accumulated through several touchpoints more than on direct interaction with service.

Digital engagement is used as the moderating variable for relationships between independent variables of brand image, service quality and guest loyalty; it can be used to enhance interaction with guests through social media, hotels applications, reviews web-sites, emails or through any form of digital communication channels allowing for personalization, timely and interactive interactions. Interaction ensures guests develop both cognitive and affective engagement with the brand; favorable service experiences, perceived through digital engagement channels reinforce perceptions of hotel brand image and enhances value attributed to it; this moderating effect ensures that traditional service marketing processes are complemented by the technology driven engagement efforts of hotel firms.

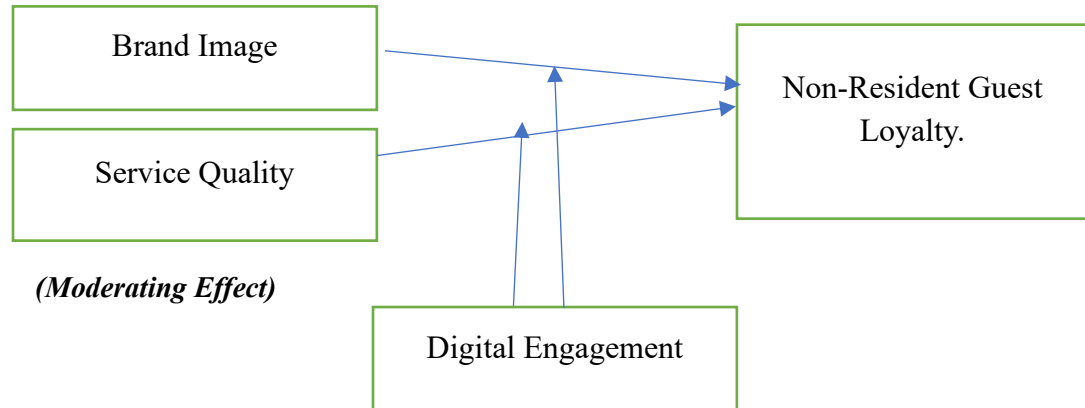
The framework could thereby illustrate a synergist model; a model in which the offline service excellence and the online engagement together create higher customer loyalty as hotels would be able to maximize their loyalty outcomes by integrating the two processes. In fact it indicates that in a digital era guest loyalty is no longer merely about providing a single service or brand image, but rather a synergistic interaction between those established variables and digital engagement systems for long-term commitment from international guest, provides insights not only on the processes in which guest loyalty is formed but also to some extent practical implications regarding actions to take for hotel managers striving to adopt a fully integrated marketing and engagement strategy.

Figure 1: Conceptual Framework of Brand Image, Service Quality, Digital Engagement, and Non-Resident Guest Loyalty

Conceptual Framework Structure:

Independent Variables (IVs):
Variable (DV):

Dependent

**Research Hypotheses**

H1: Brand image has a significant positive influence on non-resident guest loyalty.

H2: Service quality has a significant positive influence on non-resident guest loyalty.

H3: Digital engagement moderates the relationship between brand image and non-resident guest loyalty.

H4: Digital engagement moderates the relationship between service quality and non-resident guest loyalty.

Research Design

The research design is quantitative, because the researchers intend to scientifically examine the correlation between brand image and service quality, on the one hand, and loyalty of non-resident customers on the other hand, with a moderating role played by the digital engagement variable. The quantitative approach has been decided upon due to its ability to apply systematic measures and statistical analysis of correlations between variables as well as providing more objective and generalizable findings. Specifically, the current study is a cross-sectional survey, by

collecting data at a certain point of time among international hotel customers, across various categories (star hotels). A question survey tool consisting of closed-ended and structured question items has been chosen for measuring respondents' perception, experience and behaviors in their engagement. This design tests all hypotheses in question, investigates their correlations, and the moderation effect between all variables.

Sampling Procedure

A stratified random sampling method was employed to ensure that the sample. Hotels were first grouped by Star classification (3, 4 and 5 star) so as to cater for the differences in services, guest expectations and market position of each type of hotel. The international guest was randomly selected to participate in the survey for each stratum (whether they are currently in the hotel or after check-out via digital means such as via email or hotel application). Proportional representation among hotel types was also maintained, enhancing the generalizability of the findings. Participation was strictly voluntary and respondent was informed of the purpose of the study and informed consent obtained. Confidentiality and anonymity were assured so as to achieve truthfulness and eliminate bias and also social desirability effect. A reasonable target sample size was calculated with consideration to statistical power to generate sufficient responses to draw accurate conclusions for both the regression analysis and the moderation analysis.

