View metadata, citation and similar papers at core.ac.uk

brought to you by CORE

provided by Universiti Teknologi Malaysia Institutional Repository

# MEDIATING EFFECTS OF CUSTOMER SATISFACTION AND CUSTOMER DELIGHT ON PERCEIVED VALUE AND CUSTOMER LOYALTY IN IRAN'S HOTEL INDUSTRY

RASOUL ASGARPOUR

UNIVERSITI TEKNOLOGI MALAYSIA

# MEDIATING EFFECTS OF CUSTOMER SATISFACTION AND CUSTOMER DELIGHT ON PERCEIVED VALUE AND CUSTOMER LOYALTY IN IRAN'S HOTEL INDUSTRY

RASOUL ASGARPOUR

A thesis submitted in fulfilment of the
requirements for the award of the degree of
Doctor of Philosophy (Management)

Faculty of Management
Universiti Teknologi Malaysia

APRIL 2016

# DEDICATION

**To my lovely mother and father,** who gave me endless love, trust, constant encouragement over the years, and for their prayers.

**To my lovely wife,** for her patience, support, love, and for enduring the ups and downs during the completion of this thesis.

**This thesis is dedicated to them.**

# ACKNOWLEDGEMENT

I wish to express my deepest appreciation to all those who helped me, in one way or another, to complete this project. First and foremost I thank God almighty who provided me with strength, direction and purpose throughout the project. Special thanks to my supervisor Professor Dr. Abu Bakar Abdul Hamid and my co-supervisor Dr. Zuraidah Binti Sulaiman for all their patience, guidance and support during the execution of this project. Through their expert guidance, I was able to overcome all the obstacles that I encountered. In fact, he always gave me immense hope every time I consulted with him over problems relating to my thesis.

# ABSTRACT

Creating and maintaining customer loyalty is an important strategy to maintain a competitive advantage. Customers decide to purchase services based on perceived value or the degree of satisfaction of their needs and expectations about service quality and perceived price as value components. The main objective of this research is to identify and analyze factors that affect customer loyalty in hotel industry. This research is conducted to offer an integrated model, a continuum from value components to customer loyalty. A conceptual model was developed to examine the effect of service quality and perceived price on customer perceived value directly and on customer satisfaction, customer delight and customer loyalty indirectly. Quantitative method was applied. This study focuses on hotel sector in Esfahan city in Iran. 414 guests from nine hotels (3 and 4-star) participated in the survey. Structural equation modeling (SEM) was utilized to examine the research hypotheses by the aid of SmartPLS application. The results indicated that customer perceived value, customer satisfaction and customer delight are significant antecedents of customer loyalty. Furthermore, service quality and perceived price have significant impact on customer perceived value. In addition, customer delight has a key role as a mediator between customer perceived value and customer satisfaction on customer loyalty. The results provide practitioners with a more integrated model in understanding customer loyalty, especially in hotel sector. The results offer factors which help to create a seamless relationship with customers in order to gain customer loyalty, specifically for the hotel industry.

# ABSTRAK

Mewujudkan dan mengekalkan kesetiaan pelanggan adalah satu strategi penting bagi mengekalkan kelebihan daya saing. Pelanggan membuat keputusan untuk membeli perkhidmatan berdasarkan tanggapan nilai atau tahap kepuasan terhadap keperluan dan jangkaan mereka tentang kualiti perkhidmatan dan tanggapan harga sebagai komponen nilai. Objektif utama kajian ini adalah untuk mengenal pasti dan menganalisis faktor yang mempengaruhi kesetiaan pelanggan dalam industri hotel. Kajian ini dijalankan untuk menawarkan satu model bersepadu, suatu kontinum daripada komponen nilai hingga kesetiaan pelanggan. Model konseptual telah dibangunkan untuk mengkaji kesan secara langsung kualiti perkhidmatan dan tanggapan harga ke atas tanggapan nilai pelanggan dan kesan secara tidak langsung ke atas kepuasan pelanggan, kegembiraan pelanggan dan kesetiaan pelanggan. Kaedah kuantitatif telah digunakan. Kajian ini tertumpu pada sektor perhotelan di bandar Esfahan di Iran. Seramai 414 tetamu daripada sembilan hotel (bertaraf 3 dan 4 bintang) mengambil bahagian dalam kaji selidik ini. Model persamaan berstruktur (SEM) telah digunakan untuk mengkaji hipotesis kajian dengan dibantu oleh aplikasi SmartPLS. Keputusan menunjukkan tanggapan nilai pelanggan, kepuasan pelanggan dan kegembiraan pelanggan adalah anteseden utama kesetiaan pelanggan. Tambahan pula, kualiti perkhidmatan dan tanggapan harga mempunyai kesan yang signifikan ke atas tanggapan nilai pelanggan. Tambahan lagi, kegembiraan pelanggan berperanan penting sebagai perantara di antara tanggapan nilai pelanggan dan kepuasan pelanggan ke atas kesetiaan pelanggan. Dapatan kajian ini menawarkan kepada pengamal, model yang lebih bersepadu dalam memahami kesetiaan pelanggan, terutamanya dalam sektor perhotelan. Keputusan ini menawarkan faktor yang membantu mewujudkan hubungan yang lancar dengan pelanggan untuk meraih kesetiaan pelanggan, khususnya kepada industri hotel.

# TABLE OF CONTENTS

| CHAPTER | TITLE | | PAGE |
|---|---|---|---|
| | **DECLARATION** | | ii |
| | **DEDICATION** | | iii |
| | **ACKNOWLEDGEMENT** | | iv |
| | **ABSTRACT** | | v |
| | **ABSTRAK** | | vi |
| | **TABLE OF CONTENTS** | | vii |
| | **LIST OF TABLES** | | xiii |
| | **LIST OF FIGURES** | | xvi |
| | **LIST OF ABBREVIATIONS** | | xviii |
| | **LIST OF APPENDICES** | | xix |
| **1** | **INTRODUCTION** | | **1** |
| | 1.1 | Introduction | 1 |
| | 1.2 | Background of Study | 2 |
| | 1.3 | Overview of Hotel Industry in Iran and Esfahan | 3 |
| | 1.4 | Problem Statement | 5 |
| | 1.5 | Research Objectives | 10 |
| | 1.6 | Research Questions | 11 |
| | 1.7 | Scope of Study | 11 |
| | 1.8 | Significance of Study | 12 |
| | 1.9 | Operational Definitions | 14 |
| | 1.10 | Summary | 15 |
| **2** | **LITERATURE REVIEW** | | **16** |
| | 2.1 | Introduction | 16 |
| | 2.2 | Customer loyalty | 16 |

2.2.1 The Importance of Customer Loyalty 21
2.2.2 Customer Loyalty Dimensions 24
2.3 Customer Delight 26
2.3.1 The Importance of Customer Delight 31
2.4 Customer Satisfaction 32
2.4.1 The Importance of Customer Satisfaction 35
2.5 Customer Delight Vs. Customer Satisfaction in Relation to Loyalty 36
2.6 Customer Perceived Value 39
2.6.1 The Importance of Customer Perceived Value 43
2.7 Components of Customer Value 45
2.8 Service Quality 47
2.9 Perceived Price 51
2.10 Hotel Industry 54
2.11 The Underlying Theory of the Study 57
2.11.1 Expectancy Disconfirmation Theory (EDT) 57
2.12 Developed Theoretical Models of Customer Loyalty 64
2.12.1 Parasuraman and Grewal Model (2000) 65
2.12.2 Duchessi Model (2004) 67
2.12.3 Callarisa *et al.* Model (2009) 69
2.12.4 Lai *et al.* Model (2009) 71
2.12.5 Loureiro and Kastenholz Model (2011) 72
2.12.6 Torres and Kline Model (2013) 73
2.13 Conceptual Framework and Development of the Hypothesis 76
2.13.1 The Influence of Service Quality on Customer Perceived Value 78
2.13.2 The Influence of Perceived Price on Customer Perceived Value 79
2.13.3 The Influence of Customer Perceived Value on Customer Satisfaction 80

2.13.4 The Influence of Customer Perceived Value on Customer Delight 81
2.13.5 The Influence of Customer Perceived Value on Customer Loyalty 82
2.13.6 The Influence of Customer Satisfaction on Customer Delight 83
2.13.7 The Influence of Customer Satisfaction on Customer loyalty 84
2.13.8 The Influence of Customer Delight on Customer Loyalty 86
2.14 Summery 87

**3 RESEARCH METHODOLOGY 88**
3.1 Introduction 88
3.2 Research Design 88
3.2.1 Explanatory Study 92
3.2.2 Descriptive Study 92
3.2.3 Cross-sectional Study Design 93
3.2.4 Hypotheses Testing 93
3.3 Research Method 94
3.3.1 Quantitative Method 95
3.4 Sampling 96
3.4.1 Unit of Analysis 97
3.4.2 Target Population 97
3.4.3 Sample Size 99
3.4.4 Sampling Technique 100
3.5 Survey Instrument Development 103
3.5.1 Customer Loyalty 104
3.5.2 Customer Delight 106
3.5.3 Customer Satisfaction 107
3.5.4 Customer Perceived Value 108
3.5.5 Service Quality 109
3.5.6 Perceived Price 110

3.6 Data Collection 111
  3.6.1 Questionnaire Development 112
  3.6.2 Questionnaire Translation and Back Translation 114
  3.6.3 Pre-test and Pilot Study 115
3.7 Assessing the Measurement Scales 115
  3.7.1 Validity 116
    3.7.1.1 Content and Face Validity 116
    3.7.1.2 Construct Validity 117
  3.7.2 Reliability 120
3.8 Data Analysis 121
  3.8.1 Justification of Using SmartPLS 123
3.9 Summary 125

**4 DATA ANALYSIS 126**
4.1 Introduction 126
4.2 Pre-Test and Pilot Study 126
4.3 Demographic Profile 128
4.4 Evaluation of Underlying Assumptions of Multivariate Analysis 132
  4.4.1 Accuracy of Data Input (Data Screening) 132
  4.4.2 Examination of Data Entry and Missing Data 133
  4.4.3 Univariate and Multivariate Outliers 134
  4.4.4 Normality Test 134
  4.4.5 Multicollinearity 136
  4.4.6 Linearity 138
  4.4.7 Homoscedasticity 139
  4.4.8 Non-response Bias 140
4.5 Common Method Bias 141
4.6 Descriptive Statistics 143

4.7 Inferential Statistics 149
  4.7.1 Assessment of Measurement Model 150
    4.7.1.1 Convergent Validity 154
    4.7.1.2 Discriminant Validity 159
    4.7.1.3 Reliability 162
  4.7.2 Assessment of Structural Model 164
    4.7.2.1 Coefficient of Determination ($R^2$ Value) 165
    4.7.2.2 Effect Sizes $f^2$ 166
    4.7.2.3 Predictive Relevance $Q^2$ (Stone-Geisser) 168
    4.7.2.4 Predictive Relevance $q^2$ 169
    4.7.2.5 Path Coefficient Estimates 171
    4.7.2.6 Goodness-of-Fit Index 172
4.8 Hypotheses Testing 173
  4.8.1 Testing the Mediation Effect 180
4.9 Summary 188

