

# Factors Affecting Repurchase Intention towards Luxury Hotels – A Mediation Analysis of Guest Satisfaction

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**Abstract**—This paper proposes the conceptual framework to illustrate the relationship between independent factors and Guest Repurchase Intention through Guest Satisfaction. These independent variables are identified as Service Quality, Information Communication Technology and Brand Image. The Service Quality has five sub items which includes Tangibility, Responsiveness, Assurance, Reliability and Empathy. Quantitative Method was mainly applied by using questionnaires to deliver 253 visitors staying in luxury hotels in Ho Chi Minh City. The result of this research demonstrated that there are five factors have directly considerable effect on Guest Repurchase Intention. The Guest Satisfaction obtained the highest effect among five factors. Of those independent variables, the relationship between Brand Image and Guest Satisfaction is the strongest one. According to the discussion of findings and managerial recommendations, this study is beneficial not only for guests but also for hotel's managers. Guests can read this study to get reference; hotel's managers can read to find the solution to get profit for their work places.

**Index Terms**—Tangibility, responsiveness, information and communication technology, brand image, guest satisfaction, guest repurchase intention.

## I. INTRODUCTION

Hospitality is known to be the one of the major factors that contribute to strengthen the business in many nations [1]. It is also one of the most developing industry that considerably impact on guests who desire to accommodate places in many beautiful places in the world. It is fundamental that the hospitality industry, especially for the lodging industry, has been increased to meet the demand of guests. Additionally, hotel companies are facing with increasing competition from other lodging properties such as extended-stay properties, bed-and-breakfasts and campgrounds [2]. Therefore, building the sustainable competitive advantage for hotels has become an important consideration [3]. The sustainable and retain the customers for the future. Generally, the customer perceptions of service quality, satisfaction and repurchase intentions have to be identified and measured [4].

Ho Chi Minh City is located in commercial position and attains considerable advantages in attracting tourism [5]. This place owns historical culture and natural landscape so that the tourism development in Ho Chi Minh City is potential and beneficial for gaining profit. Specifically, it was reported that the total number of international visitors entering to Ho Chi Minh City in 2016 was estimated at 5,200,000 arrivals, rising by 10% over the same period last year. The number of local

visitors coming to Ho Chi Minh City had significantly reached to 21,800,000 arrivals, rising by 10% over the same period last year. Visitors from China, Korea, America and Japan constitute for the largest proportion of total international visitor resource. Total revenue from tourism including travel, accommodation and restaurants was estimated at 103,000 billion VND, increasing by 9% over the last year [6]-[8].

However, the quality of setting up in luxury hotels (4-5 star hotels) is slightly incapable of serving to guest's requests. It causes visitors to feel uncomfortable and negatively affect to guest's return intention [5]. Studies exploring the correlation between Information and Communication Technology (ICT) and hotel performance are limited in developing countries, especially in Asia [9]. Brand Image is also important that relatively influences on the guests repurchase intention. The evidence is that the combination of service quality and brand image would make customers who used to perceive service quality select their favorable brand choice [10]. The image of an organization has been recognized as a strategic factor impacting repeat patronage [11]. Therefore, these determinants are important to analyze and evaluate the satisfaction level and repurchase intention of guests in Ho Chi Minh City.

## II. LITERATURE REVIEW

### A. Service Quality

Services contributes significant role in trading nationally and internationally. It is the indispensable factor in hospitality and tourism industry regarding to provide the best offer to visitors. In hospitality and tourism industry, services are defined to be intangible, heterogeneous, inseparable so that the quality service is difficult for customers to evaluate [12]. Service quality is also identified in three aspects: the consumption quality; the quality of outcomes of progress and the service image of providers [5]. Therefore, the service quality has been the vital factor for organizations which attract customer satisfaction and brand image. This factor considerably affects on brand image by implicating "the overall excellence or superiority of a service is judged by consumers" [13]. Due to the distinctive characteristics of services, it is fundamental that hotels significantly understand how to offer constantly high standard in service. Correspondently, good service quality is formed to make interaction between the guests and hotels effective and beneficial.