Data Collection

Data were collected using a questionnaire that was developed from validated scales used in past hospitality and service marketing literature. The questionnaire comprises of four parts; 1. Brand Image items that measure the image perceptions that consumers had of the hotel in terms of prestige, belief and symbol; 2. Service Quality that comprises of items based on the SERVQUAL model. It has five dimensions; reliability, responsiveness, assurance, empathy, tangibles and; 3. Digital Engagement that measures how the hotel's customer interact with hotel brands online in terms of their frequency, intensity, quality and so forth (via online media, mobile devices and email communication); and finally; 4. Guest Loyalty that focuses on the behaviors of guests when dealing with the company which includes behaviors based either on repeating behaviors (repeat patronage) or attitudinal responses (referrals, brand advocacy). All items of the question were measured using a 5-point Likert scale (e.g., strongly disagree to strongly agree) The questions were piloted on a small group of foreign guests for test on the understandability, pertinence and

credibility of the items, and there were some minor changes made to the questions on based on their comments so as to enhance the clarity of their meaning and responsiveness.

Data Analysis

The variable relationship was then examined and tested by conducting hypothesis that was derived in order to study the gathered data by using quantitative statistical analyses including the followings;

1.Descriptive Statistics- To explore the demographic characteristics of respondents and summarizing responses to the core variables.

2.Reliability Testing - It was calculated Cronbach's alpha on the constructs. The Cronbach's alpha test is the most common means of assessing a measure's internal reliability and constancy of construction measurement.

3.Correlation Analysis - The Pearson correlation coefficients were computed to identify how positive or negative relationships and how strong are them between brand image, service quality, digital engagement and guest loyalty.

4. Regression Analysis- The study used multiple regressions to indicate the effect of brand image and service quality directly toward non-resident guest loyalty.

5.Moderation Analysis- The moderating effect of digital engagement on brand image, service quality toward guest loyalty was testing through inclusion of interaction terms and was performed using hierarchical regression or the PROCESS macro on SPSS.

In addition, some diagnostic tests are performed to ensure regression assumptions such as normality, multicollinearity, linearity and homoscedasticity meet requirements. The analysis not only provides statistical conclusion, but also shed insights on combining of conventional service elements and digital engagement elements affecting guest loyalty within an international hospitality environment.

Results

Descriptive Statistics

Table 1 reports descriptive statistics for all variables used in the study.

Table 1 Descriptive Statistics

Variable	Mean	Standard Deviation
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Brand Image	4.12	0.68
Service Quality	4.05	0.71
Digital Engagement	3.89	0.76
Guest Loyalty	4.18	0.64

Correlation Analysis

Table 2 gives us a summary on correlation relation among these variables.

Table 2 Correlation Matrix

Variable	1	2	3	4
1 Brand Image	1			
2 Service Quality	.62	1		
3 Digital Engagement	.55	.59	1	
4 Guest Loyalty	.67	.64	.60	1

Note: $p < .01$

Regression Analysis

Table 3 gives the results of the regression analyses performed to assess how brand image and service quality affects guests' loyalty.

Table 3 Multiple regression analysis results

Predictor	Beta	t-value	p-value
Brand Image	0.41	5.62	<0.001
Service Quality	0.37	4.98	<0.001
R ²	0.52		

The findings suggest that both brand image and service quality have impact on the loyalty of nonresident guests.

Moderation analysis

The Table 4 shows the moderation impact of digital engagement.

Table 4 Moderation impact of digital engagement

Interaction Term	Beta	t-value	p-value
Brand Image × Digital Engagement	0.29	3.87	<0.01
Service Quality × Digital Engagement	0.26	3.41	<0.01

From these findings, we can conclude that digital usage reinforces the association between service experience measures and guest loyalty.

Discussion

These findings can be useful from both the theoretical and practical aspects of marketing in hospitality industry since the relation of brand image and service quality, and their relation with guest loyalty were observed to be mediated by the digitally-engaged process.

First, the results provide support to H1 that brand image is important in shaping non-resident guest loyalty. The findings are comparable with those that proposed that positive brand perception could influence both customer attitudes and intentions (Keller, 2013; Yoo and Donthu). Brand image in hospitality is generally seen as an indicator of reliability and quality of the hospitality products, thus minimizes the perceived risk faced by international guest. Findings in hospitality marketing literature indicate that positive brand perception is influential for customer satisfaction and the repeat patronage, ultimately leading to long-term brand loyalty (Chen and Tsai, 2007; Pike, 2008). Hence, the result supports the assertion that branding strategy remains to be an important contributor for competitive advantage in the hotel industry.

