Analysis Of The Congruency Between Brand Personality With Self Image And Service Quality To Build Customer Satisfaction And Loyalty In Hotel Sector
(A Case Study In D'season Hotel Surabaya)

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Abstract— **Hotel business is one of the growing businesses in Surabaya, one of them is D'season Hotel in which achieved highest repeated guests. Therefore, this case study is meant to give references in how D'season led in the emergence of competitions between two perspectives: theoretical reviewed and empirical data. This case study will test whether the previous studies of congruence between brand personality and self image will affect customer satisfaction and lead to customer loyalty. Hence, the study also added one famous variable in services sectors such as service quality in D'season Hotel. Data were collected from 150 guests that are staying in D'season hotel using maximum likelihood model and purposive sample techniques. To test the hypothesis, this study used structural equation modeling (SEM) and Amos 16 as an analysis tool. The hypothesis testing results showed that the congruence of brand personality significantly affect on customer satisfaction, while service quality doesn't showed the positive effect on loyalty but give significant positive effect on customer satisfaction. The results also showed that customer satisfaction significantly affect on loyalty. This study also presents important implications for D'season hotel and hotel sectors in general to better understanding about customers' congruence between brand personality and self image, service quality, customer and satisfaction in order to build loyalty and lead the competition in Surabaya.**

Keywords : The Congruence of Brand Personality and Self Image; Service Quality; Customer Satisfaction; Loyalty; Hotel Sector; D'season Hotel

I. INTRODUCTION

Hotel business is one of the growing businesses in some parts in Indonesia, including Surabaya. This can be seen by the data revealed by Building Asia Construction Information (BCI), in 2011, at least 11 hotels are starting to be built. Currently, there are 30 hotels (ranging from 3 star hotels to 5 star hotels). The average occupancy rate for 3 star hotels is 70 % according to the chief of Perhimpunan Hotel dan Restoran Indonesia (PHRI). This high occupancy rate is encouraged by the high MICE (Meetings, Incentives, Conferences, and Exhibitions) rate that touches 70 percentile (www.kabarbisnis.com). This high rate of MICE happens since Surabaya is the second largest city in Indonesia and encompasses many business activities.

One of the rising three Star Hotel in Surabaya is D'season hotel. Based on the official website of D'season hotel Surabaya, This 2 year-old Hotel provides facilities has an average occupancy rate of 94% in 2011. Its target market is the corporate market, which specifically targeted at corporate employee of supervisor level or above. This can be seen by its 80% of customers are from corporate. Not only its high occupancy rate, but the rate of repeated guest is also high, which is 88%. With this succeed, it could be concluded that D'season Hotel has high rate of repeated guest, which means there is customer loyalty in this hotel. Bowen and Chen (2001) stated that loyal customers will provide strong word-of-mouth, create business referrals, provide references, and serve on advisory boards. Therefore, this research will provide us references that provide advantage in how to lead in the growing market.

Theoretically, there are some antecedents that would impact on customer loyalty, such as trust and trustworthiness (Liu and Hung, 2010), satisfaction (Achouri and Bouslama, 2010), and so on. Despite many factors that may have contributed to the success, the researchers will identify several antecedents of loyalty according to Achouri and Bouslama (2010) which are brand personality that congruence with self image that leads to an intervening variable which is satisfaction. Hence, customer satisfaction will lead to customer loyalty.

Besides theoretical viewed that explained before, many factors would impact to customer satisfaction. Achori and Bouslama (2010) stated that customer satisfaction is the mediation factor that leads to loyalty. However, based on pre interviewed with ten guests, most of them argue that the service given in D'season Hotel is important to them. It would be synonym with Edvardsson and Olsson (1996) which stated that the service should be approached from the customer's point of view, since it was his/her perception of the outcome that constituted the service. That explanation would be concluded that service quality in this hotel is quite good and could be added as a further comparison with the congruence between brand personality and self image. Hence, the service quality is common variables that studied over some period of time,

but through the preliminary research, it would conclude that service quality will be a good comparison.

Therefore, through this case study, the researchers want to identify several antecedents which combined the previous study and empirical data from the pre interviewed in D'season Hotel to better understanding which factors that would effect the success in this hotel. It will be represents by the congruency between brand personality and self image, service quality, satisfaction and loyalty in D'season Hotel Surabaya.