**5 DISCUSSION AND CONCLUSION 189**
5.1 Introduction 189
5.2 Demographic Characteristics of Respondents 189
5.3 Summary of the Thesis 190
5.4 Discussion on Inferential Statistics 192
5.5 Discussion on the Research Objectives and Hypothesis 195
  5.5.1 To Evaluate the Effect of Service Quality and Price on Customer Perceived Value (H1, H2) 196
  5.5.2 To Examine the Effect of Customer Perceived Value on Customer Satisfaction, Customer Delight and Customer Loyalty (H3, H4, H5, H6, H7, H8) 197

5.5.3 To Identify the Effect of Customer Satisfaction on Customer Delight and Customer Loyalty 203

5.5.4 To Investigate the Effect of Customer Delight on Customer Loyalty 207

5.6 Contributions of the Study 209

5.6.1 Theoretical Contribution 210

5.6.2 Empirical Contribution 212

5.7 Managerial Implications 214

5.8 Limitation of the Study 217

5.9 Suggestions for Future Research 219

5.10 Conclusion 220

**REFERENCES 222**

Appendices A-D 244-262

# LIST OF TABLES

| TABLE NO. | TITLE | PAGE |
|---|---|---|
| 2.1 | Definitions of Customer Loyalty | 19 |
| 2.2 | Differences Between Satisfaction and Delight | 30 |
| 2.3 | Definitions of Customer Perceived Value | 42 |
| 3.1 | Research Operational Framework | 91 |
| 3.2 | Cognitive Loyalty Scale Item | 105 |
| 3.3 | Affective Loyalty Scale Item | 105 |
| 3.4 | Conative Loyalty Scale Item | 106 |
| 3.5 | Behavioral Loyalty Scale Item | 106 |
| 3.6 | Customer Delight Scale Item | 107 |
| 3.7 | Customer Satisfaction Scale Item | 108 |
| 3.8 | Customer Perceived Value Scale Item | 109 |
| 3.9 | Service Quality Scale Item | 110 |
| 3.10 | Price Scale Item | 111 |
| 4.1 | Descriptive Demographic of Respondents (N=414) | 128 |
| 4.2 | $^{a}$Normality Test Results for Variables | 135 |
| 4.3 | Multicollinearity Test for Customer Loyalty | 136 |
| 4.4 | Multicollinearity Test for Customer Delight | 137 |
| 4.5 | Multicollinearity Test for Customer Perceived Value | 137 |
| 4.6 | The Measurement of Linearity Between Main Latent Constructs | 138 |
| 4.7 | Leven’s Test of Homogeneity of Variances | 139 |
| 4.8 | Non-response Bias Test | 140 |
| 4.9 | Total variance explained | 141 |
| 4.10 | Descriptive Statistics on Underling Research Variables (N=414) | 144 |

4.11 Descriptive Statistics on Items of Customer Loyalty (N=414) 145
4.12 Descriptive Statistics on Items of Customer Delight (N=414) 146
4.13 Descriptive Statistics on Items of Customer Satisfaction (N=414) 146
4.14 Descriptive Statistics on Items of Customer Perceived Value (N=414) 147
4.15 Descriptive Statistics on Items of Service Quality (N=414) 148
4.16 Descriptive Statistics on Items of Perceived Price (N=414) 149
4.17 The Deleted Construct Items 153
4.18 Results of Measurement Model (Factor Loadings) 155
4.19 Results of Measurement Model (Reliability and AVE) 157
4.20 Cross Loadings 160
4.21 Discriminant Validity of Constructs (Fornell-Larcker Criterium) 161
4.22 Result of Reliability Test 163
4.23 Result of the Coefficient Determination ($R^2$) 166
4.24 Result of Effect Size $f^2$ 167
4.25 Result of the Predictive Relevance $Q^2$ 169
4.26 Result of the Predictive Relevance $q^2$ 170
4.27 Result of the Path Coefficient Estimates 172
4.28 Hypothesis Testing of Service Quality and Customer Perceived Value 174
4.29 Hypothesis Testing of Perceived Price and Customer Perceived Value 174
4.30 Hypothesis Testing of Customer Perceived Value and Customer Satisfaction 175
4.31 Hypothesis Testing of Customer Perceived Value and Customer Delight 176
4.32 Hypothesis Testing of Customer Perceived Value and Customer Loyalty 177

4.33 Hypothesis Testing of Customer Satisfaction and Customer Delight 178
4.34 Hypothesis Testing of Customer Satisfaction and Customer Loyalty 179
4.35 Hypothesis Testing of Customer Delight and Customer Loyalty 179
4.36 Hypothesis Testing of Customer Perceived Value and customer Delight by Mediating of Customer Satisfaction 182
4.37 Hypothesis Testing of Customer Perceived Value and customer Loyalty by Mediating of Customer Satisfaction 183
4.38 Hypothesis Testing of Customer Perceived Value and customer Loyalty by Mediating of Customer Delight 185
4.39 Hypothesis Testing of Customer Satisfaction and Customer Loyalty by Mediating of Customer Delight 186

# LIST OF FIGURES

| FIGURE NO. | TITLE | PAGE |
|---|---|---|
| 2.1 | A Model of Dissatisfaction, Outrage, Satisfaction and Delight | 29 |
| 2.2 | The Expectation-disconfirmation Theory | 59 |
| 2.3 | Key Drivers of Customer Loyalty | 66 |
| 2.4 | Customer Value Cube | 68 |
| 2.5 | Cluster Environment | 70 |
| 2.6 | Cluster Environment | 72 |
| 2.7 | Proposed Model of Delight, Satisfaction and Loyalty | 73 |
| 2.8 | From Customer Satisfaction to Delight | 75 |
| 2.9 | Conceptual Model of Research | 78 |
| 4.1 | Proposed Research Model | 151 |
| 4.2 | Modified Research Model | 153 |
| 4.3 | The Effect of Service Quality on Customer Perceived Value | 174 |
| 4.4 | The Effect of Perceived Price on Customer Perceived Value | 175 |
| 4.5 | The Effect of Customer Perceived Value on Customer Satisfaction | 176 |
| 4.6 | The Effect of Customer Perceived Value on Customer Delight | 176 |
| 4.7 | The Effect of Customer Perceived Value on Customer Loyalty | 177 |
| 4.8 | The Effect of Customer Satisfaction on Customer Delight | 178 |

4.9 The Effect of Customer Satisfaction on Customer Loyalty 179

4.10 The Effect of Customer Delight on Customer Loyalty 180

4.11 General Mediator Model 181

4.12 The Effect of Customer Perceived Value on Customer Delight by Mediating of Customer Satisfaction 182

4.13 The Effect of Customer Perceived Value on Customer Loyalty by Mediating of Customer Satisfaction 184

4.14 The Effect of Customer Perceived Value on Customer Loyalty by Mediating of Customer Delight 185

4.15 The Effect of Customer Satisfaction on Customer Loyalty by Mediating of Customer Delight 187

# LIST OF ABBREVIATIONS

| | | |
|---|---|---|
| B2C | - | Business-To-Consumer |
| CPV | - | Customer Perceived Value |
| CD | - | Customer Delight |
| CV | - | Customer Value |
| CS | - | Customer Satisfaction |
| CFA | - | Confirmatory Factor Analysis |
| CL | - | Customer Loyalty |
| EFA | - | Exploratory Factor Analysis |
| PP | - | Perceived Price |
| SQ | - | Service Quality |
| SEM | - | Structural Equation Modeling |

# LIST OF APPENDICES

| APPENDIX | TITLE | PAGE |
|---|---|---|
| A | Survey Questionnaire (English Version) | 242 |
| B | Survey Questionnaire (Iranian Version) | 247 |
| C | Univariate Outlier: Boxplot Test | 253 |
| D | Result of Pilot Study | 257 |

# CHAPTER 1

# INTRODUCTION

## 1.1 Introduction

In spite of various practical studies about customer loyalty performed by previous scholars, there is lack of enough research in this area in Iran and especially in tourism and hospitality industry in Esfahan city. This issue made the researcher to conduct this research in order to address this gap. Moreover, in customer delight point of view, there should be more investigation in case of hotel industry in order for owners or managers to better understand delight of their customers and utilize it for improvement of loyalty and profitability (Torres and Kline, 2013). This study was conducted to offer a more integrated model about this continuum from value components to customer loyalty. Furthermore, practitioners could have a better perception of the substantial role of antecedents of customer loyalty and their effects on customer loyalty.

Therefore, this study is going to examine the effect of service quality and price as two effective factors on other antecedents of customer loyalty to address the lack of acceptable level of customer satisfaction and customer loyalty in this industry which can be addressed by policy makers (government) and researchers as well. This study is going to make more clarification and offer more tangible solutions to practitioners and policy makers as well.

## 1.2 Background of Study

For acquiring customer loyalty as a main focus of organizations, it is crucial to know what value is and how organization could offer value to its customers (s). As Duchessi (2004) indicates, the critical success factors in today's business world are the ability to realize what is valued in the mind of customers and ability to deliver those values. Furthermore, customers decide to purchase goods based on perceived value, or the satisfaction degree of their needs and expectations about product quality, service quality, and price (Duchessi, 2004). Therefore, in light of what Duchessi (2004) states, product quality, service quality, and price are three components which could create value and bring customer loyalty. Finally, if a company maximizes value for its customers, success will be guaranteed in the future (Zineldin, 2006).

According to above descriptions, customers make purchasing decisions in terms of satisfied needs and expectations about value components. Thus, product quality, service quality, and price as basic value ingredients are emphasized in all of the statements so far such as Lemon *et al.* (2001), Zeithaml and Bitner (1996), and Duchessi (2004). Additionally, loyalty should be described as a personal identification which is felt by clients related to performance of services and products as well as how such feeling will drive behavior of clients (Barnes, 2001). It is relevant to performance closely: having the proper service or product with the appropriate price (Mendoza *et al.*, 2007).

Recently, it was argued that customer delight is much better than customer satisfaction in order to engage customers and also make sure of their loyalty (Torres and Kline, 2013). Moreover, it has been suggested that when satisfaction level increases, the loyalty of customers will increase too. Therefore, satisfaction level significantly influences loyalty level; those customers who are very satisfied are more loyal compared to those who are less satisfied (Kumar *et al.*, 2001). Thus, there is a relationship among continuum from being satisfied to being delight and also customer loyalty level (Torres and Kline, 2013). Customer delight has more significant influence on affective loyalty in comparison to customer satisfaction in general (Kim, 2010). In addition, Rust and Oliver (2000) as well as Torres and Kline (2006) argued that, if delight is considered a function of customers' expectations, then satisfaction is the logical antecedent of delight. Therefore, aforementioned concepts are adopted to propose advanced conceptual model and empirical results in order to gain customer loyalty in this study.