Second, the results provide support for H2, since they provide indication of a positive relationship between service quality and guest loyalty. These results can be associated with the SERVQUAL model proposed by Parasuraman, Zeithaml and Berry (1988) (i.e., reliability, responsiveness, assurance, empathy and tangibles are factors that affect customer judgments of services experiences). The results support empirical research on the service sector which reported high service quality as a contributing factor of customer satisfaction and repeat business (Cronin, Brady, and Hult, 2000; Choi and Chu, 2001; Ladhari, 2009). This finding is consistent with relationship marketing theory

(Morgan and Hunt, 1994) stating that consistent and excellent quality standards in service delivery build trust and ultimately result in long-term customer relationships. In addition, service quality is especially significant in the international tourism industry context since the hospitality brands are evaluated by their service quality experiences.

Third, the results of the moderation analysis also support H3 and H4 that digital engagement moderates the relationship between brand image and service quality, and guest loyalty. The results extend the previous research in hospitality sector, particularly, highlighting the effects of the traditional factors with the presence of online interaction channels. Prior literature proposed that social media interactions and online review sites are influences for customer attitudes and decision-making process (Kaplan and Haenlein, 2010; Sparks and Browning, 2011; Xiang and Gretzel, 2010). Similarly, it was noted that active digital engagement strengthens relationship between brand and customers, as the relationship is able to sustain through the ongoing interactions (Harrigan et al., 2018; Sigala, 2018).

The moderating role proposed for the present study indicated that the more deeply guests interact, both cognitively and affectively, with hotel brands, the more they are likely to be positively impacted by the hotel's brand image and quality of services in shaping guest loyalty if they are actively involved with the hotels' interaction channels such as social media, user generated contents (e.g. Online reviews) or mobile applications. These findings are consistent with the customer engagement theory (Brodie et al., 2011; Verhoef, Reinartz, and Krafft, 2010), arguing that the dynamic and interactive online space will facilitate customer relationship building and consequently loyalty. Thus, digital engagement act not only as a communicative channel, but is also a strategic tool for leveraging the positive influence of brand image and service quality on guest loyalty.

Overall, the research is an excellent contribution to the literature on marketing of hospitality since it suggests that traditional service and branding strategies may be highly enhanced through the usage of digital engagement tools. Integrating the relationship marketing theory, SERVQUAL and the customer engagement theory the research provided new understanding to the customer loyalty building of international hotel customers. These findings agree with recent researches on hospitality place where digital platforms become more important for the customer relations development. The investigations regarding the activities of the social media marketing indicate that both customer engagement and brand trust become significant mediators of the relation between the digital

marketing activities and hotel brand loyalty (Yudha et al., 2020). The newly emerged studies on digital marketing strategies in hospitality are showing that the interaction based digital space enables the provision of very personalized services to guests and may increase customer emotional appeal to hotels, as a consequence brand loyalty of hotels enhance too (Dang and Nguyen, 2023).

Theoretical Implications

The current study has provided several useful contributions to the existing literature in the field of hospitality marketing and service management. Firstly, the study contributes to the relational marketing theory in the fact that brand image and service quality remain a major contributor to long-term customer loyalty in the context of international customers. Though the previous research has highlighted customer satisfaction as a major mediator of customer loyalty, the current study has clearly demonstrated that direct effects of both the brand perception and service delivery do contribute towards the development of the loyalty intentions in hospitality.

Secondly, the findings also contribute to the body of literature on SERVQUAL by stating that service quality still remains to be a central pillar in customer-brand relations within the tourism and hospitality domain. However, the study expands the previous research by stating that service quality alone does not contribute but have an enhanced role when the customer interacts actively with the service provider online. This highlights the increasing role of the digital environments in assessing customer behaviour in the traditional framework of service quality.

Thirdly, the study also makes contributions to customer engagement theory. This has been identified by demonstrating that digital engagement is not only a direct predictor of customer behaviour but also has a moderating role that enhances the overall strength of the relationships between traditional marketing variables. The present conceptualization of customer loyalty is guided by this role. It helps to demonstrate that with increased digital engagement through interactive platforms enhance brand and service delivery effects on customer loyalty. Finally, with the integration of relational marketing theory, SERVQUAL model, and customer engagement theory into a single conceptual framework, the study proposes a more comprehensive framework for explaining customer loyalty in the present time. The comprehensive conceptualization captures the evolving nature of the customer-brand relationship in the digital era. It also provides theoretical grounds for the

future research to further examine the impacts of technology mediated interaction on customer relationships in tourism and hospitality services.

Managerial Implications

The implications for hotel managers seeking to enhance their foreign customer loyalty levels are profound. Firstly, brand development must be considered a strategic imperative. It is vital to create and consistently reinforce a strong brand image that emphasizes trust, reliability, and value proposition in a highly competitive and fragmented market. All touch points, from marketing communications to online presence and service delivery, are essential to shape and reinforce a positive and memorable brand image. Brand communication strategies can be designed around the history of the establishment, sustainability, or the unique experience that can be offered to each guest in the hotel.

