Impact of Service Quality Corporate Image and Perceived Valu to Customer Satisfaction on Brand Loyalty (Case study: Tourism Hotels of Guilan Province)

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In recent years tourism industry in Guilan province has paid special attention to attracting passengers to Guilan province. Despite this, for reasons of travel and tourists, there was less satisfaction and desire to stay in the hotel. Considering the importance of solving customer loyalty in hotel industry, this research seeks to answer the question whether the cognitive value, service quality and image of the company due to customer satisfaction can affect customers' alertness in tourism hotels in Guilan province. This research is based on the type of applied target. Field data collection method. A questionnaire was used to collect information. The statistical population of the study is the use of hotels in Guilan province. Sampling method In this study, non-block sampling was available and 4-5-star hotel travelers were ed as samples. 384 were obtained, for example, through the Cochran formula for an unlimited society. Cronbach alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. SPSS and AMOS software were used to analyze the data. Of the 10 hypotheses presented in this study, seven hypotheses were approved and three hypotheses were rejected. Confirmatory hypotheses include the effect (quality of service on loyalty, quality of service on customer satisfaction, customer satisfaction on self-esteem, customer valuation, value on consciousness, service quality due to customer satisfaction on brand trust, value Due to the fact that customers are confident that customers are satisfied with their customers, the disapproval hypothesis is the effect (visual companies because customers are based on brand trust, company image on satisfactory customers, company image on the customer loyalty server) . Also, the strongest impact on the

hypothesis of ensuring customer satisfaction and low intensity The impact is on the assumption of service quality on loyalty. Keywords: Valuation, Corporate Image, Customer Satisfaction, Quality Services, Loyalty

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