Some evidences suggest that consumers do not become loyal the same way in different countries (Lai *et al.*, 2009). That is why; more research is required about antecedents of customer loyalty in different countries and industries in order to merge all investigations and find out the main factors which have significant impact on customer loyalty in different countries and industries.

One of the aspects reported by Iran Cultural Heritage, Handicrafts and Tourism Organization‘s website is that there is low level of customer satisfaction and customer loyalty due to hotel offering poor services in comparison with their rates (ICHTO, 2013). Moreover, according to Iran News Network (INN), hotel rates are not consistent with the income of 80 percent of people among middle-class in Iran that is why; average occupancy rate is low in spite of high percentage of travelers during the year (INN, 2013). On the other hand, as the results of other researches which are conducted in hospitality industry, managers of hotels in Iran should regard service quality and assist in maintaining quality performance in order to gain customer satisfaction (Arasli, 2012).

## 1.3 Overview of Hotel Industry in Iran and Esfahan

Iran is endowed with a rich history and culture and UNESCO ranks Iran seventh in the world in terms of possessing historical monuments, museums, and other cultural attractions (WTTC, 2010). Iran has six sites listed with UNESCO and boasts over one million ancient monuments as well as 200,000 historical monuments and sites (WTTC, 2010). Furthermore, according to the report which is published by World Travel and Tourism Council, the money which is being spent by foreign visitors to a country is one of the important aspects of travel and tourism's direct contribution. Iran, in 2014, generated almost IRR 24,903,4 billion for visitor exports (expenditure by international tourist in the region plus spending on transport). This amount in 2015 is considered to be increased by 3.2 percent and Iran is assumed to attract nearly 3.167.000 tourist arrivals globally. Moreover, by 2025, tourist arrivals internationally are predicted to be equal to 4.740.000, or generating IRR 34,604,1 billion of expenditure which is equal to 3.0 percent increase (WTTC, 2015).

According to the secretary of the Iran Hotel Owners Society, the country has 619 hotels. These hotels include 17 five-star, 27 four-star, 60 three-star, 203 two-star, 212one-star, and 100 non-graded hotels (ITTO, 2001). These establishments are expected to generate |IRR 1,109,444 billion (US$71.4 billion) by 2016. Total demand is expected to grow by 2.4% and 4.0% annually through 2016. As discussed above, the hotel industry in Iran is planning rapid growth. New hotels have been constructed and old hotels are being redesigned. The Travel and Tourism’s direct contribution to total GDP in 2014 was equal to 237,121,0 billion (2.3% of total GDP). It is estimated to increase by 6.6 percent to IRR 252,874,0 billion in year 2015 and also by 5.7 percent pa to IRR 442,156,0 billion (2.9% of total GDP) in year 2025 (WTTC, 2015). This mainly demonstrates the economic activity developed by various industries including travel agents, hotels, airlines as well as other services regarding passenger transportation (not including commuter services).

Travel and tourism provided directly 413,000 job positions in 2014 (1.8 percent of overall employment) and it is expected to increase by 4.4 percent in year 2015 to 431.000 and a growth equal to 4.3 percent pa by 2025 to 656,000 jobs by travel agents, hotels, airlines as well as other services related to passenger transportation (not including commuter services) (WTTC, 2015). According to Iran Cultural Heritage, Handicrafts and Tourism Organization‘s website (ICHTO, 2013), Esfahan city has 51 hotels from 1 to 5-star hotels. There are seventeen 1-star hotels, fifteen 2-star hotels, fourteen 3-star hotels, four 4-star hotels and one 5-star hotel (ICHTO, 2013).

## 1.4 Problem Statement

Customer loyalty is increasingly seen as a major determinant of long-term financial performance in competitive markets (Jones and Sasser, 1995; Reichheld, 1996). In spite of the importance of customer loyalty, there are clear gaps in our knowledge of the antecedents of customer loyalty (Lai *et al.*, 2009). In this sense, the primary purpose of this study is to investigate an integrated model of customer loyalty and its antecedents. Quality, consumer satisfaction, and value are considered as key building blocks of customer loyalty (Zeithaml, 1988; Bolton and Drew, 1991; Babin and Attaway, 2000). Therefore, service quality, perceived price, customer perceived value; customer satisfaction and customer delight are integrated as antecedents of customer loyalty in the conceptual model of this study.

Customer loyalty is commonly distinguished in three approaches: behavioral, attitudinal, and combined attitudinal and behavioral loyalty approach. Some researchers investigated either attitudinal or behavioral approach. Whereas, according to the literature, it is inevitable that both of them should be taken into account when customer loyalty is discussed (Jacoby and Chestnut, 1978; Dick and Basu, 1994; Donio *et al.*, 2005). It means, attitudinal and behavioral loyalty should be considered when loyalty is going to be measured in a company.

Moreover, as stated by Oliver (1997) customer loyalty comprises of cognition, affect, conation and action. In this regard, this study will conduct an overall investigation on a combination of attitudinal and behavioral loyalty. Attitudinal loyalty consists of cognition, affect and conation. Behavioral loyalty includes action. Subsequently, this study will examine the impact of antecedents of customer loyalty on attitudinal- behavioral loyalty approach. Thus, the feasibility of the research model will be verified in the context of this study. Verification on the research model would reinforce the relations and extend conceptualization of customer loyalty and its main antecedent.

Customer satisfaction has been regarded as an important antecedent of loyalty for many years, but this idea has been challenged as research shows customer satisfaction does not necessarily result in repurchase or loyalty (Johns and Sasser, 1995; Stewart, 1997). Instead, researchers have begun to emphasize the importance of delighting customers, which is more likely to indicate loyalty than satisfied customers (Oliver *et al,* 1997; Paul, 2000). Delighting a customer can be considered a critical competitive advantage (Oliver *et al,* 1997; Williams and Anderson, 1999 Hicks *et al,* 2005) because customer delight drives customer loyalty by retaining customers and creating positive word of mouth (WOM) (Johns and Sasser, 1995; Oliver *et al.,* 1997; Paul, 2000; Keiningham and Vavra, 2001).

Moreover, as the other statement by Olive et al. (1997) and Vanhamme (2008), customer delight is defined as a higher level of satisfaction achieved by exceeding a customer's expectations. Olive *et al.* (1997) and Torres and Kline (2013) suggested that the true way to increase loyalty, loyalty-driven profit, is not to satisfy customers, but to delight them. In addition, Rust and Oliver (2000) as well as Torres and Kline (2013) argue that, if delight is considered a function of customers'expectations, then satisfaction is the logical antecedent of delight. Hence, there will be a direct and significant relationship among a continuum from the satisfaction into delight and also customer loyalty level (Torres and Kline, 2013). Besides, customer delight strongly impacts customer loyalty while we compare it with customer satisfaction (Kim, 2010).

Therefore, it was suggested that delight is the loyalty antecedent but this type of relationship should be examined in future studies empirically (Torres and Kline, 2013). In this sense, customer satisfaction and customer delight will be considered in this research as two antecedents of customer loyalty in hotel industry in Esfahan to investigate lack of customer loyalty in spite of existence of customer satisfaction. Furthermore, the researcher will examine the relation between customer satisfaction and customer delight to fulfill which one is more likely to indicate more loyalty. In addition, this study chose customer delight as a mediator between customer perceived value, customer satisfaction and customer loyalty in order to enrich Prasuraman and Grewal model (2000) which is adopted for this research. Hence, this study adopted previous statements to propose advanced conceptual model and empirical results so as to gain higher percentage of customer loyalty in return. If the customer delight could be obtained so this can bring more lasting customer loyalty that hotels seek for actively.

Mediating role of customer delight as a post satisfaction outcome will be inspected in order to gain a comprehensive model including customer delight and other antecedent of customer loyalty as a solution to practitioners in hotel industry. Practitioners would conduct and measure key antecedents of customer loyalty in their organizations by the aid of this model. Just few studies have evaluated the model with the existence of customer satisfaction and customer delight in relation to customer loyalty. Therefore, this study will investigate customer delight and its relationships with customer perceived value, customer satisfaction and customer loyalty in order to confirm these relations in hotel industry.

The impact of product quality, service quality as well as price on assessment of purchasers is a subject which needs conducting systematic and empirical studies (Zeithaml *et al.*, 1996). Customer delight can be defined as the reaction that customers have when they experience a product or service that not only satisfies but provides unexpected value or unanticipated satisfaction (Chandler and Ball, 1990). In addition, it is also defined as combination of surprise and joy (Plutchik, 1980) which is resulted from unexpectedly service or product performance from a company (Keiningham and Vavra 2001). Delight construct was known as the key for the loyalty of customers (Kamakura and Russell, 1993). It means that delight is the emotional reaction which makes a customer committed to a service or good (Berman, 2005).

Therefore, the indirect effect of service quality and perceived price on customer delight and direct effect of customer perceived value and customer satisfaction on customer delight will be evaluated in this study to approve the significant role of customer satisfaction and customer delight in this continuum. It means the continuum from those factors which create value for customers (service quality and perceived price) in service industry to customer loyalty which is one of the main goals of businesses.

Moreover, Bowen and Shoemaker (2003) noted that satisfied buyers might not come back to a company and share some positive word of mouth to other individuals. One reason can be the fact that company does not offer what buyers want and need (Roig *et al.*, 2006). Woodruff (1997) explained that measuring customer satisfaction without consideration for perceived customer value cannot meet fully customer's requirements. It can be said that providing true value to them has to be one of the most critical aims for any firm. Therefore, providing good value to the customers will result in shaping competitive advantage for a company (Woodruff, 1997; Ulaga and Chacour, 2001; Lee and Overby, 2004).

In this regard, this study is going include service quality and perceived price as two factors which have effect on customers' perspective. In addition, customer perceived value and customer satisfaction are chosen as two complement variables in order to meet customer expectation fully. In other words, this model will be examined to find out the effect of value components on reactions of customers which are measured by the level of pervaded value, satisfaction, delight and loyalty.

Some evidences suggest that consumers do not become loyal the same way in different countries (Lai *et al.*, 2009). That is why; more research is required about antecedents of customer loyalty in different countries and industries in order to merge all investigations and find out the main factors which have significant impact on customer loyalty in different countries and industries. In addition, main constructs are global and relationship between them can stay consistent reasonably during time. Therefore, the current study is going to investigate the effect of some main antecedents of customer loyalty on customer loyalty in Esfahan city as the major tourism focal point in Iran.

One of the aspects reported by Iran Cultural Heritage, Handicrafts and Tourism Organization's website is that there is low level of customer satisfaction and customer loyalty due to the offering of poor services in comparison with hotel rates (ICHTO, 2013). In this sense, these issues should be considered in hotel sector in Iran and especially in Esfahan as one of the historical focal point. On the other hand, as the results of other researches which are conducted in hospitality industry, managers of hotels in Iran should regard service quality and assist in maintaining quality performance in order to gain customer satisfaction (Arasli, 2012). Moreover, the other research was conducted in 4-star hotels in Esfahan by Shahin et al. (2010) shows the service quality dimensions have positive value especially price which is considered as a dimension of service quality in their research.