Second, investing in service quality management becomes critical. Quality service is considered a primary predictor of guest loyalty and the hotel management needs to ensure that staff are motivated, well-trained, and equipped to provide excellent service standards. Managers should institute an extensive employee training on all relevant aspects of guest service, including attentiveness, empathy, problem-solving, and speed of response. Furthermore, service quality consistency should be ensured by the implementation of well-defined management systems for service quality, coupled with frequent performance reviews aimed at minimizing service failures. Perceived service quality can further be enhanced by paying attention to all tangibles, including facility maintenance, amenities, and ambience.

Third, integrating digital engagement strategies into overall guest experience management must become a reality. Various digital channels such as social media networks, mobile applications, email communication, and online reputation management systems provide excellent opportunities for communication with the guest's pre-stay, during their stay and post-stay. These channels can be leveraged by hotel management for personalizing deals, addressing guest requests swiftly, offering tailored content, and closely monitoring and managing their online reputation. The benefits are increased brand awareness, enhanced perceived service quality, as well as the development of stronger emotional and cognitive ties that will encourage guests to return to and recommend the hotel.

Fourth, hotel managers are encouraged to embrace an omnichannel approach which integrates traditional excellence with digital strategies. Online survey or mobile applications can be used by guests to express opinions which should be incorporated into service improvement initiatives and staff training, forming a feedback loop aimed at

continuously enhancing guest experience. Digitalized loyalty programs should be offered to customers, encouraging repeat visits through customized rewards and recognition while simultaneously gathering guest preferences and behaviors information that can be used for personalization of the services, while enhancing profitability through upselling or cross-selling activities.

Fifth, a key aspect is the understanding of the international guest's perspective. Guest originating from different cultural and geographic backgrounds will possibly possess distinct service quality expectations, brand perceptions, as well as unique usage habits of digital channels. Thus, to ensure inclusiveness of the loyalty strategy and its global application, hotel managers should tailor their marketing communication, service procedures, and digital communication for such guests.

By adopting the above-described strategy of an integrated brand positioning, quality service delivery, and interactive digital communication, hotels will be able to develop long-term loyalty among foreign customers, ultimately strengthening their competitiveness, and improving their overall profitability in the global digital environment.

Conclusion

This paper has discussed the relationships of brand image and quality of services with the non-resident guest loyalty of the hospitality sector and how the use of digital engagement has led to boost this relationship. The above findings suggest that brand image and quality of the service are key components that contributes to loyalty, confirming that the essence of high quality of brand positioning, consistent service delivery and quality guest experience is important. Findings reveal that brand image has influence on customer expectation and perceptions and contribute to create emotional and cognitive relationship leading to repeat visits and positive referral. Quality of service including reliability, responsiveness, assurance, empathy and tangibles proved to be critical components that contribute to satisfaction and loyalty in and emphasizes the timeless value of conventional service excellence in the hyper-competitive market globally.

Interestingly, it is indicated that digital engagement plays a reinforcing effect on the relationship between brand image and quality of services on the loyalty outcomes. Interactive channels such as social media, mobile applications and online reviews enable to foster the relationship between the guests by providing continuous, personalized and interactive experiences. These findings signify the importance of an integration between excellence in guest-facing quality and robustness in branding, with a proactive stance on digital strategy in building effective

customer interactions, providing consistent customer experience at all offline and online points.

This paper offers several contributions in the domain of hospitality marketing research. It contributes to broaden the understanding of the relationship between technology-mediated interactions and the formation of non-resident guest loyalty in international context by integrating digital interaction into the traditional service and branding models. It highlights the synergistic effect of traditional service quality with digital engagement and contributes to an in-depth explanation on the role of integrated model of guest loyalty building process in this digital industry.

On a practical level, these results can guide managers in the hospitality sector with insights to build long term loyalty. Investing in staff training and service quality management environments may help in improving customer satisfaction, building trust and enhancing relationship that will help to gain guest loyalty. Incorporating the right engagement strategies that adapt to the expectation of non-resident guests leads to a more personalized experience, improving loyalty and ultimately, profitability.

Future research can extend this study in various ways: further variables such as customer satisfaction, trust, perceived value and cultural characteristics may be integrated in developing a holistic model of loyalty building; a longitudinal study may be conducted to capture dynamic nature of this relationship; and the psychological and emotional processes involved in non-resident guests' loyalty may be explored through qualitative study. Further discussion on how advanced digital technologies (e.g. Artificial intelligence, virtual reality, and chatbots) impact customer experience and engagement and create additional possibilities can be the subject of future research.

In conclusion, the brand image, quality of service and digital interaction are key factors that require a strategic integration approach for a sustained long-term loyalty among non-resident guests. This integrated model, where the conventional quality of service is combined with new approaches driven by digital technologies, serves to contribute both theoretical insight and practical guidance toward building non-resident guest loyalty as the basis for a sustainable success in the competitive and increasingly digitized hospitality environment.

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