II. THEORETICAL BACKGROUND AND HYPOTHESIS

A. *The Congruence between Brand Personality and Self Image*

A lot of studies explained about brand personality in many sectors. Schiffman and Kanuk (2010) stated that brand personality is recast's consumers' perception of the attributes of a product or service into a human like character. It means brand personality is closely related to the human personality. Auchori and Bouslama (2011) postulated that the brand personality is derived from human personality which is concluding that human personality is the origin of brand personality. Furthermore, it would be defined as "a set of human characteristics associated to a brand" (Aaker, 1997). The author postulates that it can include certain characteristics such as age, socio-economic class, personality traits and feelings. Despite the critical judgments by several experts, Belk (1988) argued that brand personality is a vehicle of consumer self-expression and can be instrumental in helping consumers express their actual self, ideal self or specific aspect of the self. It concluded that Aaker (1997) dan Belk (1988) defines brand personality as an important factor that represented a person's a whole self inside of him or herself with a specified brand.

Since Belk (1988) stated about brand personality that expresses actual self, ideal self or specific aspect of the self it means that there is congruence between brand personality and self image. Achouri and Bouslama (2010) argues that people will compare his or her image, and then make the imaginary relationship, and last situate his or herself in a relation to a given to a specified brand whether implicitly or explicitly. For instance, if a manager felt that a hotel is related to his pride, he will particularly use the expensive hotel that fit into his pride or related self image. Schiffman and Kanuk (2010) stated that self image is the perception of self that are very closely associated with personality in that individuals tend to buy products and patronize retailers whose images or personalities relate in some meaningful way to their self image. Here it means that brand personality and self image are two concept that are closely related each other and also formed the congruence among them.

There are some dimensions of brand personality such as competence, sincerity, excitement, sophistication, and ruggedness (Aaker, 1997; Schiffman and Kanuk, 2010). Those indicators had been used in several studies and sectors to measure brand personality. The measurement of this congruence will also used Aaker's 5 dimensional scales, because the previous study still used it as a measurement for the variable of the congruence of brand personality and self image (Park and Lee, 2005). The indicators of this variable could be seen in the table below.

TABLE 1. THE CONGRUENCE BETWEEN BRAND PERSONALITY AND SELF IMAGE

No	Name	Variables
1	Sincerity	Honest, sincere, down to earth
2	Excitement	Exciting, daring, unique, up-to-date
3	Competence	technical, confident, successful
4	Sophistication	High class, charming
5	Ruggedness	Masculine, strong, outdoorsy, rugged

Source: Park and Lee (2005)

B. *The Effect of the Congruence between Brand Personality on Satisfaction*

The consumer's satisfaction is the vital term for marketing recently and the crucial concept as the indicators to better understanding about marketing efforts and customers' perspectives (Schiffman and Kanuk, 2010). Achouri (2010) defined satisfaction as "a positive feeling a consumer has after a consumption experience, and springing out of a comparison between the expectations from a product or a service and the performance perceived from it. Here it means that consumer will reach satisfaction if he or she feels a positive feeling when his or her experiences meet expectations. Many researchers have conducted studies on the effect of the congruence between brand personality and self-image on the consumer's satisfaction (Auchori & Bouslama, 2011).

Some of the studies that stated this congruence is positively impact to customer satisfaction are Auchori and Bouslama (2011) thorough literature study in general concluded the same thing. Park and Lee (2005) also concluded that the congruence between brand personality and self-image increases not only consumer satisfaction but also the consumer-brand relationship. That is, when consumers perceive brand personality is congruent with their self-image, their satisfaction increases and consumer-brand relationship quality develops. Furthermore as the example, when a manager which is put his pride as the top of his self, will felt satisfy to face the luxury and pride hotel. In other words, this is the connection between inner self and a specified product which is represented the self.

C. *Service Quality, Customer Satisfaction, and Customer Loyalty*

One of the commonly concept to be examined is service quality or SERVQUAL. This term refers to the perception of person's to a given services (Schiffman and kanuk, 2010). It means how well the perception of consumers regarding to a specified service provider. Parasuraman *et al.* (1988) examined the SERVQUAL through several dimensions such as tangibility, reliability, responsiveness, assurance, and empathy to measure how much the difference between reality and expectations. It is similar to Kandampully (1988) that argues customer's perception of quality of service is based on the degree of concordance between expectations and experience. Those explanations argue that service quality will lead to the expectations and experience which is mean customer satisfaction.

Customer satisfaction is also famous in marketing research recently, because according to Cravens and Mayer (2006) stated that customer satisfaction is measured by comparing customer expectations about the product and supporting services with the performance of the product and supporting services. It has been defined by Rust and Oliver (1994) as the "customer's fulfillment response," which is an assessment and an emotion based reaction to a service provided. Here it means service quality that leads to customer satisfaction is supported by the fact that SERVQUAL has been recognized as a key factor in differentiating service products. The services should be outstanding performance in order to build differentiation and to reach the customer satisfaction.

