
ABSTRACT

Through a decade of advancement in the hospitality industry, hotel competition has undergone an evolutionary change from depending on service or price advantages to increasingly relying on brand management. The trend has been typically illustrated in the accelerating effects caused by the massive entries of foreign brands into China, which is considered a giant economic entity in the world. For a better understanding, this study seeks to investigate the relationships between hotel brand equity, perceived value and revisit intentions from the customers' point of view by employing the approach of multiple regressions. The results of this research show that, in sequence of the degree of significance, brand loyalty, brand awareness/brand association and perceived quality as brand equity sub-dimensions have positive relationships with perceived value and revisit intention, based on a convenience sample of 400 respondents who had stayed at top-5 budget hotels in Shanghai from 10 July to 20 July.

Additionally perceived value plays an increasingly important role in budget hotel revisit intentions. By adopting the approaches of multiple regression with dummy interaction regressors to the difference analysis based upon the aforementioned relationships, it was discovered that the effect of brand loyalty on

revisit intention is greater for business travelers than for leisure travelers and there are no differences between business travelers and leisure travelers on the impact of brand awareness/brand association, perceived quality, perceived value on revisit intentions.

As a whole, this study highlights that perceived quality was a direct determinant of revisit intentions in budget hotel segment, that's effect was no longer mediated by the perceived value.

KEYWORDS: Budget hotel, customer-based brand equity, brand loyalty, perceived quality, brand awareness/brand association, perceived value, revisit intentions.

