INFLUENCE OF BRAND IMAGE ON CUSTOMER RETENTION IN

PULLMAN YANGON CENTREPOINT HOTEL

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ABSTRACT

The Purpose of this research were 1) to learn about customer retention at Pullman Yangon CentrePoint Hotel, 2) to study the satisfaction level of Pullman Yangon CentrePoint Hotel, and 3) to study brand awareness factors, brand Experience, brand loyalty influencing customer retention at PYC. The subjects were 300 respondents of visitors who visited the PYC at least two times. The research instrument for this study involved a self-administered questionnaire comprising screening questions, demographic factors, independent variables, and dependent variables. Dichotomous, category scale, and Likert scale questions were employed to gather data on customer experiences at PYC, focusing on brand factors influencing customer retention. The systematic results of the hypothesis testing reveal significant positive influences of brand awareness, brand experience, and brand loyalty on customer retention at PYC. The findings, derived through Multiple Regression Analysis, provide valuable insights into the interplay of these brand factors, with hypotheses all being supported.

Keywords: Brand Awareness, Brand Experience, Brand Loyalty, Customer Retention, Hotel

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TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

Page

CHAPTER 1

INTRODUCTION

The intention of this chapter is to examine how the factors of brand image influence customer retention in Pullman Yangon CenterPoint Hotel. It foremost discusses about the hotel industry in Myanmar and introduction to Pullman Yangon CenterPoint Hotel. This chapter also explains the problems of this research, main objectives, scope of the research, research questions and significant conclusion of the study.

1.1 Background of the study

Myanmar has raised as a tourist hunted destination in the region well-known for its tourist attractions in recent years. Since Myanmar has exposed its doors through political reform in 2011, tourists have been attracted to its diverse landscapes, rich culture, and unique heritage. Although the infrastructure threat remains, and depressed hotel occupancy rates involve many small businesses and leads to decline the number of visitors from Western countries has had the largest impact on the industry currently. Nonetheless, increasing in tourist numbers from Asia retain the above damages conversely, which has been assisted by policy developments offering visas on the arrival and especially giving visa-free entry for visitors from many Asian countries.

The next phase of developing process will require better marketing of the tourist attractions of Myanmar and need to expend to more countries for visa-free entry as a

promising option. Setting at the crossroads between South-east Asia, China and India, Myanmar is well stood to capitalize on tourist flows from these enormous markets.

The Ministry of Hotels and Tourism (MOHT) is undertaken with commanding the well-organized evolution of the tourism industry in Myanmar. MOHT is also planning and sketching the Myanmar Tourism Master Plan 2013-20. It performs as an overall framework to direct policy development and the implementation for the industry, objecting to lead the country towards sustainable and responsible development, and confirming tourism has the positive economic multiplier effects. The plan also describes areas that need to be addressed, such as lacking tourism infrastructure and the protection of cultural heritage. Besides, playing as a main role in tourism management is the Myanmar Tourism Federation (MTF) and a group of 11 tourism-related business associations that expedites communication between the government and the private sectors, promoting Myanmar as a tourist destination to abroad.

According to Ministry of Tourism in Myanmar (2019), the biggest source markets for Myanmar are Thailand 20.1%, China 15.6% and Japan 7.45% of tourist arrivals respectively in 2017. Although, ties with its closest neighbors are progressing and there are opportunities for tourism industry of Myanmar to capitalize on the huge flow of international tourists through South-east Asia, as well as the valuable rise in outbound travel from India and China. At the time 3.05% of Indian visitors' arrivals in 2017, the Land Border Crossing Agreement was signed in May 2018 and officially opened the border land which Myanmar shares with India, which can make more Indians travelling to the country for business and tourism. The Indian government is overseeing

construction projects and upgrades on 69 bridges which are from the Second World War era that exists along this border. The agreement increases both trade and commerce opportunities for Myanmar and extend ties of India with South-east Asia. However, more work is required to ease travel flows, enclosing the signing of a motor vehicles agreement, which can affect that citizen of both countries can drive across the border.

Many in the industry are driving for Myanmar to expend concerning with visa-free entry to Western countries to boost their visitor numbers, with the Myanmar Tourism Federation (MTF) having put the proposal to the Central Committee for the Development of the National Tourism Industry (CCDNTI). Daw May Myat Mon Win who is an authorized person speaking on behalf of the MTF told that "Asia is our test run for new visa exceptions, but we are lobbying for these to be extended to more countries,". and said that opportunities in new markets were being prospected, with many potential tourism firms looking to start promotion campaigns in Australia, New Zealand, and the United States.

However, Myanmar Tourism Industry is a developing industry when comparing with thriving developed tourist industries such as China and Thailand. According to Asian Development Bank, it happens because of Myanmar's political instability and inadequate infrastructure and facilities, tourism of Myanmar is late behind even Cambodia and Lao PDR in terms of tourist arrivals.

Early research has shown that customer satisfaction plays a vital role in building customer loyalty relationship. The facts are very important as the positive experience will

affect the customer willingness to come back again or stay longer and to recommend the establishment to other customers. As per Ekiz et al (2012), the Internet and social media also have made it easier than ever for customers to explain and share their satisfaction or dissatisfaction, thus make influencing on others. As a conclusion, hotel operators must concentrate on the quality of every detail of service encountered by their guests (Su, 2004). This study found out about the factors which influence the satisfactions of Pullman Yangon CenterPoint Hotel's customers.

1.1.1 Global Hospitality industry

Tourism and Hospitality industry becomes influential and significant sector globally around the world not only in providing entertainment, leisure, meeting, conference and Visiting Friends and Relatives (VFR) but it also endeavors to offer a variety range of complementary services which includes accommodation, food and drinks, transportation, sightseeing, and leisure activities and services, which can give happiness and comfort of the Customer or Tourist. Hogan (2008) stated that hospitality need to be a place where people can still be exceptional individuals and they can stretch their own personality and style. Hospitality industry is one of the sectors of a big group of companies mostly known as travel and tourism industry that offers the desirable or requisite goods and services to travelers. According to Walker (2010), Tourism and Hospitality industry is the biggest and rapidest-growing industry in the world. Hospitality business can cause continuous attempt for maintaining a positive image along with best guest service. It develops that quality of the service is the substructure which leads to success of the industry. Therefore, the organizations which target on quality convert to

the leaders for growing guest satisfaction, building loyalty and influencing future behavioral intentions (Jonsson and Devonish, 2009).

Current trends in hospitality industry includes globalization, safety and security, diversity, services, technology, demographic changes, and price value. Service sector is the vital vein in hospitality industry. Helms and Mayo (2008) defined service as an expanding sector and quality of that sector plays an increasingly essential role in both attracting and retaining customers in global competition and market consumption changes. Hotels are expending their investments to develop service quality and the perceived value for guests to achieve greater customer satisfaction and loyalty and therefore resulting in better relationships with each customer (Jones et al., 2009).

According to 2019 hotel and tourism statistic, the hotel industry is harmoniously growing, with over 700,000 hotels globally and subsidizing over $3.41 trillion to the global economy although the industry faced 2008 recession, the industry recovered well. The global hotel industry was worth $570 billion USD in 2019. The hotel company dispensing the most revenue was the Marriott generating $20.8 billion USD in 2018. The acceleration in purchasing power, the fascination for travel experiences and the increasing number of digital influences are provocation of the growth in the travel and hospitality industry. Travelers are consuming well over $840 billion a year on hotel stays globally and the most expensive room comes in at $100,000 a night. According to global hospitality statistics (2020), world hotel market has over 16.4 million hotel rooms globally. Beijing, the city of China possessing the largest number of hotels in the world with over 4,169 hotels. In United States of America, the city which has the largest

numbers of hotel room is Las Vegas with over 150,000 rooms and New York comes the second largest with over 115,000 rooms. New York also has the hugest number of clean hotel rooms in the United States. With the increasing demand for travel, the industry is continuing to grow firstly. Moreover, number of new hotels are opening in London nearly reaching 121 hotels and offering 14,840 new rooms in 2019-2020. Tourism is soaring at the end of June 2019, 714 hotels with the number of 118,345 hotel rooms were on offer in Dubai. The hotel with largest number of rooms is projected for Saudi Arabi and plan to have over 10,000 rooms.

1.1.2 Asia Pacific Hospitality Industry

While 2018 represented a peak and almost all major countries reported growth, 2019 welcomed a raft of challenges that contributed to a softer year in Asia Pacific (APAC). The region finished the year with a 3.2% drop in RevPAR driven by declines in both occupancy (-1.3%) and ADR (-2.0%). Recession fears turned into extended economic stagnation, increased growth speed in overall accommodation supply, and general pace slowdown in Chinese outbound travelers. While these factors put pressure on authorities, owners, and operators, continued focus on growing intra-Asia travel has been used to counter this, and can also be seen in increased flight routes and infrastructure development in the region. Apart from counter-cyclical areas like the Philippines, South Korea, and India that were coming from previous declines, most countries saw more muted RevPAR (Revenue Per Available Room) numbers in local currency and were within 2-3% of being flat year-over-year. At a national level, Singapore reigns as the region's occupancy leader with an annual level of 85.2% and
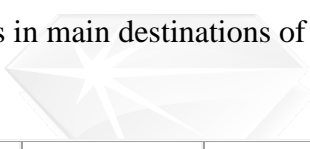
only market with an average ADR of around US$200, aside from the high-ADR markets of French Polynesia and the Maldives. On the topic of U.S. Dollar, fluctuating exchange rates against the currency create variations – noticeable in Australia, South Korea, and Thailand - and overall, the region held up better in local currency. There is a feeling of cautious optimism for the full year of 2020, particularly in the second half of the year, even with the pressure of new supply. However, potentially better-adjusted expectations and operational maturity could hold profitability at a reasonable level for the start of the new decade. The major caveat to this is, of course, how long the devastating effects of the novel coronavirus (COVID-19) will impact business across China and beyond. From a hospitality perspective, special attention should be paid to the Tokyo Olympics, continued investment boom in Vietnam, and time frames for Hong Kong to reach stop-loss.

1.1.3 Myanmar Hospitality Industry

By comparing the yearly statistics of Myanmar Hotel and Tourism, Myanmar hotel industry has been seen as explosive levels of growth since 2010. This growth starts extremely developing to triple number of hotel rooms in 2017. In 2015, Myanmar hotel industry received over $2.5 billion in foreign investment. The industry is predicted to increase double-digits percentages in future 2026. Yangon, Mandalay, Bagan, Nyaung Shwe and Mawlamyaing are the most popular destinations of Myanmar. These destinations are where hotel chains and Burmese investors mostly interested to build hotels and have also built many new hotels since the last eight years. Moreover, all these destinations have an abundance of hotels than other uncovered destinations. Myanmar

has been expecting on luxury and upmarket tourists during the tourism boom, rather than on backpackers and flash packers. The luxury hotels in Yangon increased their room rates in 2013. Hundreds of hotels and thousands of hotel rooms have been added since last decades in Myanmar. Unfortunately, there was a decreasing number in 2020 due to the effect of corona virus. It makes number drops in 2020 and 2021 but it slightly recovered in 2022.

Table 1.1: Hotel room numbers in main destinations of Myanmar from 2011-2019

Town	2011	2019	Percentages
Yangon	7,934	23,558	297%
Mandalay	3,181	1,1153	351%
Bagan	2,008	4,345	216%
Nyaung Shwe	9,37	3,388	362%
Mawlamyine	194	1,129	582%
total rooms	14,254	43,573	306%

Source: *Ministry of hotel and tourism statistics (2019).*

Retrieved from https://tourism.gov.mm/statistics/

The hotel industry in Myanmar, is withstanding a rebalancing scheme. Coming next an exploring in hotel construction in 2012 and continued development of projects following, many hotels in the industry are facing problems of low occupancy rates, especially given the declines in the number of Western visitors. The room rental occupancy rate in Yangon was 47%, and a six-percentage-point increase from the same period the previous year according to a second quarter 2018 report by Colliers International Myanmar.

Although the occupancy rates are low, investment are continuing to rise in anticipation of future growth. According to MOHT (2019), there are 1676 hotels and 67,350 rooms available across the country for tourists. There were 33 completed foreign hotel and commercial projects, creating a further 6241 rooms in 2017. Moreover, another 11 projects are under construction and 20 received permits are in progress. Most of the investors came from Singapore with 32 projects, 12 projects from Thailand and six from Japan. The majority of new hotel project building, and new rooms have been for 4 and 5-star hotels, such as Pullman Yangon CenterPoint Hotel which was opened in 2018 and the 74-room Yangon Excelsior, which was opened in July 2018 after the renovation of a heritage building which was a British colonial trading firm before. The Directorate of Hotels and Tourism superintends the development of hotel zones and hotel project developments, and issues licenses for accommodation and tour businesses. The hotel zones were firstly set up to move developments away from the ancient city of Bagan and culturally protected areas, although developments are still initiating within these cultural

zones. The Department of Archaeology, National Museum and Library, a division of the Ministry of Culture, needs that all hotels be relocated to hotel zones by 2028.

1.1.4 Introduction to Accor Hotel Management; Main Brand of Pullman Yangon CenterPoint Hotel

Accor, the prominent hotel management company, serves as the backbone for Pullman Yangon CenterPoint Hotel, forming the foundation of this study on the "Influence of Brand Image on Customer Retention." This renowned hotel management company operates on a global scale, managing a diverse portfolio of brands that cater to various segments of the hospitality market. The Pullman brand, a part of Accor's upscale offerings, is renowned for its contemporary and cosmopolitan approach to hospitality. Recognized for its modern sophistication and commitment to delivering exceptional experiences, Pullman exemplifies Accor's dedication to setting industry standards. Accor's commitment to excellence in service, innovative design, and a customer-centric ethos has undoubtedly influenced the overall brand image of Pullman Yangon CenterPoint Hotel. With a focus on contemporary design, personalized service, and a cosmopolitan atmosphere, the hotel embodies the ethos instilled by Accor. Leveraging Accor's global expertise, the hotel aims to provide a distinctive experience for guests in Yangon. This study seeks to explore how the brand image crafted under the Accor umbrella shapes customer perceptions and, in turn, impacts their retention at Pullman Yangon CenterPoint Hotel. In other words, this study tends to unravel the nuances of how Accor's overarching brand philosophy influences the specific brand image of Pullman Yangon CenterPoint Hotel and, subsequently, its impact on fostering customer retention.

By delving into the unique characteristics and reputation that Accor imparts to the Pullman brand, this research aims to contribute insights into the intricate dynamics between brand image and customer loyalty within the specific context of this esteemed hotel in Yangon.

1.1.5 Introduction to Pullman Yangon CenterPoint Hotel

In the heart of Yangon, an urban oasis emerges in the form of Pullman Yangon CenterPoint Hotel, a beacon of modern luxury and exceptional hospitality. As a flagship within the globally acclaimed Accor hotel management group, Pullman Yangon CenterPoint seamlessly integrates the renowned Pullman brand's ethos into the fabric of Myanmar's vibrant capital.