In addition, according to figures published by Iran Cultural Heritage, Handicrafts and Tourism Organization (ICHTO, 2014) regarding Iranian new year on March 2014 (1393), about 57 million night stays was registered. Only eight percent of the tourists stayed in hotels, hotel apartments and motels. Twenty nine percent of tourists stayed in traveling tents and seventeen percent of travelers in temporary camps that are prepared for travelers. Fourteen percent of tourists stayed in residences related to Education Ministry (education ministry rents its property to teachers during school holidays). Seventeen percent of tourists were staying in rented homes and eighteen percent in student dormitories and gyms were housed (dormitories and gyms were prepared for this period by High Education Ministry).

Those figures show high potential of domestic tourism in Iran. The question is why tourists prefer tent, rented houses and student dormitories to hotels and hotel apartments. The spokesperson of Iran Cultural Heritage, Handicrafts and Tourism Organization (ICHTO, 2014) said lack of infrastructure, low service quality and high prices of hotels and hotel apartments make visitors to stay in tent, rented houses and student dormitories instead of hotels and hotel apartments.

Therefore, this study is going to examine the effect of service quality and perceived price as two effective factors on other antecedents of customer loyalty to address the lack of acceptable level of customer satisfaction and customer loyalty in this industry which are addressed by policy makers (government) and researchers as well. This study is going to make more clarification and offer more tangible solutions to practitioners and policy makers as well.

In short, in spite of various practical studies about customer loyalty performed by previous scholars, there is lack of enough research in this area in Iran and especially in tourism and hospitality Industry in Esfahan city. This issue made the researcher to conduct this research in order to address this gap. Moreover, in customer delight point of view, there should be more investigation in case of hotel industry in order to contribute owners or managers to better understand delight of their customers and utilize it for improvement of loyalty and profitability (Torres and Kline, 2013). Therefore, this study is conducted to offer more integrated model about this continuum from value components to customer loyalty. Furthermore, practitioners could have a better perception of the substantial role of antecedents of customer loyalty and their effects on customer loyalty.

## 1.5 Research Objectives

The main objective of the research is to identify the influence of value components, service quality and price, on antecedents of customer loyalty and customer loyalty in tourism and hospitality industry (hotel sector). In other words, the goal is to identify the significant antecedents of customer loyalty in hotel sector. In addition, the model of Parasuraman and Grewal (2000) ,which is the main model adopted in order to develop conceptual model of this study, would be enriched. This enrichment would be done by adding two more determinant variables, customer satisfaction and customer delight, to this model so as to offer a more complete model to practitioners to gain customer loyalty. This research intends to study determinant antecedents of customer loyalty in hotel industry by investigating guests' ideas in 3 and 4 star hotels in Esfahan city. The detailed research objectives are as follows:

1. To evaluate the effect of service quality and price on customer perceived value.

2. To examine the effect of customer perceived value on customer satisfaction, customer delight and customer loyalty.

3. To identify the effect of customer satisfaction on customer delight and customer loyalty.

4. To investigate the effect of customer delight on customer loyalty.

## 1.6 Research Questions

In this research, the researcher is going to analyze the significant effect of service quality and price on customer perceived value, and their direct and indirect effects on customer satisfaction and customer delight as antecedents of customer loyalty in order to gain customer loyalty as a final purpose and dependant variable. In this sense, the main research questions are as follows:

1. Do service quality and price have direct effect on customer perceived value?
2. What is the direct effect of customer perceived value on customer satisfaction, customer delight and customer loyalty?
3. Does customer perceived value have indirect effect on customer loyalty by the mediating role of customer satisfaction and customer delight?
4. What is the direct effect of customer satisfaction on customer delight and customer loyalty?
5. What is the indirect effect of customer satisfaction on customer loyalty by the mediating role of customer delight?
6. Does customer delight have direct effect on customer loyalty?

## 1.7 Scope of Study

This research evaluates the influence of service quality and price as independent variables on customer perceived value, and the direct and indirect effect of customer perceived value on customer satisfaction, customer delight of guests in 3 and 4-star hotels in Esfahan city which is a capital city of Esfahan province. Finally, the direct and indirect effect of all mediator variables will be evaluated on customer loyalty as dependent variable of the conceptual model of this study. Hospitality industry and specially hotel sector play a vital role in developing tourism industry in

Iran and contribute to remarkable economic growth in historical cities such as Esfahan. This survey will be conducted in Esfahan as the major tourism focal point in Iran. Therefore, the target population is restricted to guests in 3 and 4-star hotels in Esfahan city.

According to Iran Cultural Heritage, Handicrafts and Tourism Organization‘s website (ICHTO, 2013), Esfahan city has 51 hotels from 1 to 5-star hotels. There are seventeen 1-star hotels, fifteen 2-star hotels, fourteen 3-star hotels, four 4-star hotels and one 5-star hotel. This research will not have sufficient resources at its disposal to cover all of the existence hotels in Esfahan city. Therefore, this study will only target all 3 and 4-star hotels (18 hotels) due to large number of hotels in Esfahan and cost and time constraints. In addition, in statistics point of view, 5-star category is omitted from this selection due to lack of enough 5-star hotels in this city. It is because; there is just one 5-star hotel in Esfahan city.

The total supply of 3 and 4-star hotel rooms in Esfahan are 1114 rooms and 2500 beds. Average occupancy rate of room in hotels of Esfahan is 40% yearly which is lower than their expectation according to the report of Iran Cultural Heritage, Handicrafts and Tourism Organization, and it is going to be improved by implementing short-term and medium-term plans in (ICHTO, 2013). The proper sampling process represents this population and discusses in depth systematically in the third chapter. This is a cross sectional study whereby data will be collected from one point in time.

## 1.8 Significance of Study

The main contribution of this study is offering an integrated model of customer loyalty and its antecedents. In this sense, the conceptual model will illustrate more tangible direct or indirect effect of antecedents of customer loyalty namely, service quality, price, customer perceived value, customer satisfaction and customer delight on customer loyalty.

This study is going to come out with the result of the relation between customer satisfaction and customer delight in order to gain stable customer loyalty. In other words, the effect of customer satisfaction on customer delight on the one hand and on the other hand mediating effect of customer delight between customer satisfaction and customer loyalty would be illustrated as a novelty in hotel industry in Esfahan city. These relations have significant impact because customer satisfaction does not result in customer loyalty in many cases in this scope and all over the world as well.

In addition, this study added customer satisfaction and customer delight as two mediators between customer perceived value and customer loyalty in order to enrich Prasuraman and Grewal model (2000) which is one of the fundamental model in this field and adopted for this research. Hence, this study is going to propose advanced conceptual model and empirical results so as to provide the more stable customer loyalty that companies actively seek.

In short, this research will provide practitioners with more integrated model in order to gain customer loyalty within the organization. This model is going to fulfill the lack of customer satisfaction by emphasizing on the impact of service quality and price on customer perceived value so as to gain higher percentage of customer satisfaction. Moreover, lack of low percentage of customer loyalty would be fulfilled by addressing the impact and role of customer delight on customer loyalty. This issue would be considered by approving conceptual model that considers on customer delight as a higher level of customer satisfaction and its significant role as one of the main antecedents of customer loyalty.

Therefore, applicants and practitioners could have a better perception of the substantial role of antecedents of customer loyalty and their effects on customer loyalty. The result should bring about focus on factors for companies and specifically hotels to make seamless relationship with customers in order to gain customer loyalty.

## 1.9 Operational Definitions

This research will use the operational terms that are related to the research objectives. The definitions are as follows:

Customer Loyalty: loyalty could be described as one of the personal felt identification by all of the clients regarding service and product performance and also how such feeling will impact their behaviour (Barnes, 2001). Accordingly, this research measured attitudinal and behavioral aspects of customer loyalty as a personal felt identification of a customer regarding service performance and customer's behavior under the construct of customer loyalty.

Customer Delight: Oliver et al, (1997) and Vanhamme (2008) defined customer delight as a higher level of satisfaction or extreme level of satisfaction achieved by exceeding a customer's expectations. Additionally, customer delight could be considered as when expectation of customers will be exceeded and contains positive surprise (Berman, 2005). Therefore, customer delight as a higher level of satisfaction was measured by factors, namely gleeful, elated, overjoyed, positively surprised, grateful, pleased which could be felt by hotel quests.

Customer Satisfaction: Customer satisfaction is considered as a reaction of them toward evaluation of perceived difference between actual performance and their prior expectation of services and goods (Tse and Wilton, 1988). Correspondingly, the evaluation of customer's perception of discrepancy between prior expectation and the actual performance of a service was measured by comparing a current service with a customer's expectation and the decision that a customer made to stay in this hotel in comparison with his/her expectation of this hotel.

Customer Perceived Value: Perceived value is the consumer‘s overall assessment of the utility of a product or service based on the comparison of what is received and what is given (Zeithaml, 1988). This research measured customer perceived value as a customer's overall assessment of a service based on perceived price in hotel industry. Zeithaml and Bitner (1996) stated that perceived value includes four main components: value is what buyer wants from services and goods, value means low price levels, value is the achieved quality for the price a person pays and finally value is what a purchaser will receive instead of what they give. In this regard, customer perceived value was measured by using four main items that are what is received and what is given, price reasonability, joyful stay and a comparison of good value for money.

Service Quality: Zeithaml (1988) stated that service quality is a consumer's judgment about overall excellence or superiority of a service. Furthermore, Parasuraman *et al.* (1988) offered five main dimensions of SEIVQUAL (reliability, assurance, tangible, empathy, and responsiveness) for measuring service quality. Therefore, service quality is a guest's judgement about overall excellence of a service in hotel industry in this research. Service quality was measured by the items which are consistent with SERVQUAL dimensions; reliability, assurance, tangible, empathy, and responsiveness.

Perceived Price: The real perceived price of a product or service makes sense after the subjective interpretation of the customer (Oh, 2000). Accordingly, this research used perceived price as a construct in its research model to evaluate subjective interpretations of guests who stayed in hotels. Perceived price was measured by using three items that are price reasonability, fitness of a price for the service provided and price suitableness for customer.

## 1.10 Summary

This chapter discusses the background of the study. It consists of introduction and background of the study which is a summary of main factors of this research. Then, all gaps and problems are addressed in problem statement. Next sections focus on research objectives and questions of this study respectively. Then, this chapter provides significance of the study. Finally, main operational definitions applied in this research are offered.

customer satisfaction on customer loyalty. These two formulas together would gain profit-derived loyalty of customers for hotels.

There is significant contribution to customer loyalty practice by diagnosing what value is in the mind of customers. Additionally, the status of customer satisfaction, customer delight and customer loyalty in three and four-star hotels are identified. By conducting the relationships among these constructs, hotel managers would be able to assess the strengths and weaknesses of their organizations. This awareness will help them to find out how to offer those values so as to make satisfaction and delight for having customer loyalty in long run. Thus, the results could lead managers to develop appropriate strategies to offer high service quality with more competitive price that create more value for customers.