Service quality is formed due to the difference between customer expectation and customer perceptions [12]. Subsequently, a standardized instrument SERVQUAL is

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created to measure the customer perceptions of the quality service and it is modified into five main dimensions [12]. Five dimensions of service quality aims to quantify the gap between customer expectation and perception. According to [14], five dimensions of service quality is determined in these below definition:

- (1) Tangibles: The physical aspects of the service such as some tangible products perceived by the sense of touch. Tangible products include facilities, equipment, personnel appearance and communication materials.
- (2) Reliability: The consistency of performance and dependability of the service delivery.
- (3) Assurance: Trust, confidence, competence, credibility and courtesy from hotel's employees to guests.
- (4) Responsiveness: The readiness of hotel's employee to meet the customer demand by providing service
- (5) Empathy: Accessibility, individual caring and elaborative attention from hotel staffs to customers

*Information and communication technology:* Another important part in contributing to increase profitability, reduce hotel expense, upgrade the efficiency, information sharing on hotel productivity and performance is Information and communication technology [15]. Guest satisfaction, guest convenience and operational efficiency is also affected by the information and communication technology [16]. Technology supports hospitality organizations to widen network, to convey the pure concept of business relationship and to provide the specific and special for customers [17]. Besides that, technology has mutual impact on customer service by assisting to get access to the customer contact and enhancing the service experience [18].

According to [19], Information and communication technology focuses on the guest perception, especially in hospitality industry. Hospitality industry is a guest-oriented market so that technology applied in regards with facilitating guest demand and satisfaction. Information and Communication Technology including system of room reservation, procurement and inventory system, wireless internet, email, electronic transactions and hotel websites is the key for enhancing hotel performance.

*Brand Image:* Brand image is logical or emotional perceptions that customer specifically attain [20]. It is defined as an informative connection between a service provider to customer memory [21]. In hospitality industry, brand image considers as hotel image representing the tangibility, inseparability, perishability and heterogeneity of a service company's offering. Therefore, it is an external value only if customers are assessing one kind of product or service prior to purchasing [22]. Brand image plays a special role in Service Company because dominant brand image increase customer's trust and support customer to understand the intangible [23]. Brand image will impress guest's mind during staying so that perceiving the intangible hotel experience is the considerable obstacle for hotel industry. According to [24], creating strong brand help customer can access to hotel services and better perceive the tangible characteristics of hotel products. Besides that, customer satisfaction and service influence positively the brand image which in turn impact on customer loyalty [25]. Therefore, brand image is significant mediate factor in gaining the repurchase intention from customer

(repurchase intention is a dimension of customer loyalty).

### B. Customer Satisfaction

When the customer perception exceeds the customer expectation, customer satisfaction will occur [1]. Customer satisfaction plays an indispensable element of creating and maintaining the relationship between service providers and customers. As a matter of fact, it noticeably affects on the service quality and other behavioral variables [26]. Customer satisfaction is overall defined to be the user's fulfillment demands and the level to which extent of comfortable or uncomfortable fulfillment [27]. Customer satisfaction also has direct effect on repurchase intention [28] that makes service organization achieve more profit from the loyal guests. These evidences intensely suggest that customer satisfaction is the result from the consumer expectation before using hotel service and their consumption. Subsequently, service providers have to satisfy customers by upgrading hotel service, creating strong brand.

### C. Repurchase Intention

A customer's readiness to connect and maintain the relationship with the service provider is repurchase intention. The purchase of guests has to be repeated in many times in one particular place and engage in future activity with that service provider. [29] defined repurchase intention as the likelihood of business that consumer will increase or maintain the share of business given to current supplier. [30] conducted the study to discover the positive and substantial connection between the perception of service quality and their repeat patronage. The relationship between service quality and repurchase intention is objective and specific [31]. Furthermore, [32] implemented service loyalty definition in order to identify guest's attitude and manner toward service providers. The repurchase intention is included in service loyalty. Finally, the purpose of gaining profitability is to achieve the elevated level of repurchase intention, especially for hotel companies. From these concepts above, the hypotheses of this study are:

H1: Tangibility, responsiveness, assurance, reliability, empathy, brand image, information and communication technology positively and directly affect guest satisfaction

H2: Tangibility, responsiveness, assurance, reliability, empathy, brand image, information and communication technology, guest satisfaction positively and directly affect guest repurchase intention.