Many studies also concluded that service loyalty will lead to customer satisfaction (Eboli & Mazzulla, 2007; Wang and Shieh, 2006, etc). From those results it could be concluded that when the customers' perception about tangibility, responsiveness, empathy, assurance, reliability are quite good or in maximum performance, they will tend to feel satisfied with the service. After they feel satisfied with it, the customers tend to be loyal or it refers to customer loyalty.

In general, loyalty concept is shown by different propensities toward the brand, store or service that may be expressed in behavior and attitude (East and Sinclair, 2000), and would be one of the indicator that indicate successful relationship between marketing efforts and customers (Schiffman and Kanuk, 2010). To identified how well the customer to the product, store, service or brand, they will tend to repurchase it and use it for his or her own future (Nelloh *et.al.,* 2011). There are some predictors of customer that loyal such as customer satisfaction (Achouri & Bouslama, 2010;Koskela, 2002; Singh, 2006;), trust (Liu and Hung, 2010; Nelloh *et.al.,* 2011; Sirdeshmukh *et.al.* , 2002;), perceived value and SERVQUAL (Akbar *et.al.,* 2010; Semuel and Wijaya, 2009; Gefen, 2003; Yang and Peterson, 2004) etc. Those indicators are tested in several sectors and proof the

positive results to affect customer loyalty. In conclusion for this construct, loyalty as an important for company's performance will occur if there is a positive perception that derived from good experiences in the past about a product, brand, service or company. It means that if the company could make good experiences from the past to the customers which regards to customer satisfaction, and lead to make a good perception about its service, this customer will tend to be loyal. Based on the discussion above about congruence between personality and self image, SERVQUAL that influencing customer satisfaction then its relationships to loyalty, it would propose several hypotheses such as:

Hypothesis 1 : **The Congruence of Brand Personality and Self Image Positively Impact on Customer Satisfaction.**

Hypothesis 2 : **SERVQUAL Positively Impact on Customer Satisfaction**

Hypothesis 3 : **SERVQUAL Positively Impact on Customer Loyalty**

Hypothesis 4 : **Customer Satisfaction Positively Impact on Customer Loyalty**

All the relationships proposed give form to the model in Figure 1.

III. METHOD

The data analyzed in this study were generated from purposive sampling in D'Season Hotel that consist of all guests which is 18 years old and above, listed in repeated guess in the hotel and willing to fill the questionnaires. The populations in this study consist of the variety in a characteristics respondent that would be seen on Table 2. Since purposive sampling is a technique of choosing sample sizes based on the author's criteria (Supramono & Haryanto, 2005), thus the sample would be choosen. From 200 pieces of questionnaires distributed directly to the guests in D'season Hotel, there are 150 questionnaires that fit the requirements to be used in data processing. Therefore the response rate for this study was 75%. Participants were asked to complete a questionnaire which is includes some demographics questions such as sex, occupation, and age. Thus, there are some additional questions such as purpose of the staying and the reference group. The respondents are also asked to complete the questions from the variables explained before such as the congruence between brand personality and self image, SERVQUAL, customer satisfaction and customer loyalty.

This study uses SEM or structural equation modeling, which according to Ferdinand (2002), the number of maximum likelihood (ML) for a study ranged between 100-200 respondents. The measurement scale is using likert study using 6-point Likert scale (Bansal, *et.al.,* 2005) ie 1 = Strongly Disagree, 2 = Disagree, 3 = Less agree, 4 = Somewhat Agree, 5 = Agree, 6 = Strongly agree, where 1 is

strongly disagreeing and 6 is strongly agreeing. Data acquired are primary data. These data are taken from questionnaires. All variables measured in this study are latent variables that had been examined by several researchers. The variable of the congruence of brand personality and self image was tested by Park and Lee (2005), while customer satisfaction and customer loyalty were measured by Schiffman and Kanuk (2010). SERVQUAL as a general concept was tested by Parasuraman *et.al.,* (1988). In addition, this study uses 1st order Confirmatory Factor Analysis (CFA) with Amos 16 software for testing the relationship between variables listed simultaneously.
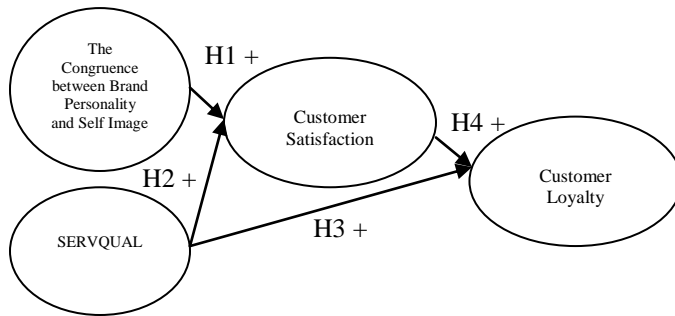