The plausible model tested in this study indicates that customer delight has a function of strengthening the building blocks of loyalty in long run. The findings suggest that researchers should include customer delight along with perceived price, service quality, perceived value, and customer satisfaction as determinant factors in testing customer loyalty, particularly in the hotel industry.

# REFERENCES

Aaker, D. A. (1992). Managing the most important assets: Brand equity. *Strategy & Leadership.* 20(5), pp. 56-58.

Aaker, D. A., Kumar, V. and Day, G. S. (2009). *Marketing research.* Wiley-India.

Abzari, M., Ranjbarian, B., Fathi, S. and Ghorbani, H. (2009). The effect of internal marketing on market orientation and organizational performance in hotel industry.

Aminian, A. (2012). Environmental performance measurement of tourism accommodations in the pilgrimage urban areas: The case of the Holy City of Mashhad, Iran. *Procedia-Social and Behavioral Sciences.* 35, pp. 514-522.

Anderson, E. W., Fornell, C. and Mazvancheryl, S. K. (2004). Customer satisfaction and shareholder value. *Journal of Marketing.* 68(4), pp. 172-185.

Anderson, E. W. and Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing science.* 12(2), pp. 125-143.

Anderson, J. C. and Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin.* 103(3), p. 411.

Anderson, J. C., Jain, D. C. and Chintagunta, P. K. (1992). Customer value assessment in business markets: A state-of-practice study. *Journal of Business-to-Business Marketing.* 1(1), pp. 3-29.

Anderson, R. E. (1973). Consumer dissatisfaction: the effect of disconfirmed expectancy on perceived product performance. *Journal of Marketing research.* pp. 38-44.

Andreassen, T. W. and Lindestad, B. (1998). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of Service Industry Management.* 9(1), pp. 7-23.

Arasli, H. (2012). Towards business excellence in the hospitality industry: A case for 3-, 4-, and 5-star hotels in Iran. *Total Quality Management & Business Excellence.* 23(5-6), pp. 573-590.

Ariely, D. (2000). Controlling the information flow: Effects on consumers' decision making and preferences. *Journal of Consumer Research.* 27(2), pp. 233-248.

Ariffin, N. H. M., Hamdan, A. R., Omar, K. and Adnan, W. A. W. (2010). Customer Relationship Management Implementation: a Case Study in Malaysian Public Higher Learning Institution. *Proceedings of the International Conference on Information Management & Evaluation.* pp. 237-243.

Arnold, M. J., Reynolds, K. E., Ponder, N. and Lueg, J. E. (2005). Customer delight in a retail context: investigating delightful and terrible shopping experiences. *Journal of Business Research.* 58(8), pp. 1132-1145.

Babbie, E. R. (2010). *Introduction to social research.* Wadsworth Cengage learning.

Back, K.-J. (2005). The effects of image congruence on customers' brand loyalty in the upper middle-class hotel industry. *Journal of Hospitality & Tourism Research.* 29(4), pp. 448-467.

Back, K.-J. and Parks, S. C. (2003). A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. *Journal of Hospitality & Tourism Research.* 27(4), pp. 419-435.

Barnes, D. C., Beauchamp, M. B. and Webster, C. (2010). To delight, or not to delight? This is the question service firms must address. *Journal of Marketing Theory and Practice.* 18(3), pp. 275-284.

Barnes, J. G. (2001). *Secrets of customer relationship management: It's all about how you make them feel.* McGraw-Hill Companies.

Bennett, A. (2010). Process tracing and causal inference.

Bennett, R. and Rundle-Thiele, S. (2002). A comparison of attitudinal loyalty measurement approaches. *The Journal of Brand Management.* 9(3), pp. 193-209.

Berman, B. (2005). How to Delight Your Customers. *California Management Review.* 48(1).

Berry, L. L. (1995). Relationship marketing of services—growing interest, emerging perspectives. *Journal of the Academy of Marketing Science.* 23(4), pp. 236-245.

Berry, L. L. (1999). *Discovering the soul of service: The nine drivers of sustainable business success.* Simon and Schuster.

Bhattacherjee, A. and Premkumar, G. (2004). Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test. *MIS quarterly*. pp. 229-254.

Bigne, E. and Blesa, A. (2003). Market orientation, trust and satisfaction in dyadic relationships: a manufacturer-retailer analysis. *International Journal of Retail & Distribution Management*. 31(11), pp. 574-590.

Bigné, J. E., Andreu, L. and Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*. 26(6), pp. 833-844.

Birjandi, P. and Mosallanejad, P. (2002). Research Methods and Principles.

Blunch, N. (2008). *Introduction to structural equation modelling using SPSS and AMOS*. Sage.

Bojanic, D. C. (1996). Consumer perceptions of price, value and satisfaction in the hotel industry: An exploratory study. *Journal of Hospitality & Leisure Marketing*. 4(1), pp. 5-22.

Bolton, G. E. and Ockenfels, A. (2000). ERC: A theory of equity, reciprocity, and competition. *American economic review*. pp. 166-193.

Bolton, L. E., Warlop, L. and Alba, J. W. (2003). Consumer perceptions of price (un) fairness. *Journal of Consumer Research*. 29(4), pp. 474-491.

Borooah, V. K. (1999). The supply of hotel rooms in Queensland, Australia. *Annals of Tourism Research*. 26(4), pp. 985-1003.

Bowden, J. L. and Dagger, T. S. (2011). To delight or not to delight? An investigation of loyalty formation in the restaurant industry. *Journal of Hospitality Marketing & Management*. 20(5), pp. 501-524.

Bowen, J. T. and Shoemaker, S. (2003). Loyalty: A strategic commitment. *Cornell Hotel and Restaurant Administration Quarterly*. 44(5/6), pp. 31-46.

Brannen, J. (2004). Working qualitatively and quantitatively. *Qualitative research practice*. (Part 4), pp. 312-326.

Brown, G. (1953). Asemi-micro method for the preparation of soil clays for x-ray diffraction studies. *Journal of Soil Science*. 4(2), pp. 229-232.

Brown, S. W. and Swartz, T. A. (1989). A gap analysis of professional service quality. *the Journal of Marketing*. pp. 92-98.

Bryman, A. (2008). Why do researchers integrate, combine, mesh, blend, mix, merge and fuse quantitative and qualitative research. Advances in mixed methods research. pp. 87-100

Burns, A. and Bush, R. (2003). Marketing research: Online research application.

Burns, D. D. (2000). Feeling good.

Butz Jr, H. E. and Goodstein, L. D. (1997). < i> Measuring customer value</i>: Gaining the strategic advantage. *Organizational dynamics.* 24(3), pp. 63-77.

Byrne, B. M. (2013). *Structural equation modeling with AMOS: Basic concepts, applications, and programming.* Routledge.

Caceres, R. C. and Paparoidamis, N. G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European Journal of Marketing.* 41(7/8), pp. 836-867.

Callarisa Fiol, L. J., Bigne Alcaniz, E., Moliner Tena, M. A. and García, J. S. (2009). Customer loyalty in clusters: perceived value and satisfaction as antecedents. *Journal of Business-to-Business Marketing.* 16(3), pp. 276-316.

Chakrabarty, S., Whitten, D. and Green, K. (2007). Understanding service quality and relationship quality in is outsourcing: client orientation & promotion, project management effectiveness, and the task-technology-structure fit. *Journal of Computer Information Systems.* 48(2).

Chandler, M. and Ball, L. (1990). *Continuity and commitment: A developmental analysis of the identity formation process in suicidal and non-suicidal youth.* In *Coping and self-concept in adolescence*. (pp. 149-166). Springer.

Chang, S.-J., Van Witteloostuijn, A. and Eden, L. (2010). From the editors: common method variance in international business research. *Journal of International Business Studies.* 41(2), pp. 178-184.

Chang, T.-Z. and Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing Science.* 22(1), pp. 16-27.

Chaudhuri, A. and Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing.* 65(2), pp. 81-93.

Chen, C.-F. (2008). Investigating structural relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers:

Evidence from Taiwan. *Transportation Research Part A: Policy and Practice.* 42(4), pp. 709-717.

Chitty, B., Ward, S. and Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Marketing Intelligence & Planning.* 25(6), pp. 563-580.

Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing research.* pp. 64-73.

Churchill Jr, G. A. and Peter, J. P. (1984). Research design effects on the reliability of rating scales: a meta-analysis. *Journal of marketing research.* pp. 360-375.

Churchill Jr, G. A. and Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research (JMR).* 19(4).

Coakes, S., Steed, L. and Ong, C. (2009). Analysis without Anguish. *SPSS version.* 17, pp. 67-71.

Cohen, J. (1988). Statistical power analysis for the behavioral sciences. *Hillsdale. NJ: Erlbaum.* (2nd ed.).

Conway, J. M. and Lance, C. E. (2010). What reviewers should expect from authors regarding common method bias in organizational research. *Journal of Business and Psychology.* 25(3), pp. 325-334.

Cooper, D. R., Schindler, P. S. and Sun, J. (2006a). Business research methods.

Cooper, W. W., Seiford, L. M. and Tone, K. (2006b). *Introduction to data envelopment analysis and its uses.* Springer.

Creswell, J. W. (2012). *Qualitative inquiry and research design: Choosing among five approaches.* Sage.

Creswell, J. W., Hanson, W. E., Clark, V. L. P. and Morales, A. (2007). Qualitative research designs: Selection and implementation. *Counseling Psychologist.* 35(2), p. 236.

Cronin, J. J., Brady, M. K. and Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing.* 76(2), pp. 193-218.

Crosby, L. A. and Johnson, S. L. (2004). The three Ms of customer loyalty. *Marketing Management.* 13, pp. 12-13.

Dahlsten, F. (2003). Avoiding the customer satisfaction rut. *MIT Sloan Management Review.* 44(4), pp. 73-+.

Dess, G. G., Ireland, R. D., Zahra, S. A., Floyd, S. W., Janney, J. J. and Lane, P. J. (2003). Emerging issues in corporate entrepreneurship. *Journal of management.* 29(3), pp. 351-378.

Dick, A. S. and Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science.* 22(2), pp. 99-113.

Dickson, P. R. and Sawyer, A. G. (1990). The price knowledge and search of supermarket shoppers. *the Journal of Marketing.* pp. 42-53.

Diehl, K. and Poynor, C. (2010). Great expectations?! Assortment size, expectations, and satisfaction. *Journal of Marketing Research.* 47(2), pp. 312-322.

Dodds, W. B., Monroe, K. B. and Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research (JMR).* 28(3).

Donio, J., Massari, P. and Passiante, G. (2005). Links between satisfaction, loyalty and profitability in a company: an integrative model for the agri-food sector. *An eBMS paper accepted for the.* 11.

Duchessi, P. (2004). *Crafting customer value: the art and science.* Purdue Univ Pr.

Durgee, J. F. (1999). Deep, soulful satisfaction. *Journal of consumer satisfaction dissatisfaction and complaining behavior.* 12, pp. 53-63.