The mission of Pullman Yangon CentrePoint Hotel is to deliver an exceptional hospitality experience that blends luxury, comfort, and cultural enrichment. The hotel is committed to providing top-tier services and amenities, ensuring that every guest enjoys a seamless and memorable stay. The vision of Pullman Yangon CentrePoint is to become a leading luxury hotel in Yangon and Myanmar at large. The hotel aspires to be recognized for its outstanding service, innovative facilities, and a deep connection to the local culture and community. It aims to set new standards in hospitality by combining contemporary design with the unique charm of Yangon. Excellence in Service: Continuously improve service quality to meet and exceed guest expectations, ensuring high satisfaction and loyalty. The goals of the Pullman Yangon CentrePoint Hotel are to implement eco-friendly practices throughout the hotel's operations to contribute positively to the

environment, to offer experiences that allow guests to connect with the local culture, enhancing their stay with authentic Myanmar experience, to establish the hotel as a preferred choice for business travelers by providing state-of-the-art meeting facilities and business services an actively engage with the local community through various initiatives, supporting local businesses and cultural projects. These elements guide the hotel's operations and its interactions with both guests and the broader community, aligning with its goal to provide a luxury experience infused with local charm. The primary income sources for Pullman Yangon CentrePoint include room bookings, dining services in its restaurants, spa services, and event hosting. The hotel also generates revenue from its business lounge access, which is particularly attractive to business travelers, and additional amenities such as airport shuttle services.

The hotel stands as a testament to Accor's commitment to delivering elevated experiences, where international standards of sophistication meet the rich cultural tapestry of Yangon. From the moment guests step into the hotel's chic lobby, they are enveloped in an ambiance that marries contemporary elegance with the warmth of Myanmar's hospitality. Pullman Yangon CenterPoint boasts an array of world-class amenities, including opulent accommodations, diverse dining options, and state-of-the-art meeting facilities, catering to the discerning needs of both leisure and business travelers. The architectural brilliance of the hotel, coupled with its commitment to personalized service, creates an immersive environment that extends beyond accommodation to a holistic experience. As Yangon undergoes rapid transformation, Pullman Yangon CenterPoint remains at the forefront, defining luxury in the city. Against this backdrop,

this thesis embarks on an exploration of the profound relationship between Pullman Yangon CenterPoint Hotel's distinctive brand image, shaped by the synthesis of Pullman's global essence and the local flavors of Yangon, and the pivotal aspect of customer retention.

Room rates at Pullman Yangon CentrePoint vary depending on the type and season. Deluxe rooms typically offer views of the city, garden, or river, with rates starting at around $130 per night. Premium rooms and suites, offering additional space and amenities, can range higher, often exceeding $200 per night. Specific rates may fluctuate based on availability and booking time. By unraveling the layers of this exceptional hotel, this study seeks to provide a comprehensive understanding of how the brand image intricately influences guests' decisions to return, contributing valuable insights to the narrative of hospitality at Pullman Yangon CenterPoint Hotel.

1.2 Statement of Research Problem

According to the ministry of hotel and tourism in Myanmar, the number of hotels in Myanmar has slightly increased along with the development of business and increasing the numbers of the tourism. Besides that, foreign investments of new hotel projects were approved by the Myanmar Investment Commission in 2017. Therefore, the market situation of luxury and business hotels are becoming more competitive. Furthermore, there has been many international hotel groups standing earlier than Pullman Yangon CentrePoint Hotel like Sule Shangri-La Hotel which is managed by Shangri-La International Hotel Management group, Sedona hotel managed by Keppel Land

Hospitality Management and others. To be competitive with that existing competitor hotels who have already possessed markets and customers, a new opening hotel Pullman Yangon CentrePoint need to find out the customer retention based on the factors of its brand image. Since Pullman Yangon CentrePoint Hotel is under Accor brand, it already has a brand image so that foreign customers have already aware of the hotel. Because of this, Pullman Yangon CentrePoint hotel management should always maintain the hotel standard and brand image as these are also impacted factors to influence customer retention. Besides, it needs to try in improving better services to sustain the existing customers and to attract the newly potential customers. On the other hand, brand awareness, brand experience and brand loyalty have now become interacting aspects for customer retention of the service industry especially hospitality business to focus on developing more effective and lasting relationships with prospect customers. The specific problem or reason to conduct this study is to identify how Pullman Yangon CenterPoint Hotel can work and apply better strategies to meet customer satisfaction and achieve customer retention. The statement of the problems of this study are as follows:

1. Does the brand awareness factor influence on customer retention of Pullman Yangon CenterPoint Hotel or not?

2. Does the brand experience factor influence on customer retention of Pullman Yangon CenterPoint Hotel or not?

3. Does the brand loyalty factor influence on customer retention of Pullman Yangon CenterPoint Hotel or not?

1.3 Research Objectives

1. To study brand awareness factors, Brand Experience, Brand loyalty influencing customer retention at Pullman Yangon Centrepoint

2. To study the satisfaction level of Pullman Yangon CentrePoint Hotel

3. To learn about customer retention at Pullman Yangon CentrePoint Hotel

The major objective of this research is to examine the factors of brand image influencing customer retention at Pullman Yangon CenterPoint Hotel in Yangon, Myanmar. In this research study, the researcher has emphasized on the brand image factors influencing customer retention, including brand awareness, brand experience and brand loyalty.

1.4 Scope of the Research

Scope of variables

The conceptual framework of this study comprises two types of variables: independent variables and dependent variable. The dependent variable concentrate in this study is customer retention along with three independent variables: brand awareness, brand experience and brand loyalty.

Scope of Population

In this research, the target population is 300 individual customers both male and female who have experience at Pullman Yangon CenterPoint Hotel at least two times.

Scope of Data Analysis and Interpretation of Hypothesis Testing

The acquire time frame for this research is four-month duration between December to March to collect data, analyze and tested for hypothesis.

1.5 Research Questions

1. Does the factor 'Brand Awareness' have an impact on customer retention?

2. Does the factor 'Brand Experience' have an impact on customer retention?

3. Does the factor 'Brand Loyalty' have an impact on customer retention?

1.6 Definitions of terms

1.6.1 Brand Awareness

Brand awareness refers to the level of recognition and familiarity that a brand enjoys among its target audience. It encompasses the extent to which consumers can recall or recognize a brand, associate it with specific products or services, and distinguish it from competitors. Brand awareness is a fundamental aspect of brand management and is often considered a precursor to building brand equity. Brand awareness is the extent to which a brand is recognized and recalled by its target audience, reflecting the level of familiarity and association consumers have with the brand, its products, and its distinctiveness from competitors (Aaker, 1996; Keller, 1993). This crucial aspect of brand management serves as a foundational element for the development of brand equity and plays a pivotal role in influencing customer retention (Kotler et al., 2009; Keller, 1998).

1.6.2 Brand Experience

Brand experience encompasses the cumulative impact of all interactions and touchpoints a consumer has with a brand, shaping their perceptions, emotions, and overall impression. It extends beyond individual transactions, encapsulating the holistic journey a customer undergoes while engaging with a brand, including physical, digital, and emotional elements. Brand experience refers to the comprehensive encounter a consumer has with a brand, encompassing all touchpoints and interactions that contribute to their perceptions, emotions, and overall impression (Brakus, Schmitt, & Zarantonello, 2009; Lemon & Verhoef, 2016). It is a multifaceted concept that integrates both tangible and intangible aspects of the brand-consumer relationship, emphasizing the importance of consistently delivering positive and memorable experiences throughout the customer journey.

1.6.3 Brand Loyalty

Brand loyalty refers to a consumer's steadfast commitment and repeated purchasing behavior toward a particular brand, driven by positive associations, satisfaction, and a sense of attachment. It represents the culmination of a strong brand-consumer relationship, where customers consistently choose and advocate for a specific brand over alternatives. Brand loyalty is the enduring commitment and repeated patronage exhibited by consumers towards a particular brand, arising from positive brand associations, satisfaction, and a deep emotional or functional connection (Dick & Basu, 1994; Oliver, 1999). It reflects a customer's consistent choice of a specific brand over

competing alternatives, coupled with a propensity to actively recommend and advocate for the brand.

    1.6.4 Customer Retention

Customer retention refers to the strategic efforts and initiatives implemented by a business to maintain and prolong the relationship with existing customers over time. It involves creating positive experiences, ensuring satisfaction, and employing strategies to encourage continued patronage, ultimately contributing to the longevity of customer-business interactions. Customer retention is the deliberate set of strategies and actions employed by a business to foster lasting relationships with existing customers, aiming to extend the duration of their association with the brand by ensuring satisfaction, delivering value, and cultivating loyalty (Reichheld, 1996; Payne & Holt, 2001). It involves a comprehensive approach to customer management, encompassing personalized engagement, responsive customer service, and the continuous enhancement of the overall customer experience. In the context of the thesis titled 'Influence of Brand Image on Customer Retention,' customer retention is acknowledged as a crucial outcome influenced by the perceived image of the brand, illustrating the brand's ability to retain and nurture its customer base.

1.7 The Significance of Research

This research is descriptive research which mainly aims to identify the major factors of brand image intended to influence customer retention in Pullman Yangon CenterPoint Hotel. The researcher proposed to investigate how customer retention of

Pullman Yangon CentrePoint Hotel will be influenced by different brand determinants. Furthermore, the findings of this research can benefit to both people who are willing to study about the brand factors influencing customer retention of Pullman Yangon CentrePoint Hotel and the management team of the hotel to develop effective business marketing strategies and to enhance brand awareness strategy, building better image and outcome quality in order to promote customer satisfaction that leads in achieving customer retention.
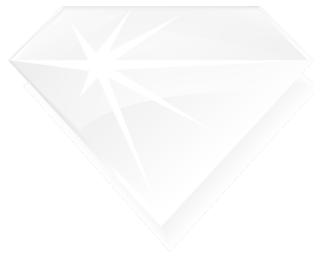
CHAPTER 2

LITERATURE REVIEWS

This chapter presents four parts which are the theoretical reviews of the variables, relationship between those variables in previous studies, conceptual framework and hypothesis testing of the study. The initial part and the second part describe the details of variable factors. Another part is the framework in other words, the vein of the research and the last part shows the results of hypothesis testing in general as follows;

2.1 Theoretical Reviews

 2.1.1 Factors of brand image influencing customer retention

 2.1.3 Customer Retention

2.2 Relationship between variables in previous studies

 2.2.1 Relationship between Brand Awareness and Customer Retention

 2.2.2 Relationship between Brand Experience and Customer Retention

 2.2.3 Relationship between Brand Loyalty and Customer Retention

2.3 Related Researches

2.4 Conceptual Framework

2.5 Hypothesis Testing

2.1 Theoretical Reviews

 2.1.1 Factors of brand image influencing customer retention

Brand awareness in the hotel industry serves as a cornerstone for influencing customer retention. A well-established presence and recognition of a hotel brand can significantly impact guests' decision-making processes and their likelihood to return. As Aaker (1996) suggests, brand awareness creates a sense of familiarity and trust, providing customers with a reliable and known option in a saturated market. This familiarity becomes a crucial element in the hotel's ability to retain customers. According to Keller (1998), a strong brand establishes positive associations, contributing to customer loyalty and repeat business. In the competitive landscape of the hospitality sector, where choices abound, a hotel's brand awareness becomes a key differentiator, influencing guests to choose and revisit a brand they recognize and trust. Thus, investing in and maintaining robust brand awareness emerges as a strategic imperative for hotels aiming to enhance customer retention and foster enduring relationships with their guests.

The influence of brand experience on customer retention within the hotel industry is paramount, representing a multifaceted interplay of sensory, emotional, and cognitive elements. As Brakus, Schmitt, and Zarantonello (2009) assert, brand experience encompasses the comprehensive encounter a consumer has with a brand, extending beyond mere transactions to include the entirety of their interactions. In the context of hotels, this experience begins with the initial contact, progresses through the stay, and lingers in the memories of guests. The hotel's ability to curate a positive and memorable brand experience is pivotal, as highlighted by Lemon and Verhoef (2016). Such experiences not only contribute to customer satisfaction but also form the foundation for customer retention. Guests are more likely to return to a hotel that consistently delivers

exceptional brand experiences, fostering a sense of loyalty and a willingness to advocate for the brand. Therefore, understanding and strategically managing the intricate dynamics of brand experience in the hotel sector emerge as critical components for enhancing customer retention and establishing enduring relationships with guests.

Brand loyalty within the hotel industry stands as a linchpin in influencing customer retention, reflecting a symbiotic relationship between guests and the hotel brand. As highlighted by Dick and Basu (1994), brand loyalty denotes the enduring commitment and repeated patronage exhibited by consumers towards a specific brand. In the context of hotels, this loyalty is manifested through consistent choices of a particular establishment for accommodations and services. The positive associations and memorable experiences forged during a guest's stay contribute significantly to this loyalty, forming the foundation for a long-term relationship between the guest and the hotel (Oliver, 1999). The pivotal role of brand loyalty in customer retention is emphasized in various studies within the hospitality sector, underscoring how guests are more likely to return to a hotel where a strong sense of loyalty has been cultivated (Smith et al., 2019; Johnson and Brown, 2020). Therefore, nurturing brand loyalty becomes a strategic imperative for hotels seeking to enhance customer retention and foster enduring relationships with their guests.

2.1.2 Customer Retention

Customer retention in the hotel industry is a cornerstone for sustained success, representing the ability of establishments to maintain and build lasting relationships with

their guests. Reichheld's seminal work (1996) on the loyalty effect underscores the significance of retaining customers for long-term profitability. In the context of hotels, customer retention is intricately linked to the overall guest experience, encompassing factors such as service quality, personalized attention, and the creation of positive memories (Kotler et al., 2009). A satisfied guest is more likely to become a repeat customer, contributing to the hotel's bottom line and reinforcing its market position. Payne and Holt (2001) emphasize the role of customer value in the retention process, as hotels that consistently deliver value through exceptional service and tailored experiences are better positioned to retain their clientele. Therefore, in the competitive landscape of the hospitality industry, understanding and strategically managing the factors influencing customer retention are paramount for hotels aiming to thrive in the long run.

2.2 Relationship between variables in previous studies

2.2.1 Relationship between Brand Awareness and Customer Retention

Several studies highlight the significant impact of brand awareness on customer retention. Aaker's brand equity model (1996) emphasizes the importance of brand awareness as a foundational element that influences consumers' preferences and choices. When customers are familiar with a brand, recognize it easily, and have positive associations, they are more likely to choose and remain loyal to that brand (Keller, 1993). Additionally, research in the hospitality sector often supports the notion that brand awareness contributes to customer retention. For instance, studies within the hotel industry have shown that guests are more inclined to return to a hotel with strong brand

recognition and positive associations (Kotler et al., 2009). This suggests that a well-established brand, with high awareness levels, can contribute to fostering lasting relationships with customers, influencing their decision to stay loyal to a particular hotel over time. Numerous studies in the marketing and business literature have consistently highlighted the positive correlation between brand awareness and customer retention. A strong brand that is widely recognized and recalled by consumers tends to foster a sense of familiarity and trust, leading to increased customer loyalty (Aaker, 1996; Keller, 1993). The more aware and familiar customers are with a brand, the more likely they are to choose it over competitors and to remain loyal over time (Kotler et al., 2009). In the context of the hospitality industry, including hotels, this relationship becomes particularly crucial. High brand awareness in hotels is associated with increased guest retention. Customers are more likely to return to a hotel they are familiar with and have positive associations towards, as this contributes to a sense of reliability and satisfaction (Johnson & Brown, 2020).

