ABSTRACT

The purpose of this research is to examine the factors influencing customer loyalty towards Sedona Hotel in Yangon, Myanmar. The conceptual framework was developed to represent the customer loyalty and its influencing factors such as service quality, interaction quality, outcome quality, customer satisfaction and trust.

The researcher collected the primary data from 400 respondents at Sedona hotel in Yangon, Myanmar through self-administered questionnaires in both English and Myanmar language. Then, the four hypotheses of this research were tested with the data from sample size using statistical software, Simple Linear Regression and Multiple Linear Regression. The researcher utilizes 5-point Likert scale (1 to 5) represents for questionnaires.

To conclude, according to hypothesis one, interaction quality and outcome quality have a statistically significant effect on service quality. According to hypothesis two, service quality, outcome quality and interaction quality have a statistically significant effect on customer satisfaction. According to hypothesis three, customer satisfaction has a statistically significant effect on trust. According to hypothesis four, customer satisfaction and trust have a statistically significant effect on customer loyalty.

The findings of this study will be beneficial for not only the management teams of Sedona hotel but also for another hotel resorts. It can provide data that may help such hotel service industry to adjust and improve more effective and efficient marketing strategies and business model based on the knowledge of the influences among factors studied in this research in order to create customer loyalty and achieve the ultimate goals of the firms. The findings suggested that the management should enhance factors influence service quality and customer satisfaction in terms of maintaining more loyal customers.

Key words – customer’s loyalty, customer’s satisfaction, customer’s trust, interaction quality, outcome quality, and service quality