FIGURE 1. MODEL PROPOSED

TABLE 1. CHARACTERISTICS OF RESPONDENTS

No	Respondents' Composition		Total
1	Gender	Male	89%
		Female	21%
2	Age	<20	3%
		20-30	65%
		>30	32%
3	Occupation	Public Sector	27%
		Private Sector	69%
		Entrepreneur	4%
4	Purpose of staying	Business	87%
		Leisure	13%
5	Source of Recommendation	Friends/colleagues	73%
		Family	2%
		Others	25%

IV. FINDINGS

The purpose of this study is to identify whether the theoretical data from the previous study which include the congruence of brand personality and self image, satisfaction, loyalty will be added one important variable such as SERVQUAL which includes hotel's information systems inside (WIFI and cashier), people, and physical evidence. To answer the research problems was used to examine interrelationships between variables simultaneously; Structural Equation Model (SEM) was used. There are two analysis tools in this study such as Amos 16 and SPSS 16 to test some analysis. Amos 16 as analysis tool will test the hypothesis proposed in this research and to test the confirmatory factor analysis (CFA) to identify validity per indicators. SPSS 16 as one of the famous tool will be used to identify descriptive statistics.

This study also includes primary data that derives from questionnaires distributions to the guests in D'season Hotel and secondary data that collected from literature reviews through the online journals, books and other literature forms. Findings or result of this study consist of three steps such as descriptive statistics, validity measurement, and hypothesis testing to test the interrelationships variables.

A. Descriptive Statistics

This study includes descriptive statistics to identify maximum and minimum per indicators (Wijaya, 2009), in order to gain better understanding whether these questions will represent the impression of the respondents to the variables. Every mean in these variables will provide information about consumers' assessment and would define which indicators and variables which are (is) lower average and higher average. For lower average it means that the company should pay attention to it and make some improvement. Many studies used the lower average to make some progress and improvement within the variables (Munizu., (2010); Nelloh *et.al.,* 2011).

In overall, the answers are above 3.5 which means above the average for minimum value and maximum value of the questionnaires. In other words, all the questions or indicators got positive impressions by the customers. For the variable of congruence between brand personality and self image, it would be seen that x5 represents the lowest value. It could be interpret that D'season hotel will not necessary with daring or challenge to respondents' image. In similar meaning, most of the respondents who completed the questionnaires didn't relate themselves to a challenge term in their actual self image. This was happened because daring is not the proper statement for D'season hotel which is providing luxury, high class, and business orientation. This is also could cause most of the respondents are from private sectors (69%) and the number of entrepreneurs only 4%. This 4% of entrepreneurs should match with daring or challenge or risk taking (Aidis, 2003) but since the number is lowest, than those who are 4% only represent a little.

B. Validity and Reliability

This study used CFA with Amos 16 to test the validity of each indicator. Through the analysis of Structural Equation Model, t-test can be done by looking at the value of CR (Critical Ratio) from regression analysis of weight to see the validity of a construct (Ferdinand, 2002). The analysis of validity measurement can be seen on Table 3. From Table 1 it can be concluded that all the indicators are valid (>0.4) which indicate that all the indictors reflect or representative to the variables. From the t-test analysis, it could be seen that all indicators in CR value are above 2.00 which is mean that these weight represented all the questions are valid.

For reliability test, the researchers use SPSS 16 as the analysis tools. The analysis can be seen in Table 4. From Table 4 we can conclude that all the variables in this research indicate good reliability value. This could happen because all of the value meets the requirements for reliability statistics which is according to Wijaya (2009) it would be reliable if the data above 0.6.

C. Hypothesis Testing

Hypothesis testing could be done by analyzing the value of CR and the value of P (Probability) on the result of data regression weights, which is compared with the required statistical limits such as the value of CR > 2.00, and the value of P that is lesser than 0.05 (Ferdinand, 2002). If the calculations meet those criteria, then the hypothesis proposed are positive or supported by empirical data. The explanation about this could be seen on Table 5 and Figure 2 that concludes H3 is not supported by the empirical data while H1, H2, and H4 are supported by the empirical data.