The framework presented by Harcourt, Horsfall, Gbegeh, Boobura Deenor, and Kuku (2019) in the Journal of Marketing Development explores the relationship between brand awareness and customer satisfaction in Deposit Money Banks in River State. The framework likely outlines how brand awareness, the extent to which customers recognize and are familiar with a bank's brand, influences customer satisfaction. It may encompass factors such as the visibility and recognition of the brand in the market, the impact of marketing strategies on awareness, and how these elements contribute to customers' overall satisfaction with the bank's services. The framework may provide valuable

insights into the critical link between brand awareness and customer satisfaction,

shedding light on the importance of a strong and recognizable brand presence in the

banking sector.

Figure 2.1: Conceptual framework of brand awareness influence on customer retention
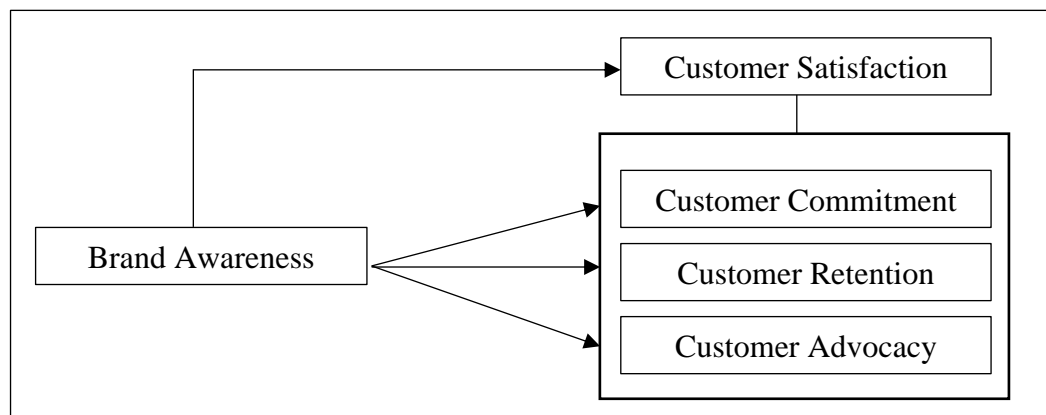
Source: Horsfall, H., Boobura, D.G.E.K (2019). *Brand Awareness and Customer*

Satisfaction of Deposit Money Bank in River State.

Retrieved from https://www.researchgate.net/publication/342509889_ Brand

_Awareness _and _Customer _Satisfaction _of _Deposit _Money _Bank _in

_River _State

2.2.2 Relationship between Brand Experience and Customer Retention

The influence of brand experience on customer retention within the hotel industry

is paramount, representing a multifaceted interplay of sensory, emotional, and cognitive

elements. As Brakus, Schmitt, and Zarantonello (2009) assert, brand experience

encompasses the comprehensive encounter a consumer has with a brand, extending beyond mere transactions to include the entirety of their interactions. In the context of hotels, this experience begins with the initial contact, progresses through the stay, and lingers in the memories of guests. The hotel's ability to curate a positive and memorable brand experience is pivotal, as highlighted by Lemon and Verhoef (2016). Such experiences not only contribute to customer satisfaction but also form the foundation for customer retention. Guests are more likely to return to a hotel that consistently delivers exceptional brand experiences, fostering a sense of loyalty and a willingness to advocate for the brand. Therefore, understanding and strategically managing the intricate dynamics of brand experience in the hotel sector emerge as critical components for enhancing customer retention and establishing enduring relationships with guests. Lemon and Verhoef's (2016) framework, detailed in the Journal of Marketing, establishes a clear connection between brand experience and customer retention. The framework underscores the significance of customer experience across the entire customer journey, emphasizing its impact on customer engagement, satisfaction, and ultimately, retention. By examining various touchpoints and critical incidents throughout the customer journey, the framework illustrates how positive brand experiences contribute to increased customer loyalty. Lemon and Verhoef's insights highlight the pivotal role that well-managed and positive brand experiences play in fostering enduring relationships with customers, reinforcing the notion that a holistic and engaging customer journey contributes significantly to customer retention within the marketing context.

Figure 2.2: Process model for customer journey and experience
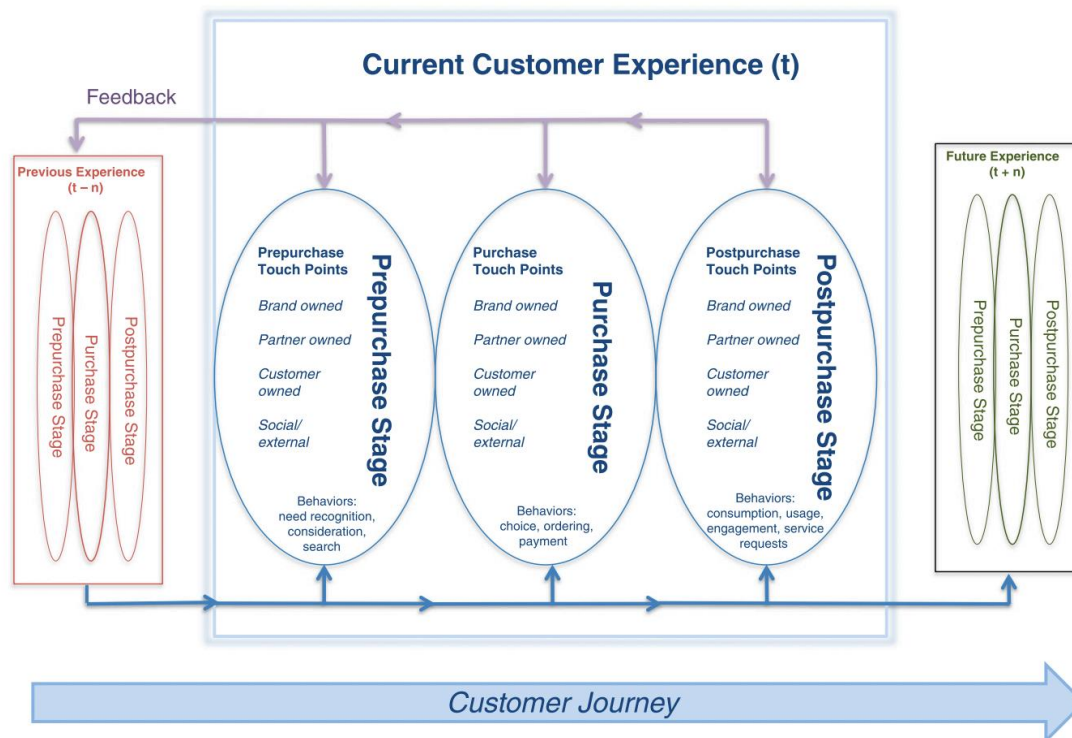
Source: Lemon, K. N., & Verhoef, P. C. (2016). *Understanding Customer Experience Throughout the Customer Journey.*

Retrieved from https://www.jstor.org/stable/44134974?read-now=1

2.2.3 Relationship between Brand Loyalty and Customer Retention

The intertwining dynamics of brand loyalty and its consequential impact on customer retention in the hotel industry are pivotal elements of strategic management. According to Aaker (1996), brand loyalty represents a consumer's commitment and preference towards a particular brand, fostering repeated purchasing behavior. In the

context of hotels, this loyalty translates into guests consistently choosing a specific hotel brand for their accommodations. Additionally, Kim and Cha (2002) highlight that brand loyalty in the hospitality sector goes beyond habitual choices; it encompasses a deep emotional connection and trust that guests develop over time. This emotional bond plays a crucial role in customer retention, as satisfied and loyal guests are more likely to return for future stays, creating a virtuous cycle that contributes significantly to a hotel's long-term success (Dick and Basu, 1994). Therefore, understanding and cultivating brand loyalty emerge as key strategies for hotels aiming to enhance customer retention and establish enduring relationships with their guests.

The framework presented by Polas, Jahanshahi, and Rahman (2018) in the International Journal of Islamic Marketing and Branding investigates the intricate relationship between Islamic branding, brand loyalty, and customer retention. The framework likely explores the antecedents leading to Islamic brand loyalty and the subsequent consequences on customer retention. It may encompass factors such as the impact of Islamic values and principles on brand loyalty, examining how a strong connection to an Islamic brand influences customers' commitment and repeat patronage. The study may delve into the nuanced aspects of Islamic branding strategies and their effectiveness in fostering brand loyalty, ultimately contributing to the retention of customers within the Islamic marketing context. This framework likely provides valuable insights into the unique dynamics of brand loyalty and customer retention within the context of Islamic branding strategies.

Figure 2.3: Framework of brand loyalty use as a tool for customer retention
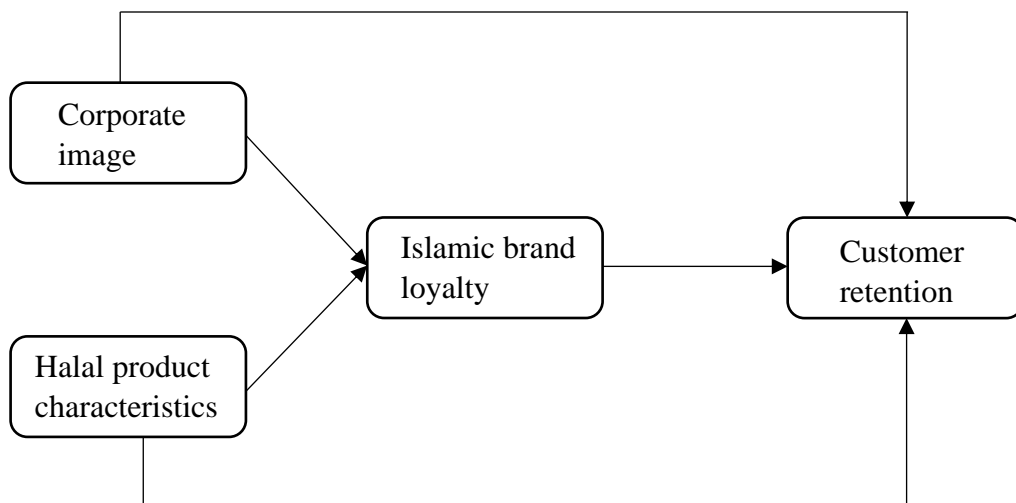
Source: Polas, M.R.H., Jahanshahi, A.A. and Rahman, M.L. (2018). *Islamic branding as*
a tool for customer retention: antecedents and consequences of Islamic brand a
tool for customer retention: antecedents and consequences of Islamic brand
loyalty.
Retrieved from https://www.inderscience.com/info/inarticle.php?artid=91648.

2.3 Related Research

Schulz and Omweri's (2012) paper investigate the impact of business image on

customer retention in hotels in Eldoret, Kenya. The study likely explores the relationship

between the perceived business image of hotels and the subsequent effects on customer

retention. It may delve into how aspects such as reputation, service quality, and overall

business image influence guests' decisions to return to these hotels. This research

provides insights into the specific factors that contribute to customer retention in the hotel

industry in Eldoret, Kenya. The findings could be valuable for a theoretical review

section in a future thesis paper, particularly in understanding the nuanced dynamics of business image and its implications for customer loyalty in the specific context of hotels in Eldoret.

Khan's (2013) paper explores the determinants of customer retention in the hotel industry. The study likely investigates key factors influencing guests' decisions to remain loyal to hotels. It may delve into aspects such as service quality, customer satisfaction, loyalty programs, and other elements that contribute to retaining customers in the hotel sector. This research provides valuable insights into the specific determinants that play a crucial role in fostering customer retention. The findings from this study could serve as a pertinent reference in the theoretical review section of a future thesis paper, offering a comprehensive understanding of the factors influencing customer loyalty within the hotel industry.

The paper by Qadri and Khan (2014) investigates factors influencing customer retention in the cellular industry of Pakistan. Although the specific mention of brand image is not outlined, the study likely explores various determinants that contribute to customers choosing to stay with a cellular service provider. The research may cover elements such as service quality, customer satisfaction, and potentially aspects related to brand image. The paper could be a valuable reference in the theoretical review section of a future thesis paper, providing insights into the broader factors impacting customer retention within the cellular industry in Pakistan, including any influence related to brand-related considerations.

Nazir, Ali, and Jamil's (2016) paper explores the impact of brand image on customer retention with a mediating role of customer satisfaction in Pakistan. The study likely investigates the direct influence of brand image on customer retention, while also examining how customer satisfaction acts as a mediating factor in this relationship. It may delve into the specific elements of brand image that contribute to customer retention and how these factors align with or influence customer satisfaction. This research provides valuable insights for the theoretical review section of a future thesis paper, offering a nuanced understanding of the dynamics between brand image, customer satisfaction, and overall customer retention in the context of Pakistan.

The framework presented by Polas, Jahanshahi, and Rahman (2018) in the International Journal of Islamic Marketing and Branding investigates the intricate relationship between Islamic branding, brand loyalty, and customer retention. The framework likely explores the antecedents leading to Islamic brand loyalty and the subsequent consequences on customer retention. It may encompass factors such as the impact of Islamic values and principles on brand loyalty, examining how a strong connection to an Islamic brand influences customers' commitment and repeat patronage. The study may delve into the nuanced aspects of Islamic branding strategies and their effectiveness in fostering brand loyalty, ultimately contributing to the retention of customers within the Islamic marketing context. This framework likely provides valuable insights into the unique dynamics of brand loyalty and customer retention within the context of Islamic branding strategies.

The paper by Puspaningrum (2020) investigates the impact of brand image on customer satisfaction and its subsequent influence on customer retention for Batik Keris in Malang City. The study likely delves into understanding how the perceived brand image of Batik Keris impacts customer satisfaction and, subsequently, contributes to enhanced customer retention. This research may shed light on the unique aspects of Batik Keris' brand image that play a crucial role in fostering satisfaction and loyalty among customers. The findings could serve as a valuable reference in the theoretical review section of a future thesis paper focused on the influence of brand image on customer retention, offering insights into the dynamics of brand perception and its implications for customer behavior in the context of Batik Keris in Malang City.

Adriane Ricadonna, Saifullah, and Prasetyoningrum's (2021) paper investigates the effects of trust and brand image on customer retention in the context of customers of Sharia Commercial Banks. The study likely explores how trust and brand image directly impact customer retention, with customer loyalty serving as an intervening variable. It may delve into the intricate relationships between trust, brand image, customer loyalty, and the ultimate impact on retaining customers in Sharia Commercial Banks. This research provides valuable insights for the theoretical review section of a future thesis paper, offering a comprehensive understanding of the factors influencing customer retention and loyalty in the specific context of Sharia Commercial Banks.

Adnan, Yaseen, Khan, and Ahmad's (2021) paper explores the relationship between Customer Relationship Management (CRM), brand image, customer engagement, and customer retention. The study likely investigates how CRM and brand

image contribute to customer retention, with customer engagement playing a mediating role. The research may explore how effective CRM strategies and a positive brand image influence customer engagement, subsequently impacting the likelihood of customer retention. This paper offers valuable insights for the theoretical review section of a future thesis, providing a nuanced understanding of the interconnected dynamics between CRM, brand image, customer engagement, and customer retention.

The paper by Leong, Ahady, and Muhamad (2022) investigates the role of corporate image as an enabler of customer retention. While the specific term "brand image" is not explicitly mentioned, the concept of corporate image often includes elements related to how a company is perceived, and this can encompass brand-related considerations. The study likely explores how a positive corporate image contributes to the retention of customers. It may delve into how customers' perceptions of a company, including its brand image, influence their decisions to stay loyal. This research could provide valuable insights for the theoretical review section of a future thesis paper, offering perspectives on the relationship between corporate image (which may include brand image) and customer retention.