H3: The effect of tangibility, assurance, reliability, empathy, brand image, information and communication technology on guest repurchase intention is mediated by guest satisfaction

## III. METHODOLOGY

### A. Research Design and Data Collection

The research's purpose was to examine the factors influencing upon guest repurchase intention in Ho Chi Minh City. The main method for this study is quantitative approach. Samples of this research would be allocated to the population of guests staying in luxury hotels located in District 1, Ho Chi

Minh City. The customers who live in luxury hotels including 4-star and 5-star hotels under six months would be the specialized targets for the survey implementation. Moreover, the number of people living in 5-star hotel is large so that covering all guests is impossible. Therefore, it is sufficient for delivering up to 250 surveys to guests who are staying 5-star hotels in Ho Chi Minh City. Items in survey will be based on considerable factors in literature review and research context. The questions were developed on basis of Linkert type scale ranging from 1 to 5 (1 = extremely unfavorable; 5 = extremely favorable).

#### B. Factor Analysis and Reliability

Exploratory Factor Analysis (EFA) was applied in this part in order to test the validity and reliability of the scales. For the group of independent variables, there are 18 items distributed in 4 factors with the value of Kaiser-Meyer-Olkin as .861. This coefficient value is greater than 0.5 so that it is satisfied the standard condition [33] and its significant value is 0.00 which is smaller than 0.05. The eigenvalue testing is conducted to release the positive result. All the eigenvalues of 4 independent factors are greater than 1 and its total variance explained was 53.982 %. According to the Table I, these 4 independent factors were renamed as TANGIBLE (Tangibility), RESPON (Responsiveness), BRANIMA (Brand Image) and ICT (Information and Communication Technology). The below table would show the Cronbach's Alphas for 4 factors which are ranging from .684 to .780. Among these 4 factors, TANGIBLE (Tangibility) has the highest Cronbach's Alpha which indicates 0.780. Conversely, the ICT (Information and Communication Technology) has the lowest rate with only 0.684.

TABLE I: SUMMARY OF INDEPENDENT VARIABLES

Variables	Number of items	Alpha (N = 253)
Tangibility (TANGIBLE)	4	.780
Brand Image (BRANIMA)	6	.758
Responsiveness (RESPON)	4	.719
Information and Communication Technology (ICT)	4	.684

Correspondingly, in the Table II, there are 2 factors in the group of dependent variables. The value of Kaiser-Meyer-Olkin is .921 which reflects high reliability of two dependent variables. The significant value of this group ( $p = .000$ ) is smaller than 0.05 and 20 items are distributed to 2 dependent variables. Moreover, the eigenvalue of two dependent variables is greater than 1 and its total variance explained was 51.404%. Two dependent variables are GUESATIS (Guest Satisfaction) and REPURINT (Guest Repurchase Intention) illustrates high value of Cronbach's Alphas which indicate .850 and .918 respectively.