By the result stated earlier, it would be concluded that SERVQUAL is not enough to make a loyalty behavior among the customers in D'season hotel. The authorss guess some theoretical reviewed and empirical data occurred toward this rejected hypothesis (CR= - 2.152, P=0.031). Based on this statistical data, it means that SERVQUAL also impact significantly to loyalty but in D'season, there are problems that could be occurred. Gefen (2003) stated that in online market, when the tangibility is higher, then the customer will tend to loyal to a vendor. In other words, when the customers perceived the tangibility or facility is good, then they tend to loyal an online vendor. This is also related to Schiffman and Kanuk (2010) which is conclude that when the company win the psychological fields of customers, they will buy and tend to loyal. However, in D'season hotel, this theory cannot be applied in hotel sectors in which that not all the customers in Surabaya will use his or her own perception toward loyalty behavior. Hence, these customers felt satisfied of D'season hotel (the acceptance of H2), which is perceived of service will lead to positive customer satisfaction. Even though these customers satisfied with this hotel, but for them the perception is not enough to build loyalty behavior. So, when the customers felt that D'season is a high quality service, they wouldn't get themselves to come back visiting this hotel. It doesn't mean that the service is not referred as a good so the customers won't be loyal, but according to Thompson (2005), most of the customers will leave because of service itself. It means that when D'season offered a high quality service to its customers, they will tend to leave because there is no special service in this hotel to make them still stay. It means that D'season must offered service differentiation to the targeted customers so it will improve the loyalty.

TABLE 2. DESCRIPTIVE ANALYSIS PER INDICATORS

INDICATORS	N	MIN	MAX	MEAN	DESCRIPTION
x1	150	1.00	6.00	4.0200	D'season Hotel put an honest impression to my self
x2	150	1.00	6.00	3.9067	D'season Hotel brings sincere meaning to my self
x3	150	2.00	6.00	3.9200	D'season Hotel would make my self down to earth
x4	150	1.00	6.00	4.0200	D'season Hotel put an exciting feeling to my self
x5	150	1.00	6.00	3.8133	D'season Hotel would mean daring to my self
x6	150	2.00	6.00	4.2400	D'season Hotel is unique in my heart
x7	150	2.00	6.00	4.1733	D'season Hotel brings up to date impression to my self
x8	150	2.00	6.00	4.2067	D'season Hotel would be reliable hotel
x9	150	1.00	6.00	4.2533	D'season Hotel would be smart hotel in my mind
x10	150	1.00	6.00	4.1267	D'season Hotel gives successful impression to my life
x11	150	2.00	6.00	3.9733	D'season Hotel is a high class hotel in my mind
x12	150	1.00	6.00	4.2067	D'season Hotel is so masculine hotel for me
x13	150	1.00	6.00	4.0933	D'season Hotel gives strong impression to my self
x14	150	1.00	6.00	4.0600	D'season Hotel gives adventures feeling inside my self
x15	150	1.00	6.00	4.1400	D'season Hotel gives ruggedness impression through myself
x16	150	1.00	6.00	4.0400	D'season hotel provides high quality facilities
x17	150	1.00	6.00	3.9400	D'season Hotel displays luxurious building
x18	150	1.00	6.00	4.0867	D'season Hotel displays clean environment
x19	150	1.00	6.00	4.0667	Cashier staffs are reliable with good cashier's information system
x20	150	1.00	6.00	4.0933	Housekeeping staffs are honest
x21	150	1.00	6.00	4.2067	Front office staffs are promising
x22	150	2.00	6.00	4.2533	Houskeeping staffs are responsive in handling customers' needs
x23	150	2.00	6.00	4.3800	Doormen are responsive
x24	150	1.00	6.00	4.2467	Front office's staffs are responsive
x25	150	1.00	6.00	4.0467	D'season Hotel gives a qualified impression
x26	150	1.00	6.00	4.1867	D'season Hotel staffs are polite
x27	150	1.00	6.00	4.1067	WIFI in D'season Hotel is promising
x28	150	1.00	6.00	4.1000	Front office staffs are emphatic towards my needs
x29	150	1.00	6.00	3.9667	Housekeeping staffs are responsive are caring to the customers' needs
x30	150	2.00	6.00	3.9533	D'season Hotel gives qualified service
y1	150	1.00	6.00	4.1133	I am satisfied with D'season housekeeping staffs
y2	150	2.00	6.00	3.9667	I am satisfied with front office staffs
y3	150	1.00	6.00	4.0000	I am satisfied with D'season Hotel's technology
y4	150	1.00	6.00	3.9867	I am satisfied with D'season Hotel's food
y5	150	1.00	6.00	4.0667	I have a strong bond with D'season Hotel
y6	150	1.00	6.00	4.0533	not changing the place of visiting hotel
y7	150	1.00	6.00	3.9933	visiting D'season Hotel for next time
y8	150	1.00	6.00	4.1333	I have tendencies to visit D'season Hotel
Valid N (listwise)	150				