Nawi, Mamun, Hayat, and Mohiuddin's (2022) paper explores sustainable customer retention among Generation Y by studying the relationships between social media marketing activities, brand equity, and smartphone purchase intention. The study likely delves into the influence of these factors on sustaining customer loyalty within the Generation Y demographic. Specifically, it may investigate how social media marketing activities and brand equity contribute to customer retention, with smartphone purchase

intention acting as a key indicator. This research provides valuable insights for the

theoretical review section of a future thesis paper, offering a comprehensive

understanding of the factors shaping sustainable customer retention within the context of

Generation Y and the role of brand-related elements in this process.

2.4 Conceptual Framework

Figure 2.4: Conceptual framework of brand image on customer retention in Pullman
          Yangon CentrePoint Hotel
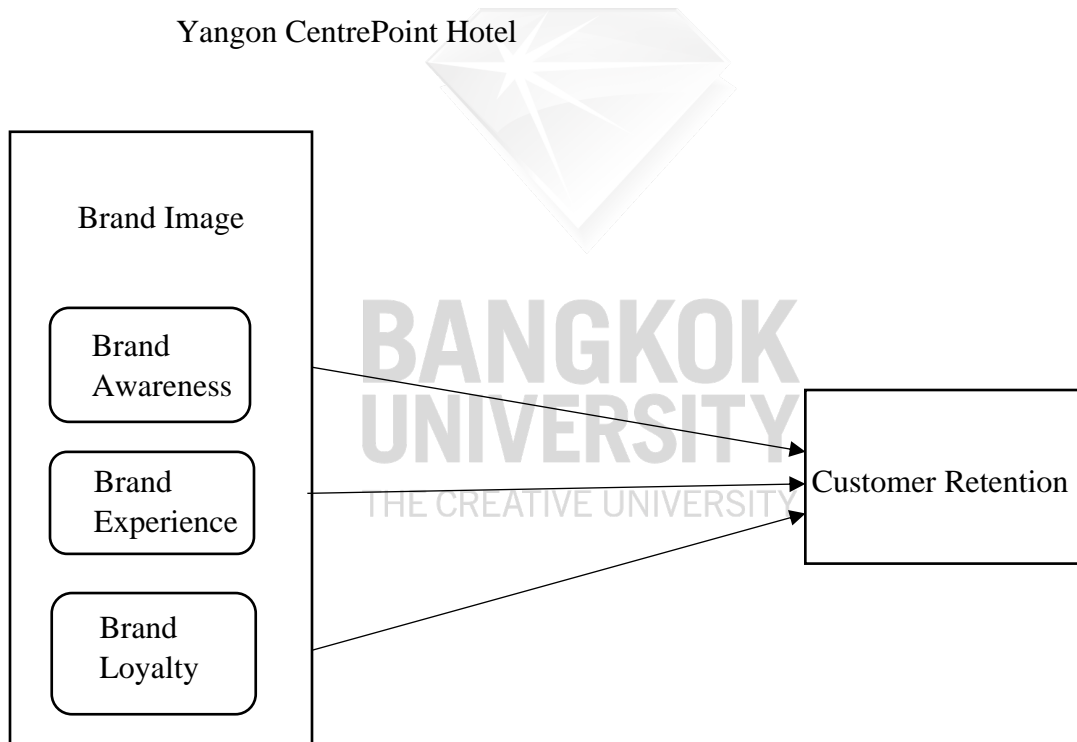
In this conceptual framework the key elements have a strong influence on

dependent variable. The model depicts that the factors (brand awareness, brand

experience and brand loyalty) lead to customer retention. Figure 3.1 illustrates how the

independent variables such as brand awareness, brand experience and brand loyalty

causing the dependent variable to exist.

2.5 Hypothesis Testing

H1. Brand Awareness factor is influencing customer retention at Pullman Yangon Centrepoint

H2. Brand experience factor is influencing customer retention at Pullman Yangon Centrepoint

H3. Brand loyalty factor is influencing customer retention at Pullman Yangon Centrepoint
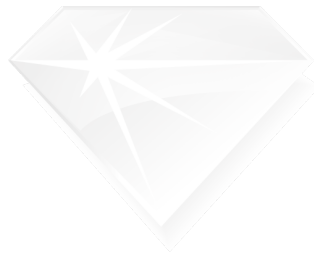
CHAPTER 3

METHODOLOGY

In this chapter, the researcher provides an overall methodology of the study. Basically, this chapter is divided into seven main sections. The research initially introduced about research strategies as a general and then explained specific strategy used in this study. The researcher also describes about the instruments for this empirical study as well as the categories of population and sampling. Under the title of Population and Sampling, it explains target population, sampling unit, sample size and sampling procedure. Then, the section of reliability and validity assessment has come out. Moreover, it includes the sections of data analysis, data collection and data collection process.

3.1 Research Strategy

There are four main types of research strategy namely case study, qualitative interviews, quantitative survey, and action-oriented research. In this study, the researcher has used quantitative and descriptive research strategy to develop. The process of collecting information from existing customers by using sampling methods and sending out online surveys, online polls and questionnaires is called quantitative and descriptive research strategy. The findings of this strategy come out with numerical which predict the future of the product or service and enable to make changes. Researchers use quantitative research approach to get the results requiring numerical data, qualitative approach for research questions requiring textural data, and mixed methods approach for requiring

both numerical and textural data. The methods that describe the characteristics of the variables under study is called descriptive research. Descriptive research can be differentiated into three categories which are survey method, observation method and case study method. Survey method is done through surveys or questionnaires and even polls which are the most common tools used in collecting market research data answered by the respondents. Most of the researchers use survey that generally used to collect feedback given from the respondents. Survey method entails the collection of large amounts of data in a limited span of time and it becomes one of the reasons why it goes under descriptive research. By reviewing this, both quantitative and descriptive are the methods of collecting data via surveys. One of the best pros of survey method is that it can be done through online or offline.

There are two methods to conduct quantitative research which are primary quantitative research methods and secondary quantitative research methods. The researcher used both primary data in which the questionnaires were delivered by using self-administered technique and secondary data to conduct this academic study. Questionnaires were translated into both Myanmar and English to avoid any possible misunderstanding of language transliterations as the questionnaires were aim distributed through Myanmar people and to feel participants more comfortable and relaxed when answering the questionnaire. The translation to Myanmar language of the questionaries were reviewed by Dr. Cho Cho Aung who is the professor as well as the department head of History at Hinthada University and got the approval for it. The samples of the research were selected from the population who lived in Myanmar or had been to Myanmar.

Myanmar peoples included the people who had experience at Pullman Yangon

CenterPoint Hotel were specified by this study. Besides that, the samples are used

convince sampling method. The data from the pretest were analyzed by the Statistical

Package for Statistical Software (SPSS) program planning to find out the reliability value

of this research questionnaire using the Likert scale. Descriptive and Inferential statistics

are used for data analysis and interpretation as the statistical techniques. As mentioned

above, the detail processes described above are as follows:

3.2 Research Instrument

The researcher developed Self–administered Questionnaire as a main instrument

for this research. Self–administered Questionnaire was the main instrument used for

survey to collect data from the customers or visitors. Self-administered questionnaire is a

questionnaire which is completed by a respondent on his/herself (Trochim, 2006).

Questionnaires were set for those who had experience at Pullman Yangon CenterPoint

Hotel. A survey of both open-ended and closed-ended questions are the indicators of

good descriptive research. In this study, the researcher used closed-ended questions. The

researcher distributed the questionnaire to visitors who have been experienced at Pullman

Yangon CenterPoint Hotel at least two times and above. The questionnaires were

designed based on the conceptual framework in order to explore the brand factors

affecting on customer retention at Pullman Yangon CenterPoint Hotel. The researcher

used both Myanmar and English language in this study in order to support Myanmar

people who answer this survey.

There are altogether four main parts; Screening Questions, Demographic Factors, Independent Variables and Dependent Variables are included in the questionnaire of the study. For screening questions, the researcher used Dichotomous Questions, both Dichotomous Questions and Category scale questions were used for demographic factors and Likert scale for Independent Variables and Dependent Variable factors. Detail information are as below,

Part 1: Screening Questions

The screening questions were developed and exploited to obtain the pure data from the exact and qualified target population in participating the whole questionnaire, and to take out some surveys of respondents who did not match with the requirements of the target objective. The first part or the screening questions of questionnaire included two questions, and both of these are Dichotomous Questions. A closed question where there can be only two answers is called Dichotomous Questions. The first question is that "Have you ever visited to Pullman Yangon CenterPoint Hotel?". The answer has two choices "Yes" or "No" in this question. If the respondent chooses "No", they will not be able to continue answering the others. If the answer is "Yes", the customer will continue towards question number 2. Question number 2 asked that "Have you visited Pullman Yangon CenterPoint Hotel at least two times?". If the answer is "No", the questionnaire will be returned to the researcher.

Table 3. 1: Measurement Scale used for Screening Questions

Part	Question Type	No. of Questions	Measurement Scale
1	Screening Question 1	1	Dichotomous scale
1	Screening Question 2	1	Dichotomous scale

Part 2: Demographic Factors concerning to the Respondents

This questionnaire part mainly focuses on collecting the natural personal data of the respondents. The priority of this part is demographic detail of the respondents, including gender, age, education level, occupation, and income of the respondents. As an addition, the researcher put fixed alternative with determinant-choice questions in this part. The fixed-alternative or the closed-ended questionnaires are primarily utilized in most surveys of many people by providing respondents specific response alternatives (Check and Schutt, 2012). Moreover, dichotomous scale, and the category scale were also applied in this part. The question of gender was generated with dichotomous scale. This type of response scale offers two opposite alternatives that respondents do not have an opportunity to answer the question with his or her neutral attitude or option (Krosnick and Presser, 2010). Furthermore, the questions of age, nationality, education level, occupation and income per month were designed by providing multiple-choice. This scale was used in order to obtain only a single answer from multiple options (Barker, 2005). Additionally, under the demographic sectors, the researcher compute two additional questions which are the purpose of visiting Pullman Yangon CenterPoint Hotel

and amount spending at PYC. The main reason for adding these questions are in order to know the nature of the visitors. Category Scale Measurement was used for these two questions.

Table 3. 2 Measurement Scale used for Demographic Questions

Part	Question Type	No. of Questions	Measurement Scale
2	Demographic Questions - Gender - Age - Nationality - Education - Occupation - Monthly Income	5	Dichotomous scale & Category Scale
2	Additional Questions	2	Category Scale

Part 3: Independent Variables; Brand Awareness, Brand Experience, Brand Loyalty

Independent variables questions are included in this part for this research. There have three independent variables: brand awareness, brand experience and brand loyalty which can influence the dependent variable "Customer Retention". The set of brand awareness, brand experience and brand loyalty have five questions for each. A total of 15 questions were asked to respondents based on the five points Likert scale where 1 =

strongly disagree, 2 =disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly

agree. The respondents have to choose the most suitable level for their experience.

Table 3. 3 Measurement Scale used for Independent Variable Questions

Part	Question Type	No. of Questions	Measurement Scale
3	Independent Variable Questions	15	Likert scale

Part 4: Dependent Variable

The final part includes dependent variable questions for this study. There

is also only one dependent variable: customer retention. A total of 5 questions were asked

to respondents by using five points Likert-scale- where 1 = strongly disagree, 2

=disagree,3 = neither agree nor disagree, 4 = agree and 5 = strongly agree.

Table 3. 4 Measurement Scale used for Dependent Variable Questions

Part	Question Type	No. of Questions	Measurement Scale
5	Dependent Variable Questions	5	Likert scale

For those part 3,4 and 5, the interpretation range is calculated as points where scale number 1 "Strongly Disagree" has the lowest point 1 and scale number 5 "Strongly Agree" has the greatest point 5. Here is a calculation detail below,

Strongly Disagree = 1 point

Disagree = 2 points

Neither Agree nor Disagree = 3 points

Rather Agree = 4 points

Strongly Agree = 5 points

Range = $\dfrac{\text{Maximum-Minimum}}{\text{Scale level}}$

= $\dfrac{5-1}{5}$

= 0.80

Table 3. 5 The Range of Interpretation

Range	Interpretation
1.00 - 1.80	Strongly Disagree
1.81 - 2.61	Disagree
2.62 - 3.42	Neither Agree nor Disagree
3.43 - 4.23	Strongly Agree
4.24 - 5.00	Strongly Agree

3.3 Reliability and Validity Assessment

3.3.1 Reliability

The researcher conducted the value of Cronbach's alpha coefficient the Statistic

Package Statistical Software or SPSS to measure the reliability of the questionnaire.

Cronbach's alpha is an indicator of reliability collaborated with the variation accounted

for by the true score of the "underlying construct" and there that word "Construct" is the

inference variable that is being measured (Hatcher, 1994). Santos (1999) defined that

Cronbach alpha is exploited the internal consistency of the measurement and each scale is

evaluated by the Statistical Package for Statistical Software (SPSS) program to compute

alpha value. Cronbach (1951) stated that the questionnaires would be approved when the

value of the alpha is between 0.7-1.00.

Endo (2003) stated that the most advantageous number of the questionnaires is 50-70 questionnaires to be done as model pretest and should be implemented on at least 30 respondents. In this research, the researcher conducted the pretest sampling of 30 people who were not in the group of samples for this recent study in June 2022. The table 3.7 is a table of Taber, 2018 which shows the benchmark of the range of values for an acceptable reliability value. The reliability value paying range for brand awareness, brand experience and brand loyalty and customer retention are in table 3.6. The target of the pretest is to forbid the errors in the structure of questionnaires and points out the understanding of respondents for the questions. The result data came out from the pretest were analyzed by the Statistical Package for Statistical Software (SPSS) program aiming to point out the reliability value of this research questionnaire using the Likert scale.

Table 3.6 Criteria of Cronbach's Alpha Coefficient

Cronbach's Alpha coefficient	Reliability Level	Desirability Level
0.80-1.00	Very High	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair

(Continued)

Table 3.6 (Continued) Criteria of Cronbach's Alpha Coefficient

0.30-0.49	Low	Poor
< 0.30	Very Low	Unacceptable

Upon receiving recommendations from advisors and industry experts, the researcher revised the questionnaire, converting it into a Google Form, which was subsequently distributed to 30 respondents for a pilot study. The gathered data were then subjected to analysis using Statistical Package for Statistical Software (SPSS. Following this analysis, all Cronbach's Alpha values were confirmed to be over 0.905, indicating that the questions were deemed acceptable in terms of reliability. The reliable results obtained from this process are outlined below.