TABLE II: SUMMARY OF DEPENDENT VARIABLES

Variables	Number of items	Alpha (N = 253)
Guest Satisfaction (GUESATIS)	9	.850
Guest Repurchase Intention (REPURINT)	11	.918

## IV. RESEARCH FINDINGS

### A. Demographic Characteristics of Respondents

TABLE III: DEMOGRAPHICS OF PARTICIPANTS

		Frequency (N)	Percentage (%)
Gender	Male	154	60.9
	Female	99	39.1
	Total	253	100
Age Group	18-25	25	9.9
	25-35	79	31.2
	35-45	100	39.5
	45-55	31	12.3
	>55	18	7.1
	Total	253	100
Marriage	Married	131	51.8
	Single	122	48.2
	Total	253	100
Occupation	Student	8	3.2
	Employed	226	89.3
	Unemployed	1	0.4
	Retired	18	7.1
	Total	253	100
Purpose of visit	Business	102	40.3
	Leisure	149	58.9
	Friends/Relatives	2	0.8
	Visit	253	100
	Total	253	100

From the Table III, the number of male participants was higher than female participants (60.9 compared to 39.1). In terms of age dimension, the majority almost fell into two groups of age: 25-35 (31.2%) and 35-45 (39.5%), following by the group of 45-55 (12.3%). This indication shows that the middle-aged group is the potential dimension for spending money to enjoy the services in luxury hotels. The couples constituted for 51.8 % while individuals who have not ever married accounted for 48.2 %. For occupation, people who have job made up the largest proportion (89.3%) then retired people with 7.1%, following by the group of students (3.2%) and unemployed group (0.4%). Most of the purpose of visit is for leisure which accounted for 58.9 % and business (40.3%). Generally, the demographic data illustrates the overview of respondent's background participating in this research. It could be viewed as a general image of practical condition of Ho Chi Minh lodging, especially for luxury hotels. There are diversity of guests visiting to Ho Chi Minh city to stay and enjoy the trip, 25-45 years old group is specifically concerned.

### B. Relationships between Guest Repurchase Intention, Guest Satisfaction and the Independent Variables

TABLE IV: CORRELATION BETWEEN VARIABLES

	REPURINT	1	2	3	4	5
1.BRANIMA	.580*	1				
2.TANGIBLE	.544*	.342*	1			
3.RESPON	.583*	.456*	.516*	1		
4.ICT	.537*	.454*	.479*	.507*	1	

5.GUESATIS	.686*	.521*	.461*	.519*	.443*	1
Mean	3.71	3.61	3.65	3.65	3.67	3.70
SD	.492	.442	.536	.489	.449	.431

Note: \*. Correlation is significant at the .05 level

The Table IV shows that the positive correlation between independent variable; mediator (Guest Satisfaction) and dependent variable (Guest Repurchase Intention). The first column of the Table showed the fact that GUESATIS is the variable which obtain the highest correlation value of 0.686 and  $p < .05$ . It means that GUESATIS has the most intensive interaction on REPURINT among five predictors. The lowest impact is for the ICT which reached to the correlation of  $r = 0.537$ . Correspondingly, all five factors relatively obtain the correlation value which are more than 0.5 such as BRANIMA ( $r = 0.580$ ,  $p < .05$ ); TANGIBLE ( $r = 0.544$ ,  $p < .05$ ) and RESPON ( $r = .583$ ,  $p < .05$ ); ICT ( $r = .537$ ,  $p < .05$ ) and GUESATIS ( $r = .686$ ,  $p < .05$ ). In this situation, when guests satisfied with hotel's brand name; information communication technology; employee's responsiveness and modern equipment, guests will return to hotel to stay and enjoy.

#### C. Factors Directly Affecting Guest Satisfaction

From the Table V, investigators can do track on the unique independent variables which affect on GUESATIS. The result shows the fact that there are three variables certified with maintaining the relationship with GUESATIS due to the lower Sig. value ( $p < .05$ ). They were BRANIMA ( $B = .300$ ;  $p = .000$ ); TANGIBLE ( $B = .154$ ;  $p = .002$ ); RESPON ( $B = .205$ ;  $p = .000$ ). ICT is rejected because its significant value is bigger than .05.