TABLE 3. VALIDITY MEASUREMENT: MAXIMUM LIKELIHOOD ESTIMATES, REGRESSION
WEIGHT AND LOADING FACTOR

Indicators			CR	P value	Loading Factors	Result
x28	<---	SERVQUAL			0.893	Valid
x27	<---	SERVQUAL	17.845	***	0.912	Valid
x26	<---	SERVQUAL	15.815	***	0.87	Valid
x25	<---	SERVQUAL	13.537	***	0.81	Valid
x24	<---	SERVQUAL	15.079	***	0.852	Valid
x23	<---	SERVQUAL	15.544	***	0.865	Valid
x22	<---	SERVQUAL	13.765	***	0.815	Valid
x21	<---	SERVQUAL	14.984	***	0.85	Valid
x20	<---	SERVQUAL	13.88	***	0.821	Valid
x19	<---	SERVQUAL	8.603	***	0.612	Valid
x18	<---	SERVQUAL	8.251	***	0.594	Valid
x17	<---	SERVQUAL	7.335	***	0.543	Valid
x16	<---	SERVQUAL	7.115	***	0.53	Valid
y1	<---	customer satisfaction			0.638	Valid
y2	<---	customer satisfaction	6.457	***	0.577	Valid
y3	<---	customer satisfaction	7.065	***	0.737	Valid
y5	<---	loyalty			0.778	Valid
y6	<---	loyalty	10.876	***	0.835	Valid
y7	<---	loyalty	10.88	***	0.853	Valid
x29	<---	SERVQUAL	10.123	***	0.682	Valid
x30	<---	SERVQUAL	9.992	***	0.678	Valid
y4	<---	customer_satisfaction	7.356	***	0.753	Valid
y8	<---	loyalty	10.69	***	0.827	Valid
x1	<---	The congruence_of BP and SI			0.428	Valid
x2	<---	The congruence_of BP and SI	4.214	***	0.456	Valid
x3	<---	The congruence_of BP and SI	4.516	***	0.521	Valid
x4	<---	The congruence_of BP and SI	5.37	***	0.813	Valid
x5	<---	The congruence_of BP and SI	5.009	***	0.671	Valid
x6	<---	The congruence_of BP and SI	5.357	***	0.811	Valid
x7	<---	The congruence_of BP and SI	5.392	***	0.818	Valid
x8	<---	The congruence_of BP and SI	5.417	***	0.833	Valid
x9	<---	The congruence_of BP and SI	5.397	***	0.821	Valid
x10	<---	The congruence_of BP and SI	5.485	***	0.88	Valid
x11	<---	The congruence_of BP and SI	5.334	***	0.797	Valid
x12	<---	The congruence_of BP and SI	5.454	***	0.861	Valid
x13	<---	The congruence_of BP and SI	5.453	***	0.856	Valid
x14	<---	The congruence_of BP and SI	5.357	***	0.805	Valid
x15	<---	The congruence_of BP and SI	5.242	***	0.762	Valid

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TABLE 4. RELIABILITY STATISTICS

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
The Congruence Between Brand Personality and Self Image	0.94867	0.94915416	15
SERVQUAL	0.953	0.954	15
Customers Satisfaction	0.78461	0.786274293	4
Loyalty	0.891	0.891	4

Furthermore, the success of repeated customers will derive from another significant factor such as customer satisfaction (H2). The acceptance of hypothesis in which SERVQUAL affects customer satisfaction is caused the repeated guest rate in D'season Hotel. Regarding to rejection of H1, it could also concluded that these customers will tend to loyal if the customers satisfied with its service. It is closely related to the previous study of Achouri and Bauslama (2010) which is stated that satisfaction will lead to customer loyalty in general sector. Hence, in hotel sector especially in D'season; the satisfaction rate is high and effect to customer loyalty. It would happen because D'season already gives high quality of service to its customers. That is why H4 is also positive which is stated customer satisfaction will lead to customer loyalty. It also closely related to Achouri and Bouslama (2010) and proof that the customers will loyal if the customers satisfied with the service first. This study also investigate that when the customer loyalty exist it must mediated by feeling satisfied with the service rather than the existing good perception of the service.