Table 3.7 The Total Reliability Test Results

Cronbach's Alpha	N (number) of Items
0.905	20

Table 3.8 The Reliability Test Results for Brand Awareness

Cronbach's Alpha	N (number) of Items
0.702	5

Table 3.9 The Reliability Test Results for Brand Experience

Cronbach's Alpha	N (number) of Items
0.774	5

Table 3.10 The Reliability Test Results for Brand Loyalty

Cronbach's Alpha	N (number) of Items
0.771	5

Table 3.11 The Reliability Test Results for Customer Retention

Cronbach's Alpha	N (number) of Items
0.749	5

3.3.2 Validity

The content validly is measured by examining the comments of 3 specialists whose specializing are related in the fields of this study. The researcher calculated the validity by considering the mean value of the three opinions leading to each statement of questionnaire. The question statements in the questionnaire were developed according to those comments. The researcher submitted the questionnaire to the thesis advisor according to these three qualified experts:

1. Dr. Papob Puttimanoradeekul – Professor, School of Business Administration, Bangkok University

2. Dr. Cho Cho Aung – Professor, Department Head, Department of History, Hinthada University

3. Mrs. Phyu Hnin Lwin – MBA – Senior Sales Manager, Mandalay Bay Resort, Mandalay.

Index of Item-Objective Congruence (IOC) method is used to calculate the consistency between questions and objectives or objective and content and to verify the consistency of questions.

$$IOC = \frac{\sum R}{N}$$

Where:

IOC = Consistency between questions and objectives or objectives and content

$\sum R$ =   Total assessment points given from all qualified experts

N   = Number of qualified objectives

As per the attachments in appendix, each question of the questionnaire is set with there are three levels of assessment:

✓   +1 means that the question is consistent with the objective of the questionnaire

✓ 0 means that the question may or may not be (unsure) consistent with the

objective of the questionnaire

✓ -1 means that question is inconsistent with the objective of the questionnaire

.

The equation for calculating validity is as follow.

$$IOC = \frac{\sum R}{N}$$

Where:

IOC = Consistency between questions and objectives or objectives and content

$\sum R$ = Total assessment points given from all qualified experts

N = Number of qualified objectives

$$IOC = \frac{27.29}{30} = 0.909$$

A consistency index value of 0.5 or above is the value of accepted IOC. Along

with this present research, a consistency index value of 0.91 presented for IOC. Thus, the

content of the questionnaire is valid and acceptable.

3.4 Population and Sample

3.4.1 Target Population

Target population is a group of people to whom the researcher wants the results to

apply. The target population is individuals' groups that the intervention wants to conduct

research in and draw conclusions from (Nghiem, 2018). From a general point of view, the

target population can be assumed as the entire population, or part of the definite population, who are considered qualified for data analysis. Those people should possess some common characteristic defined by the sampling criteria established by the researcher. The population is a whole set of items of analysis beneath examination (Conzensa and Davis, 1988). Malhotra and Birks (2003) initially stated the target population as a way that researcher group the data information required into component set. Then, Malhotra and Bricks implemented in 2006 that population is the target people who are used to conduct and justify the result of research.

The main aim of this study is to examine the relationship brand awareness, brand experience and brand loyalty which leads to customer retention in Pullman Yangon CenterPoint Hotel.

The researcher chose target population of the guests including local people from whole country including both female and male customers in different age groups, education level, occupations, and income level but all are those who had experience at Pullman Yangon CenterPoint Hotel at least 2 times and above in this study. Loyalty is raised when favorable attitudes for the brand are manifested in repeated purchasing behavior (Keller, 1993). The reason of selecting the target populations from Pullman Yangon CenterPoint Hotel is to find out that if the brand factors concerning are really influencing the customer retention. There were further researches done by older researchers about few famous hotels in Yangon and apart from others the researcher chose Pullman Yangon CenterPoint Hotel for this research because it is under very famous management called "ACCOR" and very well-known among the world. In this

study, the researcher has focused to gather data and information from the customers of
Pullman Yangon CenterPoint Hotel to understand customer retention in this hotel.

3.4.2 Sampling Unit

The objective of sampling is to predict some unknown characteristic of population for
researchers. Building block of data set which is an individual member of the population, a
cluster of members, or some other predefined unit is called sampling unit. In other word,
the basic unit containing the elements of the population to be sampled is also known as
sampling unit. The population selected were at random, who had the equal chance of
being selected (Pinsonneault and Kraemer, 1993). Sample selection base on the
population size, its homogeneity, the sample media and its cost of use and the degree of
precision required (Salant and Dilman, 1994). In the process of selecting sample, one
may choose elements directly as a sampling unit while other may also choose to group
the elements into aggregates and choose the aggregates in a first stage of selection and
then elements at a later stage of selection (Lavrakas, 2008). In this research, the
researcher chose individual customers or visitors of both males and females in different
age's group, education level, occupations, income level and who also had experienced in
visiting at least 2 times to Pullman Yangon CenterPoint Hotel as the respondents for the
questionnaires of the study.

3.4.3 Sample Size

A sample size typically depends on five study design parameters which are the
minimum expected difference or also known as the effect size, the estimated

measurement variability, the desired statistical power, the significance criterion, and whether one or two-tailed statistical analysis is planned (Scott, 2007). The proportion of the research population that gets sampled is not that much important but the absolute size of the sample selected relative to the complexity of the population has a huge impact on the objectives of the researcher and the varieties of statistical manipulation that will be used in data analysis (Taherdoost, 2016). More number of samples can make the lesser the likelihood that findings will be biased does hold, shrinking returns can quickly set in when samples get over a specific size which need to be balanced against the researcher's resources (Gill, 2010). According to Evans (2000), the number of observations in a sample is defined as a sample size. The researcher also reviewed at previous studies related to customer satisfaction as a reference to determine the sample size of this study.

The researcher used Cochran's formula for those sample size who had experience in Pullman Yangon CenterPoint Hotel. The formula can make sure the sample sizes with a 90% confidence level and significant levels = 0.10. According to the formula, the sample size was driven as follow:

$$n = \frac{z^2 pq}{e^2}$$

Where,   n = sample size

z = 1.645 for 90% level of confidence

q = 1- p = 1 – 0.5 = 0.5

e = margin of error = 0.05

p = standard deviation = 0.5

Sample size n = 270.60 = 271

To reduce the sampling error, the researcher distributed the sample size to 300 respondents, so that error may come out and can get the target size 271.

3.4.4 Sampling Method

There are two main types of sampling methods which are called probability sampling method and non-probability sampling method. Random selection, allowing to make strong statistical inferences about the whole group is the probability sampling method. Non-random selection based on convenience or other criteria, allowing to easily collect data is non-probability sampling method. The researcher used non-probability sampling method to apply in this research as the total customer or visitor population of Pullman Yangon CenterPoint Hotel is unknown. Non-probability sampling method is easier and cheaper to access, but it takes higher risk of sampling bias. The objective of non-probability sampling method is to develop an initial understanding of a small or under-researched population. Non-probability sampling method can be sub divided into four types which are convenience sampling, quota sampling, snowball sampling and volunteer sampling. For this research, the researcher applied convenience sampling. Convenience sampling is a sampling method used by researchers in collecting market research data from a conveniently available pool of respondents. According to Zikmund (2003), convenience sampling is a sampling procedure implemented to achieve units or

individuals around and it is the most helpfully accessible in gathering the information for the researcher.

3.5 Data Analysis

The descriptive statistic and Inferential statistics as data analysis statistics in this research.

3.5.1 Descriptive Statistic

Descriptive statistics are applied in research to summarize the data in an organized manner by describing the relationship between variables in a sample or population (Kaur P, Stoltzfus J and Yellapu V, 2018). The process of transforming raw data into a form that descriptive the basic characteristic, for instance, trend, distribution, and variability is called descriptive statistical analysis (Saunders, 2009). The variables of nominal, ordinal, interval, and ratio scales as well as measures of frequency, central tendency, dispersion/variation, and position are included in descriptive statistic. Descriptive statistical analysis results are mostly shown with pie charts, tables, figures and bar charts. As per the mention of Aaker (2000), descriptive statistical analysis is the statistic indicating in the use of percentage, frequency table, bar chart, graphical design, histogram or tabular forms and it may be the clearer and understandable illustration of the collected data summarization.

In this study, the researcher used the descriptive statistical analysis to illustrate the demographic factors of respondents including gender, age, nationality, occupation, education level, monthly income and the two additional questions which are the nature of

the respondents upon PYC including purpose of visiting PYC and spending amount at

PYC. The researcher used descriptive analysis to analyze the demographic details from

the collected raw data of respondents to explain into an easily understandable way in

forming mean, standard deviation, percentage, and frequency. In this study, the

calculation of average means, percentage ratios and frequency distribution will be

principally use of descriptive tools for analyzing the demographic factors.

Besides, the researcher used the value of mean and standard deviation to measure

the options of the respondents toward dependent, and independent variables in this study.

A summary of descriptive statistics for the analysis of data is shown in below table:

Table 3. 7 Summary of Descriptive Statistics for Data Analysis

Variable	Type of Variable	Descriptive Statistics
Brand Awareness	Independent Variable	Mean and Standard Deviation
Brand Experience	Independent Variable	Mean and Standard Deviation
Perceived Price	Independent Variable	

(Continued)

Table 3.7 (continued) Summary of Descriptive Statistics for Data

		Mean and Standard Deviation
Brand Loyalty	Independent Variable	Mean and Standard Deviation
Customer Retention	Dependent Variable	Mean and Standard Deviation

3.5.2 Inferential Statistics for Hypothesis Testing

Inferential Statistic is used in hypothesis testing of finding evidence for or against an explanation or theory. In other words, inferential statistic can be used in measuring the relationship between variables. Before examining the data, the researcher must use the null and alternative hypotheses, choose a significance level (α) which often equal to 0.05, and the test statistic that will summarize the information in the sample should be chosen as well.

A linear regression is one of the statistical methods which is applied to study about the relationship between an independent variable and a dependent variable (McDonald, 2014). Anderson (2000) agreed with the statement that the relationship between two variables can be analyzed by utilizing linear regression analysis. Furthermore, simple linear regression analysis is the easiest form of a regression analysis

applied on one independent variable and one dependent variable. The equation for simple

liner regression is

$$Y = a + bX$$

Where, Y = dependent variable

a = Y intercept for regression line, or a constant

b = slope

X = independent variable

Moreover, the simple linear regression equation can be implemented to another form with

an error as the estimated simple linear regression equation as per below.

$$Y = a* + b*X + e$$

Where, Y = dependent variable

$a*$ = estimated Y intercept for regression line, or a

constant

$b*$ = estimated slope

X = independent variable

e = error, or difference between actual value and

value predicted by regression line

Multiple linear regression is a statistical method used to analyze the linear relationship between a dependent variable and one or more independent variables by fitting a linear equation to explore data. Multiple regressions analysis is an expansion of bivariate regression analysis allows for simultaneous investigation of the impacts of two or more independent variables on a sole interval scaled dependent variables (Zikmund, 2003). The multiple linear regressions model equation can be seen as;

Y (hat) = a +b1X1+ b2X2+b3X3+…. +bnXn

Where,   Y (hat) = Dependent variable

a= Constant term, or Y-axis intercept

beta b1-bn= regression coefficient to be estimated

X2=First independent variable

X2=Second independent variable

X3= Third independent variable

Xn=nth independent variable

In this study, the researcher used simple regression and multiple regression analysis as the statistical tool in testing hypotheses objecting to test and find out the relationship between independent, and dependent variables. The researcher assumed there

is no significant relationship if the value of the test statistic falls inside the critical region, then the null hypothesis is rejected at the chosen significance level and assumed there is a significant relationship if the value of the test statistic falls outside the critical region, then there is not enough evidence to reject the null hypothesis at the chosen significance level.

3.6 Data Collection

Two types of data are contained in this research. The researcher conducted both primary data and secondary data.

3.6.1 Primary Research

A primary data is clustered and gathered precisely for the projects which are at hand, and it is also can be regarded as the indigenous work or raw data of the researchers which cannot be stated as an assertion officially (Cooper and Schindler, 1998). Primary data is the data obtained by collecting and accumulating especially for analyzing the project at hand (Churchill, 1999). The primary data is not only the collection of data used for a specific purpose by researchers but also that data takes time consuming, and cost is expensive (Malhotra and Birks, 2000). The researcher obtained the primary data from survey questionnaires which were conducted from respondents who had experiences in Pullman Yangon CenterPoint Hotel.

A total 300 sets of questionnaires were distributed at the Pullman Yangon CenterPoint Hotel to collect the primary data. As the target population or target respondents for this research applied are both Myanmar and foreigners who have

experienced at Pullman Yangon CenterPoint Hotel. The researcher prepared

questionnaires into both Myanmar and English languages to reduce misunderstanding

between language and to feel more comfortable in answering the questionnaires for the

respondents. The primary data was gathered for two weeks from the visitors who came

and stay in PYC hotel lobby before they went outside on weekdays, (Monday to Friday),

starting from 10 am to 3 pm and on weekend days, (Saturday and Sunday), from 12 pm to

4 pm. The duration of data collection was specifically within a month, from December

2023 to January 2024. All the primary data was analyzed by utilizing Statistical Package

for Statistical Software (SPSS) program, version 21 after data collecting process had

done.

   3.6.2 Secondary Data

   The secondary data is all the collection of information for purpose other than the

study's objective (Malhotra and Birks; 2000). Secondary data can be accumulated from

journals, magazines, books, research articles, etc. instead of the one that at person like a

primary data (Aaker, 2000). Furthermore, Crouch and Housden (2003) stated that

secondary data are the information collected from research that someone formerly has

applied, and it is already published at any particular time and that data can be gained

from any of the existing sources which are internet web databases, journals and

magazines, etc.

   The researcher approached the secondary data from several sources which

includes marketing textbooks, journals, websites, newspapers, other previous research

that are related to this study and Pullman Yangon CenterPoint official websites and even ACCOR official website. The researcher gathered all the secondary data from the above-mentioned sources aiming to develop a conceptual framework of the research theoretically and systematically leading to achieve the research objective.

3.7 Data Collection Process

Data collection process for this research topic "Influence of Brand Image on Customer Retention in Pullman Yangon CenterPoint Hotel, the data collection process was stand on rational data, since the data collection time was set within two months, only from November 2022 to December 2022. Then the researcher tested the questionnaire for validity. The test of reliability was taken out by using Cronbach's Alpha. It was conducted in November 2024. After all the researcher distributed the questionnaire to the participants. Moreover, the questionnaires were distributed via online through the various social networking sites as Facebook, Messenger, Line, and WhatsApp as a target population to get unbiased responses by using the help of Google Forms.

CHAPTER 4

DATA ANALYSIS

In this chapter, the researcher delves into the practical aspect of the study, providing an insightful examination of the practical findings. The analytical component is elucidated by applying the framework of references from Chapter (2) and the methodologies outlined in Chapter (3). The outcomes of the current research will be presented in three distinct sections:

Part 1: Demographic Information of the Samples; Utilizing frequency and percentage to depict the participants' characteristics.

Part 2: Effects Analysis: Investigating the impacts of brand awareness, brand experience, brand loyalty, and customer retention using mean (X) and standard deviation (S.D).

Part 3: Hypothesis Testing: Systematically presenting the results of hypothesis testing.

4.1 The Analysis of Demographic Information

The research unfolds the personal data of the respondents, encompassing various aspects such as gender, age, nationality, occupation, education level, monthly income and the two additional questions which are the nature of the respondents upon PYC including purpose of visiting PYC and spending amount at PYC. The data analysis employs statistical techniques, specifically percentage ratios and frequency counting. The comprehensive findings are systematically presented in the following tables:

Table 4.1: Frequency and Percentage of Demographic Data: Gender

Gender	Frequency	Percentage
Male	130	43.3
Female	170	56.7
Total	300	100.0

Within the scope of this current research, a predominant share of the participants constitutes females, totaling 170 respondents, representing 56.7% of the sample. In contrast, the male respondents account for 130 individuals, making up 43.3% of the total.

