
The Role of Physical and Communicational Components of Services in Loyalty and Word of Mouth Advertising Due to the Perceived Overall Image: Case Study of Gilan Province Hotels

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Abstract The tourism industry is a combination of activities, services and infrastructure, most notably residential centers and hotels. The importance of hotels and its special position in the tourism industry and its role in attracting tourists is clear to everyone. Today, hotel accommodation is not just a commercial activity, but it has become an economic, cultural and industrial one. The hotel industry, which includes catering and the production and distribution of food and drink to guests and travelers, forms part of the large tourism industry in terms of employment and income. Therefore, the purpose of this study was to investigate the role of physical and communication components of services in loyalty and word-of-mouth advertising in accordance with the perceived overall image of hotels in Guilan province. The statistical population of this study was travelers of 3, 4 and 5 star hotels in Guilan province. To calculate the statistical sample size, the Cochran formula was used for unlimited societies, which ultimately determined the sample size of 324 people. The subjects were selected by non-inferential sampling method. This research was based on the purpose of the applied type and in terms of collecting information, descriptive research and correlation. The method of collecting information, data collection tool, standard questionnaire and data analysis method were regression analysis and SPSS and PLS software. The results of the research showed that customer perceptions of physical and communication components of services have a positive effect on the perceived overall image. The results also showed that the perceived overall image had a positive impact on the desire for re-visit (loyalty) and word-of-mouth

advertising. Concerning the two-way relationship between the desire to re-visit (loyalty) and word-of-mouth advertising, the results indicated a direct relationship between these two variables.

Keywords : Keywords: hospitality industry, loyalty, word-of-mouth advertising, physical and communication components of services, perceived overall image

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