TABLE 5. HYPOTHESIS SUMMARY

No	Hypothesis Summary	Estimate	S.E.	C.R.	P	Results
1	**H1:** The congruence of Brand personalitya and Self Image will affect the customer satisfaction	0.441	0.133	3.324	***	Supported
2	**H2:** SERVQUAL will affect the customer satisfaction	0.453	0.088	5.147	***	Supported
3	**H3 :** SERVQUAL will affect loyalty	-0.453	0.21	-2.152	0.031	Not Supported
4	**H4 :** Customer Satisfaction will affect loyalty	1.607	0.314	5.124	***	Supported

Afterward, this study is also concluding that the congruence of brand personality and self image will positively impact customer satisfaction. Once again, the previous study that proposed by Achouri and Bouslama (2010) proof the same thing in D'season hotel. It concludes that brand personality which is congruence with self image is already positive in its customers and the customers will satisfied to the hotel. It could happened because according to Park and Lee (2005), when the customers' feel that specific brand will closely related to his or her own self, the customers will feel satisfied with the brand. In this study the researchers also concluded that most of these customers feel satisfied with the product because there is a positive relationship between the personality and his or her own self. It also means that customers will satisfy with the brand also impacted by the emotional attachment inside of the customers. In other words for example when D'season hotel performs luxury impression, the customers who is high dignity feeling to his or her own self, will tend to feel satisfied with D'season hotel. This study proof that there are variety of personality which is reflecting to customers satisfaction to his or her own self. D'season provides variety personalities that would satisfied customers' inside, and make it successful as an occurrence of repeated customers. Repeated customers which is closely related to customer retention and customer loyalty will impacted by customer satisfaction. Park and Lee (2005) mentioned that when customers satisfied with his or her self that congruence to specific brand they will tend to loyal.

V.   CONCLUSION

The results of this study clearly demonstrate how the customers in hotel sector especially in D'season hotel be assessed through theoretical and empirical data. This study case concludes that the SERVQUAL and congruency of brand personality with self image positively effects on customer satisfaction and this variable lead to customer loyalty. This case study also indicates that SERVQUAL is not good enough to the customers to make them loyal in hotel sector especially in D'season hotel, even though the customers feel match with their personality and self image also satisfied with it, based on the SERVQUAL, the customers still won't stay loyal. Last but not least, it is concluded that regarding a successful in this hotel it is proven by the previous study literature in a different sectors. While based on the pre interviewed with customers to be included SERVQUAL, this case study find out that SERVQUAL only effect on customer satisfaction but not enough to build loyalty behavior.
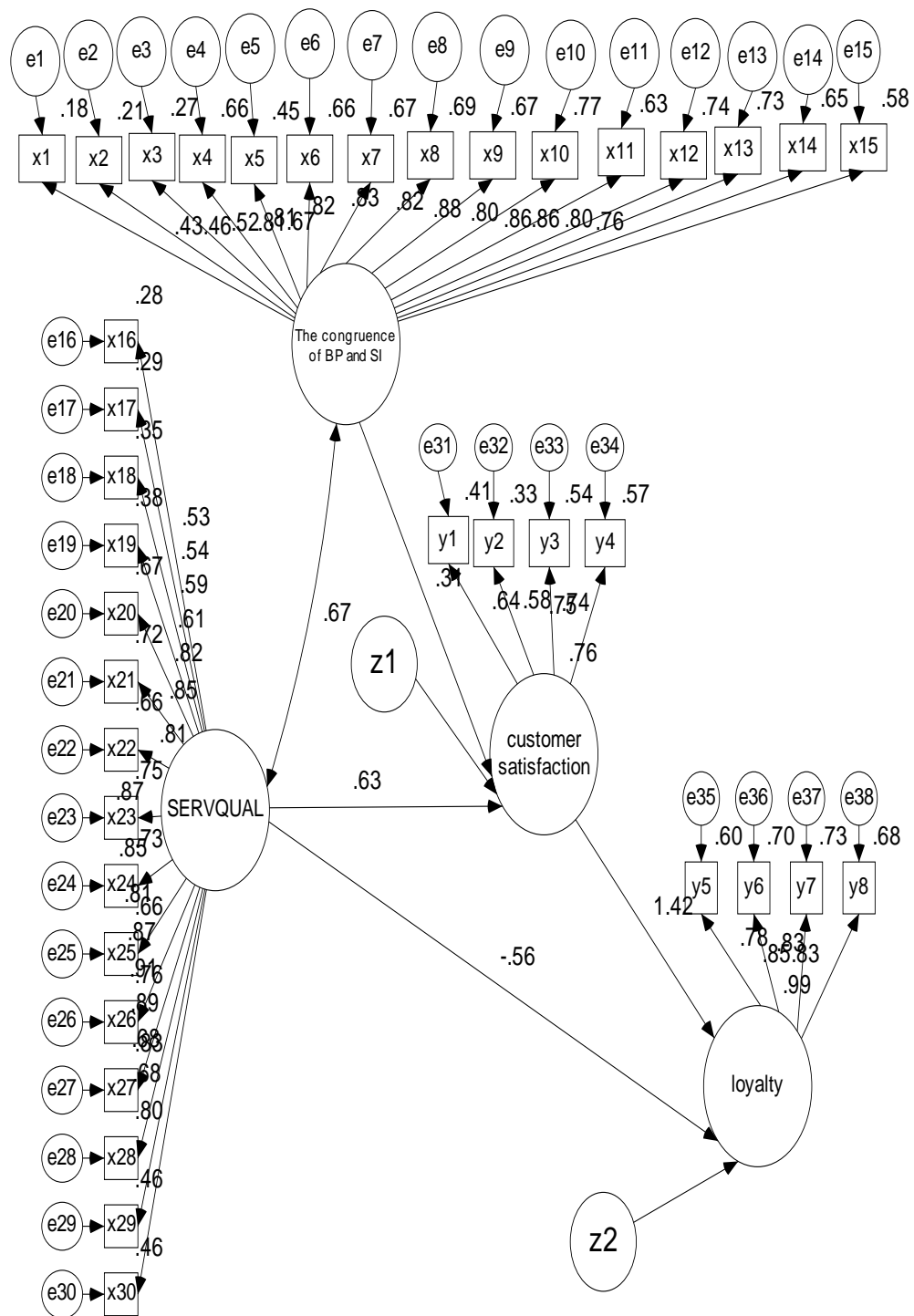
FIGURE 2. FULL MODEL