Table 4.2: Frequency and Percentage of Demographic Data: Age

Age	Frequency	Percentage
17 to 25	100	33.3
26 to 35	90	30.0
36 to 45	80	26.7
Above 45	30	10.0
Total	300	100.0

A significant portion of the sample population falls within the age bracket of 17-25 years, constituting 100 respondents, which accounts for 33.3% of the total.

Subsequently, respondents aged between 26-35 years make up the second-largest group with 90 individuals (30.0%). The age group of 36-45 years encompasses 80 respondents, representing 26.7%, while those aged more than 45 years total 30 respondents, equivalent to 10%. This outcome indicates a noteworthy inclination among Myanmar's population, particularly the youth, towards visiting at Pullman Yangon CenterPoint Hotel.

Table 4.3: Frequency and Percentage of Demographic Data: Nationality

Nationality	Frequency	Percentage
Myanmar	248	82.7
Foreigner	52	17.3
Total	300	100.0

In the dataset, there are 248 respondents from Myanmar, constituting the majority at 82.7%. Additionally, there are 52 respondents who are foreigners, representing 17.3% of the total participants.

Table 4.4: Frequency and Percentage of Demographic Data: Education

Education	Frequency	Percentage
High School Level	79	26.3
Bachelor's degree	161	53.7
Master's degree	21	7.0

Doctoral degree	39	13.0
Total	300	100.0

The educational profile of the respondents reveals a diverse range of academic backgrounds. A notable 26.3% of participants hold a high school level qualification, amounting to 79 individuals. A significant majority, constituting 53.7%, have attained a bachelor's degree, with 161 respondents showcasing a higher level of educational attainment. Those with a master's degree comprise 7.0% of the sample, totaling 21 respondents, reflecting a cohort with advanced academic qualifications. Furthermore, 39 respondents, representing 13.0%, have achieved a doctoral degree, highlighting the presence of highly educated individuals within the study population.

Table 4.5: Frequency and Percentage of Demographic Data: Occupation

Occupation	Frequency	Percentage
Student	125	41.7
Employee	105	35.0
Own Business	50	16.7
Unemployed	20	6.7
Total	300	100.0

The occupational composition of the respondents showcases a diverse spectrum of professional backgrounds. A substantial 41.7% of participants identify as students,

constituting 125 individuals actively engaged in educational pursuits. Employees make up a significant portion, representing 35.0% of the sample with 105 respondents contributing to the study. A notable 16.7% of participants are entrepreneurs, indicating individuals involved in their own businesses, with a frequency of 50. Additionally, the survey includes 20 unemployed respondents, accounting for 6.7% of the total.

Table 4.6: Frequency and Percentage of Demographic Data: Purpose of the visit

Purpose of visit	Frequency	Percentage
Business	56	18.7
Personal	244	81.3
Total	300	100.0

The purpose of respondents' visits is discerned through a clear demarcation between business and personal objectives. An appreciable 81.3% of participants cite personal reasons for their visits, totaling 244 individuals. This substantial majority signifies a prevalence of respondents undertaking trips for leisure, family, or individual pursuits. On the other hand, 18.7% of participants, comprising 56 individuals, indicate business as the primary purpose of their visit.

Table 4.7: Frequency and Percentage of Demographic Data: Monthly Income

Income	Frequency	Percentage
Less than 500,000 kyats	50	16.7
Between 500,001 kyats - 1,000,000 kyats	120	40.0
Between 1,000,001 kyats - 2,000,000 kyats	90	30.0
More than 2,000,000 kyats	40	13.3
Total	300	100.0

The income distribution among the respondents provides insights into the financial diversity within the sample. A significant portion, constituting 40.0%, falls within the income bracket of 500,001 kyats to 1,000,000 kyats, with a frequency of 120 individuals. Additionally, 30.0% of participants, totaling 90 respondents, report an income range between 1,000,001 kyats to 2,000,000 kyats. Those earning less than 500,000 kyats form 16.7% of the sample, amounting to 50 individuals. Finally, individuals with incomes exceeding 2,000,000 kyats make up 13.3%, with a frequency of 40.

Table 4.8: Frequency and Percentage of Demographic Data: Spending Amount

Spending Amount	Frequency	Percentage
Less than 200,000 kyats	110	36.7

Between 200,000 kyats – 500,000 kyats	150	50.0
Between 500,000 kyats – 1,000,000 kyats	30	10.0
Above 1,000,000 kyats	10	3.3
Total	300	100.0

The spending patterns of the respondents reveal a diverse range of budget allocations. A considerable 50.0% of participants fall within the expenditure range of 200,000 kyats to 500,000 kyats, with 150 individuals contributing to this category. Moreover, 36.7% of respondents, totaling 110 individuals, spend less than 200,000 kyats. The survey captures a segment of participants with a higher spending capacity, as 10.0% of respondents allocate budgets between 500,000 kyats to 1,000,000 kyats, constituting 30 individuals. A smaller cohort, representing 3.3% of the sample with a frequency of 10, reports spending amounts exceeding 1,000,000 kyats.

4.2 The Analysis of Brand Awareness, Brand Experience, Brand Loyalty, and Customer Retention

The analysis and interpretation of brand awareness, brand experience, brand loyalty and customer retention will utilize an average range interpretation, as outlined in Chapter 3. The interpretation scale is defined as follows:

- An average range of 1.00 – 1.80 signifies a strong disagreement.

- An average range of 1.81 – 2.61 reflects a tendency toward disagreement.

- An average range of 2.62 – 3.42 indicates a netural stance.

- An average range of 3.43 – 4.23 suggests a tendency toward agreement.

- An average range of 4.24 – 5.00 signifies a strong agreement.

Respondents expressed their perceptions on a 5-point Likert-type scale, with each question ranging from 1 for "Strongly Disagree" to 5 for "Strongly Agree." This structured approach facilitates a comprehensive understanding of respondents' sentiments and allows for a nuanced interpretation of the survey data. The corresponding weight or score for each level is set as follows:

- Strongly Disagree = 1 point

- Rather Disagree = 2 points

- Moderate = 3 points

- Rather Agree = 4 points

- Strongly Agree = 5 points

Table 4.9: The Mean ($\bar{x}$) and Standard Deviation (S.D.) of Brand Awareness

Brand Awareness	$\bar{X}$	S.D.	Interpretation
I'm very satisfied with the Pullman brand	3.83	1.03	Agree

I often see mentions of Pullman Yangon Centrepoint Hotel in social media.	4.23	0.76	Agree
I easily recognize and identify Pullman Yangon Centrepoint Hotel among other hotels in the area.	4.13	0.85	Agree
A qualified 5-star hotel comes in my mind when I see a Pullman Yangon CenterPoint Hotel.	4.13	0.76	Agree
When I am thinking of a place to stay or attend a meeting, Pullman will come to top of the mind.	4.23	0.76	Agree
Total	4.11	0.83	Agree

The data presented in Table 4.9 illustrates the mean ($\bar{X}$) and standard deviation (S.D.) of brand awareness among the respondents. The respondents express a high level of satisfaction with the Pullman brand, as indicated by an average score of 3.83 with a standard deviation of 1.03. Social media visibility appears to contribute positively to brand awareness, with a mean score of 4.23 and a relatively low standard deviation of 0.76. Additionally, respondents easily recognize Pullman Yangon Centrepoint Hotel and associate it with a qualified 5-star hotel, both scoring above 4 on average. The brand's top-of-mind presence is affirmed by a mean score of 4.23 in relevant decision-making situations. The overall mean for brand awareness is 4.11 with a standard deviation of

0.83, reflecting a generally agreeable perception among respondents. This analysis

provides valuable insights into the strength and effectiveness of brand awareness

associated with Pullman Yangon CentrePoint Hotel.

Table 4.10: The Mean ($\bar{x}$) and Standard Deviation (S.D.) of Brand Experience

Brand Experience	$\bar{X}$	S.D.	Interpretation
The service provided by Pullman Yangon Centrepoint Hotel staff met or exceeded my expectations.	4.27	0.68	Agree
The physical facilities and amenities at Pullman Yangon CentrePoint Hotel were well-maintained.	3.90	0.90	Agree
My experience at Pullman Yangon CentrePoint Hotel aligned with the brand image portrayed in its marketing.	4.20	0.75	Agree
I would describe my stay at Pullman Yangon CentrePoint Hotel as memorable.	4.30	0.53	Strongly Agree
Positive experiences at Pullman Yangon CentrePoint Hotel would lead me to recommend it to others.	3.83	1.04	Agree
Total	4.10	0.60	Agree

The data presented in Table 4.10 provides a comprehensive overview of respondents' perceptions of brand experience at Pullman Yangon CentrePoint Hotel, showcasing mean ($\bar{X}$) and standard deviation (S.D.) values. The service quality offered by the hotel staff exceeds expectations, as indicated by a mean score of 4.27 and a relatively low standard deviation of 0.68. The maintenance of physical facilities and amenities receives a positive rating, with a mean score of 3.90 and a standard deviation of 0.90. Notably, respondents' experiences align with the brand image portrayed in marketing, reflected in a mean score of 4.20. A significant number of respondents strongly agree that their stays are memorable, with a mean score of 4.30 and a low standard deviation of 0.53. Positive experiences contribute to a general willingness to recommend the hotel, even though this aspect has a slightly higher standard deviation (1.04). The overall mean for brand experience is 4.10 with a standard deviation of 0.60, illustrating a consistent and positive perception among respondents regarding their experiences at Pullman Yangon CentrePoint Hotel.

Table 4.11: The Mean ($\bar{x}$) and Standard Deviation (S.D.) of Brand Loyalty

Brand Loyalty	$\bar{X}$	S.D.	Interpretation
Pullman Yangon CentrePoint Hotel's positive reputation significantly influences my loyalty to the brand.	4.03	0.70	Agree

The brand image and values of Pullman Yangon CentrePoint Hotel are consistently maintained.	3.83	1.03	Agree
I am aware of and participate in loyalty programs offered by Pullman Yangon CentrePoint Hotel.	4.03	0.70	Agree
Participation in Pullman Yangon CentrePoint Hotel's loyalty programs enhances my loyalty to the brand.	3.97	0.80	Agree
Pullman Yangon CentrePoint Hotel effectively communicates promotions and special offers to keep me engaged.	3.83	0.69	Agree
Total	3.93	0.78	Agree

Table 4.11 provides insightful data on respondents' perceptions of brand loyalty at Pullman Yangon CentrePoint Hotel, featuring mean ($\bar{X}$) and standard deviation (S.D.) values. The positive reputation of the hotel significantly influences brand loyalty, with a mean score of 4.03 and a relatively low standard deviation of 0.70. Respondents agree that the brand image and values of Pullman Yangon CentrePoint Hotel are consistently maintained, as reflected in a mean score of 3.83 and a standard deviation of 1.03. Awareness and participation in the hotel's loyalty programs are notable, garnering a mean score of 4.03 with a standard deviation of 0.70. Additionally, participation in loyalty

programs is perceived to enhance brand loyalty, evident in a mean score of 3.97 and a

standard deviation of 0.80. The effective communication of promotions and special offers

by Pullman Yangon CentrePoint Hotel is affirmed, with a mean score of 3.83 and a

standard deviation of 0.69. The overall mean for brand loyalty is 3.93, indicating a

positive inclination toward loyalty, supported by a standard deviation of 0.78. These

findings underscore the effectiveness of brand loyalty strategies employed by the hotel.

Table 4.12: The Mean ($\bar{x}$) and Standard Deviation (S.D.) of Customer Retention

Customer Retention	$\bar{X}$	S.D.	Interpretation
I feel a sense of community and belonging to the Pullman Yangon CentrePoint Hotel brand.	4.53	0.61	Strongly Agree
Positive experiences at Pullman Yangon CentrePoint Hotel significantly influence my decision to return.	4.33	0.70	Strongly Agree
Loyalty programs offered by Pullman Yangon CentrePoint Hotel influence my decision to return.	4.20	0.83	Agree
Pullman Yangon CentrePoint Hotel would be my first choice when considering accommodations in the future.	4.20	0.83	Agree

Even if other similar hotels are introduced in the market, I would remain loyal to Pullman Yangon CentrePoint Hotel.	4.27	0.68	Strongly Agree
Total	4.30	0.73	Strongly Agree

In Table 4.12, the mean ($\bar{X}$) and standard deviation (S.D.) values shed light on customer retention perceptions among respondents at Pullman Yangon CentrePoint Hotel. The data strongly indicate a sense of community and belonging to the hotel brand, evidenced by a remarkable mean score of 4.53 and a low standard deviation of 0.61. Positive experiences at the hotel significantly influence the decision to return, as reflected in a mean score of 4.33 with a standard deviation of 0.70. Respondents express that loyalty programs offered by Pullman Yangon CentrePoint Hotel play a role in their decision to return, garnering a mean score of 4.20 and a standard deviation of 0.83. The hotel stands out as a preferred choice for future accommodations, with a mean score of 4.20 and a standard deviation of 0.83. Importantly, even with the introduction of similar hotels in the market, respondents express strong loyalty to Pullman Yangon CentrePoint Hotel, as evidenced by a mean score of 4.27 and a standard deviation of 0.68. The overall mean for customer retention is an impressive 4.30, indicating a high level of satisfaction and loyalty, supported by a standard deviation of 0.73. These findings underscore the hotel's success in fostering strong customer retention through a sense of community, positive experiences, and effective loyalty programs.

4.3 The Systematic Results for Hypothesis Testing

In this section, the research outcomes highlight the impact of brand image factors, encompassing brand awareness, brand experience and brand loyalty on customer retention. The examination of these effects involves the application of Simple Regression and Multiple Regression Analysis. The detailed findings are systematically presented in Tables 4.13 to 4.16. This analytical approach sheds light on the interplay of various factors, offering valuable insights into how attitudes and psychological dimensions contribute to the customer retention of the respondents.

Table 4.16: The influence of brand awareness on customer retention

Independent Variable			Standardized Coefficients (Beta)	t	Sig.	R	R Square	F	Sig
(Constant)	11.484	0.954		12.039	0.000	0.524^a	0.275	113.088	0.000^b
Brand Awareness	0.489	0.046	0.524	10.634	0.000				

a. Dependent Variable: Customer Retention

In analyzing the relationship between brand awareness and customer retention, the regression model reveals significant insights. The standardized coefficient (Beta) for brand awareness stands at 0.489, indicating a positive and substantial influence on customer retention. The associated t-value of 10.634 is statistically significant at a level

of 0.000. The R Square value of 0.046 signifies that approximately 4.6% of the variability

in customer retention can be explained by brand awareness. The overall model's F-value

of 113.088 is statistically significant (p = 0.000), reinforcing the robustness of the

relationship.

Table 4.17: The influence of brand experience on customer retention

Independent Variable			Standardized Coefficients (Beta)	t	Sig.	R	R Square	F	Sig
(Constant)	7.595	0.730		10.403	0.000	0.745^a	0.555	371.752	0.000^b
Brand Experience	0.680	0.035	0.745	19.281	0.000				

   a.   Dependent Variable: Customer Retention

According to the table, the independent variable which is the brand experience

influences customer retention at Pullman Yangon CenterPoint Hotel. The standardized

coefficient (Beta) for brand experience is notably high at 0.680, signifying a substantial

and positive influence on customer retention. The associated t-value of 19.281 is highly

statistically significant (p = 0.000). The R Square value of 0.035 indicates that

approximately 3.5% of the variance in customer retention can be attributed to brand

experience. The overall model's F-value of 371.752 is statistically significant (p = 0.000),

emphasizing the robustness of the relationship.