TABLE V: COEFFICIENTS BETWEEN INDEPENDENT VARIABLES AND GUESATIS

Variables	Unstandardized Coefficients (B)	Sig.
(Constant)	.979	.000
BRANIMA	.300	.000
TANGIBLE	.154	.002
RESPON	.205	.000
ICT	.091	.123

Note: Dependent Variable: GUESATIS – Guest Satisfaction  
Predictors: Brand Image, Tangibility, Responsiveness, ICT.  
ANOVA:  $F(4, 248) = 43.155$ , Sig. = .000,  $p < .05$   
Model summary: Adjusted R Square = .401

#### D. Factors Directly Affect Guest Repurchase Intention

TABLE VI: COEFFICIENTS BETWEEN INDEPENDENT VARIABLES AND REPURINT

Variables	Unstandardized Coefficients (B)	Sig.
(Constant)	-.280	.171
BRANIMA	.229	.000
TANGIBLE	.154	.001
RESPON	.148	.005
ICT	.137	.013
GUESATIS	.422	.000

Dependent variable: REPURINT – Guest Repurchase Intention  
Predictors: Brand Image, Tangibility, Responsiveness, ICT, Guest Satisfaction.

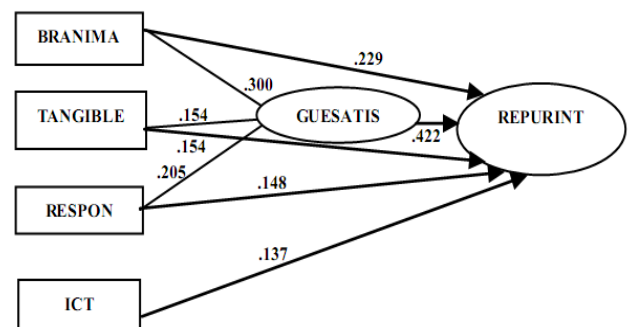
ANOVA:  $F = 79.758$ , Sig. = .000,  $p < .05$

Model summary: Adjust R Square = .610

From the Table VI above, researchers are investigating on these factors which impacting on repurchase intention (REPURINT). The results illustrate that all independent variables and mediator affecting on this dependent variable (REPURINT) due to the lower Sig. value ( $p < .05$ ). They were BRANIMA ( $B = .229$ ;  $p = .00$ ); TANGIBLE ( $B = .154$ ;  $p = .001$ ); RESPON ( $B = .148$ ;  $p = .005$ ); ICT ( $B = .137$ ;  $p = .013$ ); GUESATIS ( $B = .422$ ;  $p = .00$ ).

#### E. Indirectly and Total Causal Effects on Guest Repurchase Intention

The result of multiple regression illustrated that guest repurchase intention was indirectly impacted by three independents such as: BRANIMA ( $r = .1266$ ); TANGIBLE ( $r = .065$ ); RESPON ( $r = .0865$ ). Fig. 1 below shows the summarized research findings. These evidences proved that when hotel has a good image, great tangibility and excellent employee's responsiveness; the hotel may get high rate of repurchase guests. However, ICT has no obvious indirect relationship with Guest Repurchase Intention because the Sig. value of ICT is bigger than .05 ( $p = .123$ ) in terms of defining the direct relationship with Guest Satisfaction.



Note: All coefficients in the model were significant at the .05 level

Fig. 1. Path coefficients of hypothesis testing.

TABLE VI: DIRECT, INDIRECT AND TOTAL CAUSAL EFFECTS

Variables	Direc	Indirec	Total	LLCI	ULCI
BRANIMA	.229	.1266	.3556	.0810	.1784
TANGIBLE	.154	.065	.219	.0294	.1031
RESPON	.148	.0865	.2345	.0453	.1324
ICT	.137	---	.137	-.0033	.0814
GUESATIS	.422	---	.422		
Total	1.09	.2781	1.3861		

This Table VI demonstrated the direct and indirect effects from four independent variables and the mediating variable (GUESATIS) on the dependent variable (REPURINT). Lower (LL) and upper (UL) boundary of the confidence interval are shown in the last two right columns. Preacher & Hayes (2008) stated that bootstrapping method is used to confirm the significance of indirect effects. The theory explained to check whether zero (0) lies between the Lower