Eakuru, N. and Mat, N. (2008). The application of structural equation modeling (SEM) in determining the antecedents of customer loyalty in banks in South Thailand. *The Business Review, Cambridge.* 10(2), pp. 129-139.

Eggert, A., Ulaga, W. and Schultz, F. (2006). Value creation in the relationship life cycle: a quasi-longitudinal analysis. *Industrial Marketing Management.* 35(1), pp. 20-27.

Ekinci, Y., Dawes, P. L. and Massey, G. R. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing.* 42(1/2), pp. 35-68.

Erevelles, S. and Leavitt, C. (1992). A comparison of current models of consumer satisfaction/dissatisfaction. *Journal of consumer satisfaction, dissatisfaction and complaining behavior.* 5(10), pp. 104-114.

Erickson, G. M. and Johansson, J. K. (1985). The role of price in multi-attribute product evaluations. *Journal of Consumer Research.* pp. 195-199.

Fallon, P. and Schofield, P. (2003). First-timer versus repeat visitor satisfaction: the case of Orlando, Florida. *Tourism Analysis.* 8(2), pp. 205-210.

Farzin, M. R. (2004). Restrictions on Foreign Relations, a major obstacle in the travel industry. *Journal of Marketing Research.* (17), p. 9.

Featherman, M. S. and Pavlou, P. A. (2003). Predicting e-services adoption: a perceived risk facets perspective. *International journal of human-computer studies.* 59(4), pp. 451-474.

Ferdinand, A. (2002). Structural equation modeling dalam penelitian manajemen. *BP Undip. Semarang.*

Festinger, L. (1962). *A theory of cognitive dissonance.* Stanford university press.

Finn, A. (2005). Reassessing the foundations of customer delight. *Journal of Service Research.* 8(2), pp. 103-116.

Finn, A., Wang, L. and Frank, T. (2009). Attribute perceptions, customer satisfaction and intention to recommend e-services. *Journal of Interactive Marketing.* 23(3), pp. 209-220.

Flint, D. J., Woodruff, R. B. and Gardial, S. F. (2002). Exploring the phenomenon of customers' desired value change in a business-to-business context. *Journal of Marketing.* 66(4), pp. 102-117.

Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J. and Bryant, B. E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing.* 60(4).

Gale, B. and Wood, R. C. (1994). *Managing customer value: Creating quality and service that customers can see.* Simon and Schuster.

Gee, R., Coates, G. and Nicholson, M. (2008). Understanding and profitably managing customer loyalty. *Marketing Intelligence & Planning.* 26(4), pp. 359-374.

Gelb, G. and McKeever, J. M. (2006). In their shoes. *Market Manage.* 15, pp. 40-45.

Gentry, L. and Kalliny, M. (2008). Consumer loyalty–a synthesis, conceptual framework, and research propositions. *The Journal of American Academy of Business, Cambridge.* 14(1), pp. 1-9.

Gotlieb, J. B., Grewal, D. and Brown, S. W. (1994). Consumer satisfaction and perceived quality: complementary or divergent constructs? *Journal of applied psychology.* 79(6), p. 875.

Götz, D., Laurent, P., Lebrun, F., Daigne, F. and Bošnjak, Ž. (2009). Variable polarization measured in the prompt emission of GRB 041219A using IBIS on board INTEGRAL. *The Astrophysical Journal Letters.* 695(2), p. L208.

Gravetter, F. and Forzano, L. (2006). Research methods for the behavioral sciences. *SOUTH AFRICAN JOURNAL OF PSYCHOLOGY.* 36(2), p. 450.

Grewal, D., Iyer, G. R. and Levy, M. (2004). Internet retailing: enablers, limiters and market consequences. *Journal of Business Research.* 57(7), pp. 703-713.

Gronroos, C. (2000). Creating a relationship dialogue: communication, interaction and value. *The marketing review.* 1(1), pp. 5-14.

Grönroos, C. (1982). An applied service marketing theory. *European Journal of Marketing.* 16(7), pp. 30-41.

Hair, J., Black, W., Babin, B. and Anderson, R. (2006). RL Tatham Multivariate Data Analysis.

Hair, J. F., Anderson, R. E., Tatham, R. L. and William, C. (1998). Multivariate data analysis.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. and Tatham, R. L. (2010). Multivariate Data Analysis Pearson Prentice Hall. *Upper Saddle River.*

Hair, J. F., Money, A. H., Samouel, P. and Page, M. (2007). *Research methods for business.* John Wiley & Sons Chichester,, England.

Hair, J. F., Ringle, C. M. and Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *The Journal of Marketing Theory and Practice.* 19(2), pp. 139-152.

Hair Jr, J. F., Hult, G. T. M., Ringle, C. and Sarstedt, M. (2013). *A primer on partial least squares structural equation modeling (PLS-SEM).* SAGE Publications, Incorporated.

Haistead, D., Hartman, D. and Schmidt, S. L. (1994). Multisource effects on the satisfaction formation process. *Journal of the academy of marketing science.* 22(2), pp. 114-129.

Han, X., Kwortnik, R. J. and Wang, C. (2008). Service Loyalty An Integrative Model and Examination across Service Contexts. *Journal of Service Research.* 11(1), pp. 22-42.

Hardy, M. A. and Bryman, A. (2004). *Handbook of data analysis.* Sage.

Harmon-Jones, E. and Harmon-Jones, C. (2007). Cognitive dissonance theory after 50 years of development. *Zeitschrift für Sozialpsychologie.* 38(1), pp. 7-16.

Henseler, J., Ringle, C. M. and Sinkovics, R. R. (2009a). The use of partial least squares path modeling in international marketing. *Advances in international marketing.* 20(1), pp. 277-319.

Henseler, J., Ringle, C. M. and Sinkovics, R. R. (2009b). The use of partial least squares path modeling in international marketing. *Advances in International Marketing.* 20, pp. 277-319.

Henseler, J. and Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics.* 28(2), pp. 565-580.

Heskett, J. L. (1990). *Service breakthroughs.* Simon and Schuster.

Heskett, J. L. (2002). Beyond customer loyalty. *Managing Service Quality.* 12(6), pp. 355-357.

Hicks, C., Dietmar, R. and Eugster, M. (2005). The recycling and disposal of electrical and electronic waste in China—legislative and market responses. *Environmental Impact Assessment Review.* 25(5), pp. 459-471.

Ho, R. (2006). *Handbook of univariate and multivariate data analysis and interpretation with SPSS.* CRC Press.

Homburg, C., Koschate, N. and Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing.* 69(2), pp. 84-96.

Hsu, M.-H., Yen, C.-H., Chiu, C.-M. and Chang, C.-M. (2006). A longitudinal investigation of continued online shopping behavior: An extension of the theory of planned behavior. *International Journal of Human-Computer Studies.* 64(9), pp. 889-904.

Hu, H.-H., Kandampully, J. and Juwaheer, T. D. (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study. *The Service Industries Journal.* 29(2), pp. 111-125.

Hunt, H. K. (1991). Consumer satisfaction, dissatisfaction, and complaining behavior. *Journal of social issues.* 47(1), pp. 107-117.

ICHTO (2013). Iran Cultural Heritage, Handicrafts and Tourism Organization *I.R.R [Online].* Tehran([Accessed]).

ICHTO (2014). Iran Cultural Heritage, Handicrafts and Tourism Organization *I.R.R [Online].* Tehran([Accessed]).

Ilgen, D. R. (1971). Satisfaction with performance as a function of the initial level of expected performance and the deviation from expectations. *Organizational Behavior and Human Performance.* 6(3), pp. 345-361.

ITTO, I. T. a. T. O.-. (2001). Master plan for tourism in Iran. *Tehran: Ministry of Culture and Islamic Guidance.*

Izard, C. E., Libero, D. Z., Putnam, P. and Haynes, O. M. (1993). Stability of emotion experiences and their relations to traits of personality. *Journal of personality and social psychology.* 64(5), p. 847.

Jacoby, J. and Chestnut, R. W. (1978). *Brand loyalty measurement and management.* Wiley New York.

Jacoby, J. and Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *Journal of Marketing research.* pp. 1-9.

Jacoby, J. and Olson, J. C. (1977). Consumer response to price: an attitudinal, information processing perspective. *Moving ahead with attitude research.* 39(1), pp. 73-97.

Jarvenpaa, S. L. and Todd, P. A. (1997). Is there a future for retailing on the Internet. *Electronic marketing and the consumer.* pp. 139-154.

Jogaratnam, G. and Ching-Yick Tse, E. (2006). Entrepreneurial orientation and the structuring of organizations: performance evidence from the Asian hotel industry. *International Journal of Contemporary Hospitality Management.* 18(6), pp. 454-468.

Johanson, J. and Kralstein, J. (2007). Chronic constipation: a survey of the patient perspective. *Alimentary pharmacology & therapeutics.* 25(5), pp. 599-608.

Jones, T. O. and Sasser, W. E. (1995). Why satisfied customers defect. *Harvard business review.* 73(6), pp. 88-&.

Kamakura, W. A. and Russell, G. J. (1993). Measuring brand value with scanner data. *International Journal of Research in Marketing.* 10(1), pp. 9-22.

Kandampully, J. (2000). The impact of demand fluctuation on the quality of service: a tourism industry example. *Managing Service Quality.* 10(1), pp. 10-19.

Kano, N., Seraku, N., Takahashi, F. and Tsuji, S. (1984). Attractive quality and must-be quality. *The Journal of the Japanese Society for Quality Control.* 14(2), pp. 39-48.

Kaplan, D. (2009). *Structural equation modeling: Foundations and extensions.* Sage.

Keiningham, T. L. and Vavra, T. G. (2001). *The customer delight principle: Exceeding customers' expectations for bottom-line success.* McGraw-Hill.

Khalifa, M. and Liu, V. (2002). Satisfaction with internet-based services: the role of expectations and desires. *International Journal of Electronic Commerce.* 7(2), pp. 31-49.

Kim, D. and Jang, S. S. (2013). Price placebo effect in hedonic consumption. *International Journal of Hospitality Management.* 35, pp. 306-315.

Kim, M. R. (2010). *The importance of customer satisfaction and delight on loyalty in the tourism and hospitality industry.* Doctor Philosophy, Michigan State University.

Kim, N. H., Lee, J., Lee, S. J., Lee, H., Kim, K. H., Park, S. E. and Lee, H. J. (2007). Immunogenicity and safety of pneumococcal 7-valent conjugate vaccine (diphtheria CRM(197) protein conjugate; Prevenar ) in Korean infants: differences that are found in Asian children. *Vaccine.* 25(45), pp. 7858-7865.

Kim, S. H., Holland, S. and Han, H. S. (2013). A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: a case study of Orlando. *International Journal of Tourism Research.* 15(4), pp. 313-328.

Kim, W. G., Jin-Sun, B. and Kim, H. J. (2008). Multidimensional customer-based brand equity and its consequences in midpriced hotels. *Journal of Hospitality & Tourism Research.* 32(2), pp. 235-254.

