

# A Study of Service Experiences, Relationship Quality and Service Brand Equity

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## ABSTRACT

Past research on hotel industry mainly focus on the customer satisfactions of room accommodations. However, the overall performances cannot be solely determined by performances of the Room Service Sector. Moreover, evidence has supported the idea that it is not the full responsibility of the Room Service Sector for the value creation of best experiences for customers. For example, many customers make room reservations in a certain hotel in order to shorten their time of reservation for special restaurants within that hotel. Therefore, this research aims to study International tourist hotels in Taiwan to understand customers' perceived quality of services provided by both Room Service and Restaurant sectors and how interactions of these perceptions impact on the overall hotel performances. This study first explored research concepts and constructs by doing literature review. Follow-up expert interviews are conducted to identify research questions and interactions among constructs. The framework of empirical research and four research hypotheses were established as well. Base on data of Taiwan Tourism Bureau, a survey was distributed to customers in International tourist hotels, and 215 questionnaires are completed and returned. Major findings of this study are as follows:

1. Variables of two constructs "Room Services experiences" and "Restaurant Services experiences," except the variable "core service," have significantly positive correlations with "Relationship quality of Room Service Sector" and "Relationship quality of Restaurant Sector," respectively. 2. "Relationship quality of Room Service Sector" and "Relationship quality of Restaurant Sector" have significantly influence on "Hotel Brand Equity. 3. A positive correlation exists between "Relationship quality of Room Service Sector" and "Relationship quality of Restaurant Sector." 4. It cannot be verified that "Relationship quality of Restaurant Sector" serves as a mediator between "Relationship quality of Room Service Sector" and "Hotel Brand Equity." Finally, implications and limitations in terms of both theories and practices are proposed. Suggestions are also indicated for future studies.

Keywords : Service Experience ; Relationship Quality ; Brand Equity

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