(LL) and Upper (UL) boundary of the confidence interval. In case, there is zero (0) which lies between Lower (LL) and Upper (UL), that indirect effect is not significant or indirect relationship is no longer affected. On the other hand, the indirect effect is confirmed with 95% confidence. Among these factors, the GUESATIS achieves the largest value with  $B = .422$ . The second largest value is for BRANIMA with  $B = .229$ . The lowest contribution to the prediction of REPURINT is ICT with the value of  $B = .137$ . Generally, the total direct effect on REPURINT is 1.09. Correspondingly, only three variables (BRANIMA, TANGIBLE and RESPON) are satisfied with that theory. The indirect effect of ICT is rejected. Therefore, the total indirect effect on REPURINT is .2781.

## V. DISCUSSION, LIMITATION AND RECOMMENDATION

### A. Discussions of the Findings

According to the data analysis, the discussion of this chapter clearly indicates the direct and significant effects of three independent variables on Guest Satisfaction. These variables are Tangibility, Responsiveness and Brand Image. [9] conducted the research about the ICT adoption in hospitality industry. The result suggests that ICT has no considerable influence on guest satisfaction. The result in this research is also logical and supported to some previous studies in Malaysian hospitality industry [34]; service quality and corporate brand image are also investigated through customer satisfaction and repurchase intention [35]; [36] highlighted the contribution of service quality and customer satisfaction in Indian dining restaurant. These researchers illustrate evidences that these variables attribute to the Guest Satisfaction.

The research also confirmed five considerable relationship between independent factors and Guest Repurchase Intention (REPURINT) which includes Brand Image (BRANIMA), Tangibility (TANGIBLE), Responsiveness (RESPON), Information Communication Technology (ICT) and the mediating factor – Guest Satisfaction (GUESATIS). Some studies from Hong Kong to identify determinants of hotel's guest satisfaction and repeat patronage [37] and focus on factors which impact on the relationship between customer satisfaction and repurchase intention [38]. Moreover, [2] supported these factors affecting on Guest Repurchase Intention. These researchers illustrate evidences that these variables attributed to REPURINT (Guest Repurchase Intention).

The similar discussion is applied to study the indirect effect of independent variables on Guest Repurchase Intention through the mediating factor – The Guest Satisfaction. Based on the result of Multiple Regression and Path Analysis on the previous Chapter, the research suggested three factors to connect the significant relationships with REPURINT. These variables are Tangibility, Responsiveness and Brand Image which has positively indirect with Guest Repurchase Intention. [39] suggested that the relationship between service quality, customer satisfaction and repurchase intention is significantly concentrated. These researchers illustrate those variables that attributed to the REPURINT through Guest Satisfaction.

### B. Limitations and Implications for Future Research

Due to restriction of time, budget and human resource, the research finds it difficult to collect a large quantity of samples. The quantity of respondents is only 253 so that this figure could not represent all guests' opinions staying in luxury hotels in Ho Chi Minh City.

It is suggested that the further research should invest more time and select more factors to build more effective research model. The accuracy and effectiveness should be better when additional factors are investigated such as: Price Perception [40], Marketing focused innovation [3], Word of Mouth [41]. Future study can consider implementing these factors into the research models to investigate.

### C. Recommendations

The result of this study showed that four independent variables positively affected on dependent variables – Guest Repurchase Intention and three independent variables except Information Communication Technology. Hotel managers especially for people who are working for luxury scales have to pay attention to strengthen these factors in terms of increasing the return patronage rate. This supports hotels optimize their profit and its revenue for the room rates, occupancy. According to the survey result, hotel managers should focus on the service quality based on the customer perception and expectation, the ambiances of hotel, employee's responsiveness, the image of hotel and hotel's information communication technology in order to optimize the guest satisfaction and repurchase intention.