King, I. M. (1995). The theory of goal attainment. *Advancing King’s systems framework and theory of nursing.* pp. 23-32.

Kotler, P. (2005). *According to Kotler: The world's foremost authority on marketing answers your questions.* AMACOM Div American Mgmt Assn.

Kotler, P. and Armstrong, G. (2010). *Principles of marketing.* Pearson Education.

Kotler, P., Armstrong, G. and Parment, A. (2011). Principles of marketing: Swedish edition.

Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of tourism research.* 28(3), pp. 784-807.

Kozak, M. and Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research.* 38(3), pp. 260-269.

Küçükergin, K. G. and Dedeoğlu, B. B. (2014). The importance of employee hospitability and perceived price in the hotel industry. *Anatolia.* 25(2), pp. 254-267.

Kumar, A. and Olshavsky, R. (1997). Distinguishing satisfaction from delight: an appraisals approach. *Proceedings of the Proceedings of the Annual Conference of the Association for Consumer Research, Tucson, Arizona.* pp. 17-18.

Kumar, A., Olshavsky, R. W. and King, M. F. (2001). Exploring alternative antecedents of customer delight. *Journal of Consumer Satisfaction Dissatisfaction and Complaining Behavior.* 14, pp. 14-26.

Kumar, S. and Kumar, P. (2000). Queueing network models in the design and analysis of semiconductor wafer fabs. *Proceedings of the IEEE Transactions on Robotics and Automation.*

Lai, F., Griffin, M. and Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research.* 62(10), pp. 980-986.

Larcker, D., Ittner, C. and Fronell, C. (1997). Recogido en el artículo "Activos intangibles e indicadores no financieros. *Problemática derivada de la valoración de los activos intangibles", Auditoría.* (52), pp. 3-5.

Lau, P. M., Akbar, A. K. and Fie, D. Y. G. (2005). Service quality: a study of the luxury hotels in Malaysia. *Journal of American Academy of Business.* 7(2), pp. 46-55.

Lemon, K. N., Rust, R. T. and Zeithaml, V. A. (2001). What drives customer equity? *Marketing Management.* 10(1), pp. 20-25.

Levitt, T. (1983). After the sale is over. *Harvard business review.* 61(5), pp. 87-93.

Li, X. and Petrick, J. F. (2008). Reexamining the dimensionality of brand loyalty: A case of the cruise industry. *Journal of Travel & Tourism Marketing.* 25(1), pp. 68-85.

Lietz, P. (2010). Research into questionnaire design. *International Journal of Market Research.* 52(2), pp. 249-272.

Lindquist, M. (2006). For better business results, focus on your customer, not your competition. *Cost Engineering.* 48(3), p. 10.

Loureiro, S. M. C. and Kastenholz, E. (2011). Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal. *International Journal of Hospitality Management.* 30(3), pp. 575-583.

Lowry, P. B. and Gaskin, J. (2014). Partial least squares (PLS) structural equation modeling (SEM) for building and testing behavioral causal

theory: When to choose it and how to use it. *IEEE Transactions onProfessional Communication*

Lynch Jr, J. G. and Ariely, D. (2000). Wine online: Search costs affect competition on price, quality, and distribution. *Marketing science.* 19(1), pp. 83-103.

Magnini, V., Crotts, J. and Zehrer, A. (2010). Identifying drivers of customer delight through travel blog analysis. *Journal of Travel Research.* 49(2), pp. 153-164.

Magnini, V. P., Crotts, J. C. and Zehrer, A. (2011). Understanding Customer Delight An Application of Travel Blog Analysis. *Journal of Travel Research.* 50(5), pp. 535-545.

Malhotra, D. (2004). Trust and reciprocity decisions: The differing perspectives of trustors and trusted parties. *Organizational Behavior and Human Decision Processes.* 94(2), pp. 61-73.

Malhotra, N. K. (2008). *Marketing Research: An Applied Orientation, 5/E.* Pearson Education India.

Mano, H. and Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: evaluation, feeling, and satisfaction. *Journal of Consumer Research.* 20(3), pp. 451-466.

Martin, X., Mitchell, W. and Swaminathan, A. (1995). Recreating and extending japanese automobile buyer-supplier links in north-america. *Strategic Management Journal.* 16(8), pp. 589-619.

Mascarenhas, O. A., Kesavan, R. and Bernacchi, M. (2004). Customer value-chain involvement for co-creating customer delight. *Journal of consumer marketing.* 21(7), pp. 486-496.

Mattila, A. S. and O'Neill, J. W. (2003). Relationships between hotel room pricing, occupancy, and guest satisfaction: A longitudinal case of a midscale hotel in the United States. *Journal of Hospitality & Tourism Research.* 27(3), pp. 328-341.

McDougall, G. H. and Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing.* 14(5), pp. 392-410.

Mendoza, L. E., Marius, A., Pérez, M. and Grimán, A. C. (2007). Critical success factors for a customer relationship management strategy. *Information and Software Technology.* 49(8), pp. 913-945.

Moliner, M. A., Sánchez, J., Rodríguez, R. M. and Callarisa, L. (2007). Relationship quality with a travel agency: The influence of the postpurchase perceived value of a tourism package. *Tourism and Hospitality Research.* 7(3-4), pp. 194-211.

Monroe, K. (1990). Pricing: making profitable decisions.

Monroe, K. B. and Krishnan, R. (1985). The effect of price on subjective product evaluations. *Perceived quality: How consumers view stores and merchandise.* pp. 209-232.

Mooi, E. and Sarstedt, M. (2011). *A concise guide to market research: The process, data, and methods using IBM SPSS statistics.* Springer.

Ndubisi, N. (2005). Customer loyalty and antecedents: a relational marketing approach. *Proceedings of the Allied Academies International Conference. Academy of Marketing Studies. Proceedings.* pp. 49-54.

Nunally, J. and Bernstein, I. H. (1994). Psychonometric theory.

O'Shaughnessy, J., Miles, D., Vukelja, S., Moiseyenko, V., Ayoub, J.-P., Cervantes, G., Fumoleau, P., Jones, S., Lui, W.-Y. and Mauriac, L. (2002). Superior survival with capecitabine plus docetaxel combination therapy in anthracycline-pretreated patients with advanced breast cancer: phase III trial results. *Journal of Clinical Oncology.* 20(12), pp. 2812-2823.

Ockenden, K. (2005). See the Delight. *Utility Week.* p. 24.

Oh, H. (2000). The effect of brand class, brand awareness, and price on customer value and behavioral intentions. *Journal of Hospitality & Tourism Research.* 24(2), pp. 136-162.

Oliva, T. A., Oliver, R. L. and MacMillan, I. C. (1992). A Catastrophe Model for Developing Service Satisfaction Strategies. *Journal of Marketing.* 56(3).

Oliver, R. and Westbrook, R. (1993). Profiles of consumer emotions and satisfaction in ownership and usage. *emotion.* 6, pp. 12-27.

Oliver, R. L. (1977). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of applied psychology.* 62(4), p. 480.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing research.* pp. 460-469.

Oliver, R. L. (1994). Conceptual Issues in the Structural Analysis of Consumption Emotion, Satisfaction, and Quality: Evidence in a Service Setting. *Advances in consumer research.* 21(1).

Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the customer. *New York.*

Oliver, R. L. (1999). Whence consumer loyalty? *The Journal of Marketing.* pp. 33-44.

Oliver, R. L., Rust, R. T. and Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of Retailing.* 73(3), pp. 311-336.

Oliver, R. L. and Swan, J. E. (1989). Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *Journal of consumer research.* pp. 372-383.

Olshavsky, R. W. and Miller, J. A. (1972). Consumer expectations, product performance, and perceived product quality. *Journal of Marketing research.* pp. 19-21.

Oppenheim, A. N. (1992). *Questionnaire design, interviewing and attitude measurement.* Continuum.

Ostadi, H. and Koliver, M. B. (2014). A Comparative Study and Assessment of Investments in the Hotel Industry in Iran and Turkey (1992-2011). *International Journal of Academic Research in Business and Social Sciences.* 4(9), pp. 341-351.

Pallant, J. (2010). *SPSS survival manual: A step by step guide to data analysis using SPSS.* McGraw-Hill International.

Parasuraman, A. and Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science.* 28(1), pp. 168-174.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing.* 49(4).

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988). Servqual. *Journal of retailing.* 64(1), pp. 12-37.

Patterson, K. (1997). Delighted clients are loyal clients. *Rough Notes.* 140(3), pp. 221-234.

Patterson, P. G., Johnson, L. W. and Spreng, R. A. (1996). Modeling the determinants of customer satisfaction for business-to-business professional services. *Journal of the academy of marketing science.* 25(1), pp. 4-17.

Patterson, P. G. and Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of Service Industry Management.* 8(5), pp. 414-434.

Petterson, P. (2004). A contingency model of behavioural intention in a service context. *European Journal of Marketing.* 38(9), pp. 1304-1315.

Picazo-Vela, S. (2009). The Effect of Online Reviews on Customer Satisfaction: An Expectation Disconfirmation Approach. *AMCIS 2009 Doctoral Consortium.* p. 6.

Plutchik, R. (1980). *Emotion: A psychoevolutionary synthesis.* Harper & Row New York.

Prahalad, C. K. and Ramaswamy, V. (2003). The new frontier of experience innovation. *MIT Sloan Management Review.* 44(4), pp. 12-+.

Prahalad, C. K. and Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of interactive marketing.* 18(3), pp. 5-14.

Reichheld, B. Y. F. E. and Detrick, C. (2003). Want to know how to keep expenses low? Think loyalty. *American Banker.* 168(181), p. 6.

Reichheld, F. (1996). The Loyalty Effect–The Hidden Force Behind Growth, Profits, and Lasting Value. *Harvard Business School Press, Boston, MA.*

Reichheld, F. F., Markey Jr, R. G. and Hopton, C. (2000). The loyalty effect–the relationship between loyalty and profits. *European Business Journal.* 12(3), pp. 134-139.

Reichheld, F. F. and Sasser Jr, W. E. (1990). Zero defections: quality comes to services. *Harvard business review.* 68(5), p. 105.

Reichheld, F. F. and Teal, T. (2001). *The loyalty effect: The hidden force behind growth, profits, and lasting value.* Harvard business press.

Roig, J. C. F., Garcia, J. S., Tena, M. A. M. and Monzonis, J. L. (2006). Customer perceived value in banking services. *International Journal of Bank Marketing.* 24(5), pp. 266-283.

Rollin, F., Kennedy, J. and Wills, J. (2011). Consumers and new food technologies. *Trends in Food Science & Technology.* 22(2), pp. 99-111.

Rowley, J. and Dawes, J. (2000). Disloyalty: a closer look at non-loyals. *Journal of Consumer Marketing.* 17(6), pp. 538-547.

Rust, R. T., Lemon, K. N. and Zeithaml, V. A. (2004). Return on marketing: using customer equity to focus marketing strategy. *Journal of Marketing.* 68(1), pp. 109-127.