A. Theoretical Implications

There's a growing concepts in business recently, such as the congruency of brand personality and self image. Through this study it could proof that the previous study from Achouri and Bouslama (2010) that stated the congruency between brand personality and self image is affect to customer satisfaction, therefore customer satisfaction will lead to customer loyalty could be applied in hotel sector. In other words that interrelationship between variables could be applied in hotel sector especially in D'season hotel Surabaya. SERVQUAL as the additional concept could caused customer satisfaction and supported the previous study proposed (Eboli & Mazzulla, 2007). It is also indicated that no special or unique service will make customers loyal (Thompson, 2005). The most influence predictor of customer satisfaction is SERVQUAL (CR=5.147) and customer satisfaction effect with high value on customer loyalty (CR= 5.124).

B. Empirical Implications

This study would be applied as practical implications to hotel sectors in Surabaya for a general point of view. D'season hotel as the three star hotel achieved its success in outstanding performance with the increase of repeated guest rate. In other words, there's such a customer loyalty in this hotel. This study also proofs that it would be affected by the congruency between brand personality and self image which is mediated by customer satisfaction. The hotel sector should consider about consumer loyalty inside its hotel and find out the variety of the personality which is consider to its targeted customers.

To build customers' personality which is fit with the brand, the hotel should include high quality systems and modernity to fit in general personality. If that could happen, a hotel will reach the customer satisfaction because inside of his or her own selves including the expectations that meet with the experience which is the hotel could offer. Besides, hotel sectors should give high quality service in order to build satisfaction and lead to customer loyalty and lead the competitiveness in Surabaya. If the service is good to customers, they will satisfy and then tend to loyal in the future. In general, customer satisfaction, brand personality that congruence with self image and also perception about service is quite important to be considered as a hotel business and marketing intelligence in order to sustain in hotel sectors.

C. Limitations and Future Research

There are several limitations of this research; firstly, sample in a case study can not be generalized easily. However, as explained earlier, it is a comprehensive study to better understanding the antecedents of customer loyalty which is held in D'season hotel. That is why the

respondents only distributed to 150 customers who tend to make visit the hotel frequently. Hence, the total number of indicators in this study were 38 that should be subtract by 5 (Wijaya, 2009) and equals to 190, which means that this study lack of 40 questionnaires. However, since the study is using maximum likelihood estimation it consists of 100-200 respondents (Ferdinand, 2002), this study is fulfill the requirements of maximum likelihood. This could caused the unreached of model fit that includes Chi-Square, probability, AGFI, etc. Future studies should have a larger number of samples and more can be generalized and reach the fit model.

Future studies should also considered about trust and trustworthiness in order to build customer loyalty and add some perception variables such as perceived value and perceive price. Promotions such as banner and such advertising that related to marketing efforts that will impact on consumer's behavior which related to loyalty behavior (Schiffman and Kanuk, 2010). Besides, future research should includes emotional attachment in the research to better understanding customers' emotional view in hotel sectors.

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