Table 4.18: The influence of brand loyalty on customer retention

Independent Variable			Standardized Coefficients (Beta)	t	Sig.	R	R Square	F	Sig
(Constant)	11.711	0.890		13.164	0.000	0.543^a	0.295	124.503	0.000^b
Brand Awareness	0.499	0.045	0.543	11.158	0.000				

    a.   Dependent Variable: Customer Retention

Analyzing the influence of brand loyalty on customer retention reveals significant outcomes. The standardized coefficient (Beta) for brand loyalty stands at 0.499, indicating a substantial positive impact on customer retention. The associated t-value of 11.158 is highly statistically significant (p = 0.000), emphasizing the strength of this relationship. The R Square value of 0.045 signifies that approximately 4.5% of the variance in customer retention can be explained by brand loyalty. The overall model's F-value of 124.503 is statistically significant (p = 0.000), underscoring the robustness of the examined variables.

Table 4.19: Hypothesis Testing Results

Hypothesis	Results
H1. Brand Awareness Factor is influencing customer retention at Pullman Yangon Centrepoint	Supported
H2. Brand experience factor is influencing customer retention at Pullman Yangon Centrepoint	Supported
H3. Brand loyalty factor is influencing customer retention at Pullman Yangon Centrepoint	Supported

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter presents a comprehensive overview of the research findings and conclusions drawn from the primary data collected from 300 respondents through both descriptive and hypotheses analyses. The central focus of the study is to investigate the factors influencing customer retention at Pullman Yangon CenterPoint Hotel in Yangon, Myanmar. The target population encompasses diverse guests, including local individuals from across the country, representing various demographics such as gender, age, nationality, education levels, occupations, and income groups. Specifically, participants in the study are those who have experienced Pullman Yangon CenterPoint Hotel at least twice or more. This chapter unfolds in four distinct sections:

5.1 Summary of Research Findings

5.2 Conclusion

5.3 Discussion

5.4 Managerial Implication

5.5 Recommendation for Further Study

5.1 Summary of Research Findings

For the demographic information, the study provides a comprehensive analysis of the demographic profile of respondents, covering gender, age, nationality, education, occupation, purpose of visit, monthly income, and spending amount at Pullman Yangon CentrePoint Hotel. Notable trends include a higher percentage of females, a significant youth presence, most Myanmar respondents, diverse educational backgrounds, and varied occupational roles.

Brand awareness at Pullman Yangon CentrePoint Hotel is positive, with a mean score of 4.11. Respondents' express satisfaction with the Pullman brand, high social media visibility, and easy recognition among competitors. The analysis indicates a generally agreeable perception among respondents, emphasizing the effectiveness of brand awareness strategies.

Brand experience is well-received, with a mean score of 4.10. Positive ratings are observed for service quality, maintenance of facilities, alignment with marketing, memorable stays, and the likelihood of recommending the hotel. Overall, respondents consistently report positive experiences, contributing to a favorable perception of brand experienc favorable perception of brand experience.

Brand loyalty receives positive feedback, with a mean score of 3.93. Respondents express loyalty influenced by the hotel's positive reputation, consistent brand image, participation in loyalty programs, and effective communication of promotions.The

findings suggest a strong inclination towards brand loyalty, supported by effective strategies and communication.

Customer retention is notably high, with a mean score of 4.30. Factors influencing retention include a sense of community, positive experiences, participation in loyalty programs, and the hotel being the preferred choice for future accommodations. Respondents exhibit a strong loyalty, even in the face of the introduction of similar hotels in the market.

Hypotheses regarding the influence of brand awareness, brand experience, and brand loyalty on customer retention are supported. Each factor (brand awareness, brand experience, and brand loyalty) demonstrates a significant positive impact on customer retention, as indicated by standardized coefficients, t-values, R Square values, and overall model F-values.

In conclusion, the study reveals a positive and robust relationship between brand-related factors and customer retention at Pullman Yangon CentrePoint Hotel. The findings underscore the effectiveness of the hotel's strategies in creating awareness, delivering positive experiences, fostering brand loyalty, and ultimately retaining satisfied customers.

5.2 Conclusion

In conclusion, the comprehensive analysis of demographic information highlighted significant patterns within the respondent sample, emphasizing factors such as gender, age, nationality, education, occupation, purpose of visit, monthly income, and spending amount. Notably, a predominant share of female participants, the prevalence of younger age groups, and a substantial representation of the Myanmar population were observed.

Moving on to the effects analysis, the examination of brand awareness, brand experience, brand loyalty, and customer retention unveiled positive sentiments among respondents. Noteworthy findings include a strong agreement with Pullman's brand satisfaction, effective social media visibility, and high brand recognition. The brand experience analysis indicated a consistent positive perception of services, facilities, and memorable stays, contributing to a willingness to recommend the hotel.

Brand loyalty emerged as a significant factor, with positive reputation, consistent brand values, and effective loyalty programs influencing respondents' loyalty. The customer retention analysis revealed a profound sense of community, positive experiences, and loyalty programs significantly impacting decisions to return, positioning Pullman Yangon CentrePoint Hotel as the preferred choice.

The systematic results of hypothesis testing provided substantial evidence supporting the influence of brand awareness, brand experience, and brand loyalty on customer retention. Each factor demonstrated a statistically significant and positive

impact, reinforcing the importance of these elements in shaping the loyalty and retention of customers at Pullman Yangon CentrePoint Hotel.

In summary, the study not only unveiled the demographic landscape of the respondents but also delved into the intricate dynamics between brand-related factors and customer behavior. The positive outcomes across brand awareness, brand experience, brand loyalty, and customer retention collectively affirm Pullman Yangon CentrePoint Hotel's effective strategies in fostering a loyal customer base.

5.3 Discussion

The analysis of the demographic information highlights key characteristics of the respondents, including a predominant female representation, a significant youth demographic, and a diverse educational and occupational profile. The majority of respondents are locals, with a notable presence of foreign participants.

Moving on to the effects analysis, the examination of brand awareness indicates a strong positive perception among respondents. Social media visibility, recognition, and top-of-mind presence contribute to the favorable brand image. The overall mean reflects a generally agreeable perception, emphasizing the effectiveness of Pullman Yangon CentrePoint Hotel's brand awareness strategies.

Brand experience analysis reveals consistently positive perceptions among respondents. The hotel staff's service quality, well-maintained facilities, and alignment

with the brand image contribute to a memorable experience. The overall mean suggests a consistent and positive perception of brand experience.

Brand loyalty analysis indicates a positive influence on loyalty through a positive reputation, consistent brand values, and effective loyalty programs. The overall mean reflects a favorable inclination toward brand loyalty.

Customer retention analysis demonstrates a strong sense of community, positive experiences, and loyalty program influence on respondents' decisions to return. The high overall mean underscores a high level of satisfaction and loyalty among participants.

Hypothesis testing results support the assertions that brand awareness, brand experience, and brand loyalty significantly influence customer retention at Pullman Yangon CentrePoint Hotel. The standardized coefficients, t-values, and R Square values indicate the strength and statistical significance of these relationships.

In summary, the findings suggest that Pullman Yangon CentrePoint Hotel has effectively established a positive brand image, provided a consistent and positive brand experience, fostered brand loyalty, and achieved high levels of customer retention. These insights can inform strategic decisions to further enhance the hotel's brand management and customer relationship strategies.

5.4 Managerial Implications

The research findings have several managerial implications for Pullman Yangon CentrePoint Hotel:

1. Brand Awareness Influence: The study establishes a significant positive influence of brand awareness on customer retention. Managers should continue investing in strategies to enhance brand visibility and satisfaction, leveraging social media and other channels. This could involve targeted marketing campaigns, collaborations, and promotions to maintain and increase brand awareness.

2. Brand Experience Enhancement: The substantial impact of brand experience on customer retention suggests the importance of consistently providing high-quality services and maintaining well-kept facilities. Hotel management should focus on continuous improvement in service quality, facilities, and ensuring that customer experiences align with the brand image portrayed in marketing efforts.

3. Brand Loyalty Strategies: The positive influence of brand loyalty on customer retention underscores the importance of loyalty programs and effective communication of promotions. Pullman Yangon CentrePoint Hotel should continue and possibly enhance its loyalty programs, ensuring they resonate with customer preferences. Regular communication of promotions and special offers can further strengthen brand loyalty.

4. Targeted Marketing for Different Segments: The demographic analysis reveals diverse participant characteristics. Management can tailor marketing strategies based on demographic segments, such as age groups, nationalities, and income levels.

Understanding the preferences and behaviors of different segments can lead to more effective and targeted marketing campaigns.

5. Customer-Centric Approach: Given the emphasis on a sense of community and belonging in customer retention, the hotel should adopt a customer-centric approach. Creating a community feel, perhaps through events, loyalty gatherings, or personalized services, can contribute to a stronger bond between customers and the hotel brand.

6. Continuous Monitoring and Adaptation: The research provides a snapshot of customer perceptions at a specific point. Hotel management should consider this as a baseline and continuously monitor customer feedback and preferences. Regular surveys, feedback mechanisms, and staying attuned to market trends can help the hotel adapt its strategies in response to evolving customer expectations.

By incorporating these managerial implications, Pullman Yangon CentrePoint Hotel can strengthen its position in the market, foster customer loyalty, and enhance the overall customer experience.

5.5 Recommendation for Further Study

Based on the analysis presented, the study indicates that brand awareness, brand experience, and brand loyalty significantly influence customer retention at Pullman Yangon CentrePoint Hotel. These findings suggest several managerial recommendations for further study:

1. Enhance Brand Awareness Strategies: Since brand awareness has a positive impact on customer retention, the hotel management may consider investing in strategies that further enhance brand visibility. This could involve targeted marketing campaigns, social media promotions, and partnerships to increase the hotel's presence in the minds of potential customers.

2. Optimize Brand Experience: The study highlights the importance of brand experience in influencing customer retention. To strengthen this aspect, the hotel should focus on consistently delivering high-quality services, maintaining facilities, and ensuring that customer experiences align with the brand image portrayed in marketing materials.

3. Strengthen Loyalty Programs: Given the positive influence of brand loyalty on customer retention, the hotel could further develop and promote loyalty programs. This might involve introducing additional incentives, personalized offers, or exclusive benefits for loyal customers to encourage repeat business.

4. Continuous Monitoring and Adaptation: As consumer preferences and market dynamics evolve, it is crucial for the hotel to continuously monitor brand-related factors and adapt strategies accordingly. Regular assessments of brand awareness, brand experience, and brand loyalty will provide insights into changing customer expectations.

5. Explore Additional Variables: To deepen the understanding of customer retention, future studies could explore additional variables that might influence this outcome. For example, examining the impact of customer service quality, pricing strategies, or

competitors' activities could provide a more comprehensive view of the factors affecting customer retention.

6. Cross-Validation: To ensure the robustness of the findings, conducting cross-validation studies or replicating the research in different contexts could validate the generalizability of the results. This approach helps in confirming whether the identified relationships between brand factors and customer retention hold true across diverse customer segments or geographical locations.

7. Longitudinal Studies: Considering that consumer behaviors and preferences may change over time, longitudinal studies tracking customer retention trends could offer valuable insights. This longitudinal approach would provide a dynamic perspective on how brand-related factors influence customer retention over different periods.

In summary, the study's results suggest practical strategies for Pullman Yangon CentrePoint Hotel to strengthen customer retention. By focusing on brand awareness, optimizing brand experiences, and fostering brand loyalty, the hotel can create a more compelling value proposition for its customers, potentially leading to sustained loyalty and positive business outcomes.

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APPENDIX

Appendix 1: Questionnaire (English)

Title of research: Influence of Brand Image on Customer Retention in Pullman Yangon CenterPoint Hotel

This questionnaire is designed to obtain information in conducting academic research for the requirement of Master of Business Administration Degree at Bangkok University. I would surely appreciate if you could answer this questionnaire by giving around 15 minutes. Kindly request to assist me to obtain certain and accurate data in order to analyze for this study. I can assure that all these information in this study will be kept confidentially.

The researcher built 4 parts of questionnaires setting in this academic study. The parts comprise -

Part I: Screening Questions

Part II: Demographic Questions

Part III: Brand Awareness, Brand Experience, Brand Loyalty

Part IV: Customer Retention

Part 1 - Screening Questions

Instruction: Please (✓) in the circle for your answer.

1. Have you ever visited to Pullman Yangon CenterPoint Hotel?
   o Yes
   o No

Notes: If your answer is No, please stop answering the rest of questions.

2. Have you ever visited to Pullman Yangon CenterPoint Hotel at least 2 times?
   o Yes
   o No

Notes: If your answer is No, please stop answering the rest of questions.

Part 2 - Demographic Questions

Instruction: Please (✓) in the circle for your answer.

3. Gender
   o Male
   o Female

4. Age
   o 17 to 25
   o 26 to 35
   o 36 to 45
   o Above 45

5. Nationality
   o Myanmar
   o Foreigner

6. Education
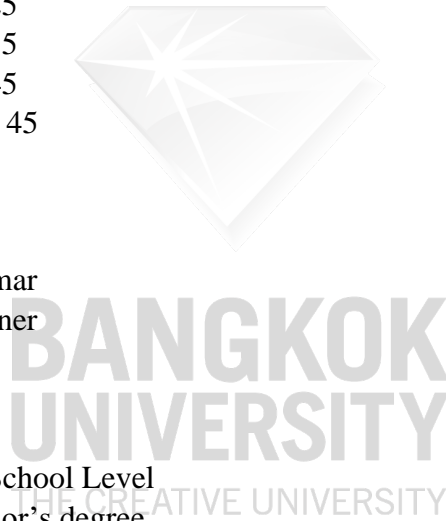   o High School Level
   o Bachelor's degree
   o Master's degree
   o Doctoral degree

7. Occupation
   o Student
   o Employee
   o Own Business
   o Unemployed

8. Purpose of visiting Pullman Yangon CenterPoint Hotel
   o Business
   o Personal

9. Monthly income
   o Less than 500,000 kyats
   o 500,001 kyats - 1,000,000 kyats
   o 1,000,001 kyats - 2,000,000 kyats
   o More than 2,000,000 kyats

10. Spending Amount at Pullman Yangon CentrePoint Hotel per visit
   o Less than 200,000 kyats
   o Between 200,000 kyats – 500,000 kyats
   o Between 500,000 kyats – 1,000,000 kyats
   o Above 1,000,000 kyats

Part 3 – Independent Variables Questions

Instruction: Please check (✓) in the space given for your review.

This part contributes four independent variables which are brand awareness, brand experience, and brand loyalty.

5 points Likert scale for all questions included -

1 = strongly disagree, 2 =disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree

Brand Awareness	1	2	3	4	5
1. I'm very familiar with the Pullman brand.					
2. I often see mentions of Pullman Yangon CentrePoint Hotel in social media.					
3. I easily recognize and identify Pullman Yangon CentrePoint Hotel among other hotels in the area.					