Rust, R. T. and Oliver, R. L. (1994). *Service quality: New directions in theory and practice.* Sage Publications California.

Rust, R. T. and Oliver, R. L. (2000). Should we delight the customer? *Journal of the Academy of Marketing Science.* 28(1), pp. 86-94.

Saleh, F. and Ryan, C. (1991). Analysing service quality in the hospitality industry using the SERVQUAL model. *Service Industries Journal.* 11(3), pp. 324-345.

Santos, J. (2003). E-service quality: a model of virtual service quality dimensions. *Managing Service Quality.* 13(3), pp. 233-246.

Santos, J. and Boote, J. (2003). A theoretical exploration and model of consumer expectations, post-purchase affective states and affective behaviour. *Journal of Consumer Behaviour.* 3(2), pp. 142-156.

Saunders, M. N., Saunders, M., Lewis, P. and Thornhill, A. (2011). *Research Methods For Business Students, 5/e.* Pearson Education India.

Schakett, T. J. (2010). *The impact of social bonding on the buyer's loyalty, trust, satisfaction and service quality towards the seller in a business-to-business relationship.* TUI UNIVERSITY.

Schlossberg, H. (1990). Satisfying customers is a minimum; you really have to ‘delight’them. *Marketing News.* 24(11), pp. 10-11.

Schmidt, M. J. and Hollensen, S. (2006). *Marketing research: An international approach.* Pearson education.

Schneider, B. and Bowen, D. E. (1999). Understanding customer delight and outrage. *Sloan Management Review.* 41(1), pp. 35-45.

Schumacker, R. and Lomax, R. (1996). A Beginner's Guide to Structural Equation Modeling. . *Mahwah, New Jersey: Lawrence Erlbaum Associates.* 288, p. 144.

Schumacker, R. E. and Lomax, R. G. (2004). *A beginner's guide to structural equation modeling.* Psychology Press.

Sekaran, U. (2003). Research methods for business . Hoboken.

Sekaran, U. (2006). *Research methods for business: A skill building approach.* Wiley. com.

Shahin, A. and Dabestani, R. (2010). Correlation Analysis of Service Quality Gaps in a Four-Star Hotel in Iran. *International Business Research.* 3(3).

Siu, N. Y.-M., Wan, P. Y. K. and Dong, P. (2012). The impact of the servicescape on the desire to stay in convention and exhibition centers: The case of Macao. *International Journal of Hospitality Management.* 31(1), pp. 236-246.

Sivadas, E. and Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management.* 28(2), pp. 73-82.

Skogland, I. and Siguaw, J. A. (2004). Are your satisfied customers loyal? *Cornell Hotel and Restaurant Administration Quarterly.* 45(3), pp. 221-234.

Spiteri, J. M. and Dion, P. A. (2004). Customer value, overall satisfaction, end-user loyalty, and market performance in detail intensive industries. *Industrial Marketing Management.* 33(8), pp. 675-687.

Spreng, R. A., MacKenzie, S. B. and Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *The Journal of marketing.* pp. 15-32.

Spreng, R. A. and Mackoy, R. D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing.* 72(2), pp. 201-214.

Spreng, R. A. and Page, T. J. (2003). A Test of Alternative Measures of Disconfirmation*. *Decision Sciences.* 34(1), pp. 31-62.

Stanton, H., Rogerson, F. M., East, C. J., Golub, S. B., Lawlor, K. E., Meeker, C. T., Little, C. B., Last, K., Farmer, P. J. and Campbell, I. K. (2005). ADAMTS5 is the major aggrecanase in mouse cartilage in vivo and in vitro. *Nature.* 434(7033), pp. 648-652.

Stewart, T. A. (1997). A satisfied customer isn't enough. *Fortune.* 136(2), pp. 112-113.

Stone, A. G., Russell, R. F. and Patterson, K. (2004). Transformational versus servant leadership: A difference in leader focus. *Leadership & Organization Development Journal.* 25(4), pp. 349-361.

Struwig, M., Struwig, F. and Stead, G. (2001). *Planning, Reporting & Designing Research.* Pearson South Africa.

Suhartanto, D. (2011). *An Examination of Brand Loyalty in the Indonesian Hotel Industry*

Doctor of Philosophy, Lincoln University.

Sullivan, J. R. and Walstrom, K. A. (2001). Consumer perspectives on service quality of electronic commerce web sites. *Journal of Computer Information Systems.* 41(3), pp. 8-14.

Tabachnick, B. G. and Fidell, L. S. (2012). *Using multivariate statistics.* (six). New York: Pearson.

Tajeddini, K. (2010). Effect of customer orientation and entrepreneurial orientation on innovativeness: Evidence from the hotel industry in Switzerland. *Tourism Management.* 31(2), pp. 221-231.

Tashakkori, A. and Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches.* Sage.

Tenenhaus, M., Vinzi, V. E., Chatelin, Y.-M. and Lauro, C. (2005). PLS path modeling. *Computational statistics & data analysis.* 48(1), pp. 159-205.

Terblanche, N. and Boshoff, C. (2006). The relationship between a satisfactory in-store shopping experience and retailer loyalty. *South African Journal of Business Management.* 37(2), pp. 33-43.

Torres, E. N. and Kline, S. (2006). From satisfaction to delight: a model for the hotel industry. *International Journal of Contemporary Hospitality Management.* 18(4), pp. 290-301.

Torres, E. N. and Kline, S. (2013). From customer satisfaction to customer delight: creating a new standard of service for the hotel industry. *International Journal of Contemporary Hospitality Management.* 25(5), pp. 642-659.

Tse, D. K. and Wilton, P. C. (1988). Models of Consumer Satisfaction Formation: An Extensive. *Journal of Marketing Research (JMR).* 25(2).

Ullman, J. B. and Bentler, P. M. (2003). *Structural equation modeling.* Wiley Online Library.

Uncles, M. D., Dowling, G. R. and Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of Consumer Marketing.* 20(4), pp. 294-316.

Vandenbosch, M. and Dawar, N. (2002). Beyond better products: capturing value in customer interactions.

Vanhamme, J. (2008). The surprise-delight relationship revisited in the management of experience. *Recherche et Applications en Marketing (English Edition).* 23(3), pp. 113-138.

Vargo, S. L. and Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing.* 68(1), pp. 1-17.

Venkatesan, R., Kumar, V. and Reinartz, W. (2012). 17 Customer relationship management in business markets. *Handbook of Business-to-Business Marketing.* p. 311.

Venkateswaran, R. (2003). A customer satisfied in not a customer retained. *Indian Institute of Management at Bangalore Management Review.* pp. 120-123.

Verma, H. V. (2003). Customer outrage and delight *Journal of Services research.* 3(1).

Viswanathan, M. and Kayande, U. (2012). Commentary on “Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies”. *Journal of Retailing.* 88(4), pp. 556-562.

Voss, G. B., Parasuraman, A. and Grewal, D. (1998). The roles of price, performance, and expectations in determining satisfaction in service exchanges. *the Journal of Marketing.* pp. 46-61.

Wang, X. (2011). The effect of unrelated supporting service quality on consumer delight, satisfaction, and repurchase intentions. *Journal of Service Research.* 14(2), pp. 149-163.

Watson, D. and Tellegen, A. (1985). Toward a consensual structure of mood. *Psychological bulletin.* 98(2), p. 219.

Weaver, D. and Brickman, P. (1974). Expectancy, feedback, and disconfirmation as independent factors in outcome satisfaction. *Journal of personality and social psychology.* 30(3), p. 420.

Westbrook, R. A. and Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research.* 18(1), p. 84.

Williams, D. (2007). Nobody nowhere: The extraordinary autobiography of an autistic.

Williams, J. A. and Anderson, H. H. (1999). Customer delight: The beat of a different drummer. *Journal of Consumer Satisfaction Dissatisfaction and Complaining Behavior.* 12, pp. 44-52.

Wirtz, J., Mattila, A. S. and Tan, R. L. (2000). The moderating role of target-arousal on the impact of affect on satisfaction—an examination in the context of service experiences. *Journal of Retailing.* 76(3), pp. 347-365.

Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the Academy of Marketing Science.* 25(2), pp. 139-153.

Woodruff, R. B., Cadotte, E. R. and Jenkins, R. L. (1983). Modeling consumer satisfaction processes using experience-based norms. *Journal of Marketing Research (JMR).* 20(3).

WTTC. 2010. *Travel & Tourism Economic Impact 2010 Iran* [Online]. http://www.wttc.org/frameset2.htm. [Accessed].

WTTC. 2015. *Travel & Tourism Economic Impact 2015 Iran* [Online]. http://www.wttc.org/frameset2.htm. [Accessed].

Wu, W. Y., Lu, H. Y., Wu, Y. Y. and Fu, C. S. (2012). The effects of product scarcity and consumers' need for uniqueness on purchase intention. *International journal of consumer studies.* 36(3), pp. 263-274.

Wuest, B. S. (2001). Service quality concepts and dimensions pertinent to tourism, hospitality, and leisure services. *Service quality management in hospitality, tourism, and leisure.* pp. 51-66.

Wulf, K. D., Odekerken-Schröder, G. and Iacobucci, D. (2001). Investments in consumer relationships: a cross-country and cross-industry exploration. *Journal of Marketing.* 65(4), pp. 33-50.

Yi, Y. (1990). A critical review of consumer satisfaction. *Review of marketing.* 4(1), pp. 68-123.

Yoon, Y. and Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management.* 26(1), pp. 45-56.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of Marketing.* pp. 2-22.

Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the Academy of Marketing Science.* 28(1), pp. 67-85.

Zeithaml, V. A., Berry, L. L. and Parasuraman, A. (1996). The behavioral consequences of service quality. *The Journal of Marketing.* pp. 31-46.

Zeithaml, V. A. and Bitner, M. J. (1996). Services Marketing. *McGraw-Hill, New York, NY.*

Zeithaml, V. A., Parasuraman, A. and Malhotra, A. (2002). Service quality delivery through web sites: a critical review of extant knowledge. *Journal of the Academy of Marketing Science.* 30(4), pp. 362-375.

Zhang, X. and Prybutok, V. R. (2005). A consumer perspective of e-service quality. *Engineering Management, IEEE Transactions on.* 52(4), pp. 461-477.

Zhao, Y. and Truhlar, D. G. (2006). A new local density functional for main-group thermochemistry, transition metal bonding, thermochemical kinetics, and noncovalent interactions. *The Journal of chemical physics.* 125(19), p. 194101.

Zikmund, W. and Babin, B. (2006). *Exploring marketing research.* Cengage Learning.

Zineldin, M. (2006). The royalty of loyalty: CRM, quality and retention. *Journal of Consumer Marketing.* 23(7), pp. 430-437.

Zins, A. H. (2001). Relative attitudes and commitment in customer loyalty models: some experiences in the commercial airline industry. *International Journal of Service Industry Management.* 12(3), pp. 269-294.

Zu, Q. H., Wu, T. and Wang, H. (2010). A multi-factor customer classification evaluation model *Computing and Informatics.* 29(4), pp. 509-520.