For TANGIBLE and RESPON, tangible products of hotel include the interior design of hotels, hotel's equipment, employee's uniforms, the ambient condition of hotels, food and beverage services, etc. In this survey, the respondent's feedbacks mainly focus on the interior design of hotel and employee's appearance. The physical facilities such as sofa, welcome seats, lights, air conditioners, room facilities or entertaining facilities such as swimming pools, game tools, etc. would make guests feel comfortable when they are staying in luxury hotels. The possible solution is to pay attention towards tangible elements including architectural design of hotel, unique style of music, scent, color and layout. The employee's appearance is also important because hotel's staffs represent to the hotel's image and its core value. The better employee's appearance, the better guests feel satisfied. Professional appearance of hotel's employees demonstrates that hotel not only cares about the guests but also cares about the hotel's employees who currently be the indispensable parts of hotel. Treating hotel's employees well would make guests feel satisfied because they directly serve and satisfy the guest's need. Similarly, responsiveness is an important factor that affects on Guest Satisfaction and Guest Repurchase Intention. Retaining customers in lodging industry is favorably imperative due to the competitive market. Therefore, improving professional qualifications for the hotel's staff is significant issue. Guests feel comfortable when they receive the prompt service, hotel's staff support, hotel's staff's response, quick problem solving from staff. Especially, hotels employees should maintain respect with guests. These characteristics require the professionalism and carefulness from hotel's employees. When the hotels can sharpen

employee's soft skill and problem - solving skill, hotel can build trust and reliability to customers. Subsequently, guests would choose to stay in hotels in next time.

For BRANIMA, the brand image represents for the reputation, the reliability and the assurance of its organization. At the beginning of selecting hotel for staying, brand is one of the priority that guests concern for paying money to purchase rooms and hotel's service. Therefore, brand image is an important factor for determining the reputation level and hotel's attraction. The better brand image is, the better guests trust. Hotel managers can build the hotel image by upgrading service quality, employee's appearance, innovating technologies. The process of building good brand image should be facilitated in comply with the suitable communication policy and Vietnamese Law. Positive brand image not only support guest's trust but also gain the return patronage of guests. Additionally, many respondents suggested that they prefer staying in luxury international hotels to luxury local hotels due to its brand name. Sheraton, Sofitel, Park Hyatt, Intercontinental, Pullman, Lotte Legend, etc. are the names that is preferable than those luxury local hotels such as Muong Thanh, Rex, The Grand Saigon hotel, etc. Brand Image can show the differentiation, familiar perception, luxury feelings, spacious place for guests. The common purpose of brand image is to get the guest's perception and guest's expectation in line. Therefore, this study suggests that a positive hotel image can lead to repurchase intention. This case means that hotel's staffs working in Sales & Marketing Department should develop the customer's perceptions of image strategy.

For ICT, this study demonstrated that useful Information Communication Technology such as easily accessible website and email system; strongly private security system; good wireless Internet connection and beneficial Global Distribution System. Additionally, there is 40.3 percent of visitors in aspect of business. Therefore, Internet connection is one of indispensable criteria that they need to handle while they are working. The security must be in private and strictly protected. Guests feel comfortable and safe when staying in hotels which offer guests the best place avoiding from threatens. Global Distribution System is a network performed by hotels that enables automated transactions between hotels and travel agencies. It also operated the transactions between guests and hotels when guests book rooms in advance via online. Likewise, airline reservations, hotel bookings, cinema reservations, car rentals are related to Global Distribution System. It is the fact that business travelers or leisure travelers who perceive these information communication technologies provided by luxury hotels feel satisfied in this research survey. Therefore, they choose to be a loyal member in these hotels that they firstly select. Upgrading the infrastructure, especially for information communication technology not only would help for guests enjoy their stay but also support hotels to get the higher repurchase intention.

## VI. CONCLUSION

Generally, these above recommendations would help hotel managers to understand the customer's perception and

customer's expectation when living in luxury hotels in Ho Chi Minh City. The presence of professional, effective hotel's equipment, differentiated hotel's image and innovative information communication technology are compulsory. Therefore, hotels can achieve profit through the loyal guests who repeatedly purchase its service and stay.

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