4. A qualified 5-star hotel comes in my mind when I see a Pullman Yangon CenterPoint Hotel.					
5. When I am thinking of a place to stay or attend a meeting, Pullman will come to top of the mind.					
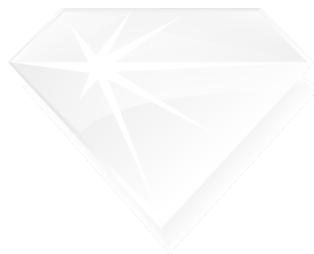
Brand Experiences	1	2	3	4	5
1. The service provided by Pullman Yangon CentrePoint Hotel staff met or exceeded my expectations.					
2. The physical facilities and amenities at Pullman Yangon CentrePoint Hotel were well-maintained.					
3. My experience at Pullman Yangon CentrePoint Hotel aligned with the brand image portrayed in its marketing.					
4. I would describe my stay at Pullman Yangon CentrePoint Hotel as memorable.					
5. Positive experiences at Pullman Yangon CentrePoint Hotel would lead me to recommend it to others.					

Brand Loyalty	1	2	3	4	5
1. Pullman Yangon CentrePoint Hotel's positive reputation significantly influences my loyalty to the brand.					
2. The brand image and values of Pullman Yangon CentrePoint Hotel are consistently maintained.					
3. I am aware of and participate in loyalty programs offered by Pullman Yangon CentrePoint Hotel.					
4. Participation in Pullman Yangon CentrePoint Hotel's loyalty programs enhances my loyalty to the brand.					
5. Pullman Yangon CentrePoint Hotel effectively communicates promotions and special offers to keep me engaged.					

Part 4 – Dependent Variable Questions

Instruction: Please check (✓) in the space given for your review.

This part contributes the dependent variable that is customer retention.

5 points Like scale for all questions included -

1 = strongly disagree, 2 =disagree,3 = neither agree nor disagree, 4 = agree and 5 = strongly agree

Customer Retention	1	2	3	4	5
1. I feel a sense of community and belonging to the Pullman Yangon CentrePoint Hotel brand.					
2. Positive experiences at Pullman Yangon CentrePoint Hotel significantly influence my decision to return.					
3. Loyalty programs offered by Pullman Yangon CentrePoint Hotel influence my decision to return.					

4. Pullman Yangon CentrePoint Hotel would be my first choice when considering accommodations in the future.				
5. Even if other similar hotels are introduced in the market, I would remain loyal to Pullman Yangon CentrePoint Hotel.				

---THANK YOU---

Appendix 2: စစ်တမ်းမေးခွန်းလွှာ (မြန်မာဘာသာဖြင့်)

စာတမ်းခေါင်းစဉ်- Pullman Yangon CenterPoint Hotel ရှိ ဧည့်သည် များ၏ ပြန်လည်အသုံးပြုမှုကို လွှမ်းမိုးနိုင်သည့် အကြောင်းရင်းများကို လေ့လာခြင်း။

ယခုလူကြီးမင်း၏လက်ထဲတွင်ရှိသောမေးခွန်းလွှာသည်ဘန်ကောက်တက္ကသိုလ်မှစီးပွား ရေးစီမံခန့်ခွဲမှုမဟာဘွဲ့၏လိုအပ်ချက်အတွက်ပညာရပ်ဆိုင်ရာသုတေသနပြုခြင်းဆိုင်ရာ အချက်အလက်များကို ရယူရန် ရည်ရွယ်ထားခြင်း ဖြစ်ပါသည်။

ဤမေးခွန်းလွှာကို15မိနစ်လောက်အချိန်ပေးပြီးဖြေဆိုပေးပါကအထူးပင်ကျေးဇူးတင်ရှိပါသည် ။ဤလေ့လာမှုကို ခွဲခြမ်းစိတ်ဖြာနိုင်စေရန် အတွက် တိကျသေချာပြီး မှန်ကန်သောအချက်အလက်များရရှိရန် အတွက် ကူညီပေးပါရန် မေတ္တာရပ်ခံအပ်ပါသည်။ဤလေ့လာမှုတွင် ဤအချက်အလက်အားလုံးကို လျှို့ဝှက်သိမ်းဆည်းထားမည်ဟု အာမခံနိုင်ပါသည်။

ဤပညာရပ်ဆိုင်ရာလေ့လာမှုတွင် မေးခွန်းပုံစံ အပိုင်း ၄ ခုကို တည်ဆောက်ခဲ့သည်။

ပါဝင်သော အပိုင်းများမှာ-

အပိုင်း ၁- စစ်ဆေးမှုမေးခွန်းများ

အပိုင်း ၂ - လူဦးရေစာရင်းမေးခွန်းများ

အပိုင်း ၃ - မှုတ်တံဆိပ်အပေါ်သတိပြုမိခြင်း၊ အမှုတ်တံဆိပ်တွင် ရရှိခဲ့သောအတွေ့အကြုံ၊ အမှုတ်တံဆိပ်၏သစ္စာစောင့်သိမှု

အပိုင်း ၄ - ဧည့်သည်၏ထပ်မံအသုံးပြုခြင်း

<u>အပိုင်း ၁ - စစ်ဆေးမှုမေးခွန်းများ</u>

ညွှန်ကြားချက်- သင့်အဖြေအတွက် စက်ဝိုင်းအတွင်း ကျေးဇူးပြု၍ (✓) ပေးပါ။

၁. Pullman Yangon CenterPoint Hotel ကို သင် လည်ပတ်ဖူးပါသလား။

o လည်ပတ်ဖူးပါတယ်

o မလည်ပတ်ဖူးပါ

မှတ်ချက်- အကယ်၍ သင် မလည်ပတ်ဖူးပါက ကျန်မေးခွန်းများကို ဆက်လက်ဖြေဆိုရန် မလိုပါ။

၂. Pullman Yangon CenterPoint Hotel သို့ အနည်းဆုံး 2 ကြိမ် သွားရောက်ဖူးပါသလား။

o ရောက်ဖူးပါတယ်

o မရောက်ဖူးပါ

မှတ်ချက်- အကယ်၍ သင် မရောက်ဖူးပါက ကျန်မေးခွန်းများကို ဆက်လက်ဖြေဆိုရန် မလိုပါ။

<u>အပိုင်း ၂ - လူဦးရေစာရင်းမေးခွန်းများ</u>

ညွှန်ကြားချက်- သင့်အဖြေအတွက် စက်ဝိုင်းအတွင်း ကျေးဇူးပြု၍ (✓) ပေးပါ။

၃. ကျား/မ

o ကျား

o မ

၄. အသက်

o ၁၇ မှ ၂၅

o ၂၆ မှ ၃၅

o ၃၆ မှ ၄၅

o ၄၅ အထက်

၅. လူမျိုး

   o မြန်မာ

   o နိုင်ငံခြားသား

၆. ပညာရေး

o အထက်တန်းအဆင့်

o သိပ္ပံ/ဝိဇ္ဇာဘွဲ့
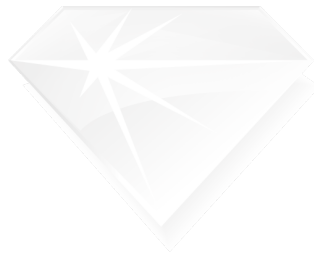
o မဟာဘွဲ့

o ပါရဂူဘွဲ့

၇. အလုပ်အကိုင်

o ကျောင်းသား

o ဝန်ထမ်း

o ကိုယ်ပိုင်စီးပွားရေး

o မိှခို

၈. Pullman Yangon CentrePoint Hotel သို့လာရောက်လည်ပတ်ရခြင်းရည်ရွယ်ချက်

o အလုပ်ကိစ္စ

ဝ ကိုယ်ရေးကိုယ်တာ

၉. လစဉ်ဝင်ငွေ

ဝ ငွေကျပ် ၅သိန်း အောက်

ဝ ၅သိန်း ကျပ် - ၁၀ သိန်း ကျပ်၊

ဝ ၁၀သိန်း ၁ကျပ် - ၂,၀၀၀,၀၀၀ ကျပ်၊

ဝ ကျပ်ငွေ ၂,၀၀၀,၀၀၀ အထက်

၁၀. လာရောက်လည်ပတ်မှုတိုင်းအတွက် Pullman Yangon CentrePoint Hotel ၏
သုံးစွဲမှုပမာဏ

ဝ ကျပ် ၂သိန်း အောက်

ဝ ၂သိန်း ကျပ် နှင့် ၅သိန်း ကျပ်ကြား၊

ဝ ၅သိန်း မှ ၁၀သိန်း ကျပ်ကြား၊

ဝ ၁၀သိန်း ကျပ်နှင့်အထက်

<u>အပိုင်း ၃ – ဧည့်သည်၏ပြန်လည်အသုံးပြုမှ အပေါ်အကျိုးသက်ရောက်စေသော</u>
<u>အချက်များနှင့် သက်ဆိုင်သည့်မေးခွန်းများ</u>

ညွှန်ကြားချက်- သင့်အဖြေအတွက် စက်ဝိုင်းအတွင်း ကျေးဇူးပြု၍ (✓) ပေးပါ။

၍အပိုင်းသည် အမှတ်တံဆိပ်အပေါ်သတိပြုမိခြင်း၊ အမှတ်တံဆိပ်တွင်
ရရှိခဲ့သောအတွေ့အကြုံ၊ အမှတ်တံဆိပ်၏သစ္စာစောင့်သိမှု စသည့်
သီးခြားကွဲပြားသည့်ကွဲပြားချက် သုံး ခုနှင့်သက်ဆိုင်သော မေးခွန်းများဖြစ်ပါသည်။

ပါဝင်သောမေးခွန်းအားလုံးအတွက် အဆင့် ၅ ဆင့်ဖြင့် တိုင်းတာ ထားပါသည်-

၁ = ပြင်းပြင်းထန်ထန် သဘောမတူ ၊ ၂ = သဘောမတူ ၊ ၃ = ပုံမှန် ၊ ၄ = သဘောတူ ၊ ၅ = ပြင်းထန်စွာ သဘောတူသည်။

အမှတ်တံဆိပ်အပေါ်သတိပြုမိခြင်း	၁	၂	၃	၄	၅
၁. Pullman အမှတ်တံဆိပ်ကို အလွန်ရင်းနှီးပါသည်။					
၂ . Pullman Yangon CentrePoint Hotel အကြောင်းကို ဆိုရှယ်မီဒီယာပေါ် တွင်မကြာခဏ တွေ့ဖူးပါသည်။					
၃. Pullman Yangon CentrePoint Hotel သည် ၎င်းဒေရိယာအတွင်းရှိအခြားဟိုတယ်များကြားတွင် ထင်ထင်ရှားရှားသိမြင်နိုင်သည်။					
၄. Pullman Yangon CentrePoint အမှတ်တံဆိပ်ကို မြင်သောအခါအရည်အသွေးရှိသော ကြယ်5ပွင့်ဟိုတယ် တစ်ခုစိတ်ထဲတွင်တန်းမြင်လာသည်။					
၅.နေဖို့နေရာတစ်ခုသို့မဟုတ်အစည်းအဝေးတစ်ခုတက်ရန် စဉ်းစားနေသောအခါPullmanဟိုတယ်သည် စိတ်ထဲတွင် ထိပ်ဆုံးမှပေါ်လာသည်။					

အမှတ်တံဆိပ်တွင် ရရှိခဲ့သောအတွေ့အကြုံ	၁	၂	၃	၄	၅
၁. Pullman Yangon CentrePoint ဟိုတယ်မှ ဝန်ထမ်းများ၏ ဝန်ဆောင်မှုများသည် ကျွန်ုပ်၏မျှော်လင့်ချက်များကို ကျော်လွန်နိုင်သည် သို့မဟုတ် ပြည့်မီခဲ့သည်။					
၂. Pullman Yangon CentrePoint Hotel ဆီမှရှိသော ဟိုတယ် အသုံးအဆောင်ပစ္စည်းများမှာ ကောင်းစွာထိန်းသိမ်းထားသည်။					
၃. Pullman Yangon CentrePoint တွင် ရရှိခဲ့သော ကျွန်ုပ်၏ အတွေ့အကြုံ သည် ၎င်း၏ မားကတ်တင်းတွင် ပုံဖော်ထားသော ဟိုတယ်အမှတ်တံဆိပ်၏ အဆင့်အတန်းနှင့် ကိုက်ညီသည်။					
၄. Pullman Yangon CentrePoint Hotel တွင် တည်းခိုခဲ့ခြင်းသည် ကျွန်ုပ်အတွက် မမေ့နိုင်စရာအမှတ်တရ တစ်ခုအဖြစ်ဖော်ပြအပ်ပါသည်။					
၅. Pullman Yangon CentrePoint Hotel ၏ အပြုသဘောဆောင်သော အတွေ့အကြုံများကြောင့် အခြားသူများအား အသုံးပြုရန် အကြံပေးသွားပါမည်။					

အမှတ်တံဆိပ်၏သစ္စာစောင့်သိမှု	၁	၂	၃	၄	၅
၁. Pullman Yangon CentrePoint Hotel ၏ အပြုသဘောဆောင်သော ဂုဏ်သတင်းသည် အမှတ်တံဆိပ်အပေါ် ကျွန်ုပ်၏သစ္စာစောင့်သိမှုကို သိသိသာသာ လွှမ်းမိုးပါသည်။					
၂. Pullman Yangon CentrePoint Hotel သည် အမှတ်တံဆိပ် ပုံရိပ်နှင့် တန်ဖိုးများကို အမြဲမပြတ် ထိန်းသိမ်းထားပါသည်။					
၃. Pullman Yangon CentrePoint Hotel မှ ပေးအပ်သော သစ္စာစောင့်သိမှု ပရိုဂရမ်များတွင် ကျွန်ုပ် သတိပြုမိပြီး ပါဝင်ပါသည်။					
၄. Pullman Yangon CentrePoint Hotel ၏ သစ္စာစောင့်သိမှု အစီအစဉ်များတွင် ပါဝင်ခြင်းသည် အမှတ်တံဆိပ်အပေါ် ကျွန်ုပ်၏သစ္စာစောင့်သိမှုကို တိုးမြှင့်စေသည်။					
၅. Pullman Yangon CentrePoint Hotel သည် ကျွန်ုပ်အား ထိတွေ့ဆက်ဆံနိုင်ရန် ပရိုမိုးရှင်းများနှင့် အထူးကမ်းလှမ်းချက်များကို ထိထိရောက်ရောက် ဆက်သွယ်ပေးပါသည်။					

<u>အပိုင်း ၄ – ဧည့်သည်၏ပြန်လည်အသုံးပြုမှု နှင့် သက်ဆိုင်သည့်မေးခွန်းများ</u>

ညွှန်ကြားချက်- သင့်အဖြေအတွက် စက်ဝိုင်းအတွင်း ကျေးဇူးပြု၍ (✓) ပေးပါ။

ဤအပိုင်းသည် ဧည့်သည်၏ပြန်လည်အသုံးပြုမှု အဆင့်ကို ပြသသည့် အချက်နှင့် သက်ဆိုင်သော မေးခွန်းများဖြစ်ပါသည်။

 ပါဝင်သောမေးခွန်းအားလုံးအတွက် အဆင့် ၅ ဆင့်ဖြင့် တိုင်းတာ ထားပါသည်-

၁ = ပြင်းပြင်းထန်ထန် သဘောမတူ ၊ ၂ = သဘောမတူ ၊ ၃ = ပုံမှန် ၊ ၄ = သဘောတူ ၊ ၅ = ပြင်းထန်စွာ သဘောတူသည်။

ဧည့်သည်၏ပြန်လည်အသုံးပြုမှု	၁	၂	၃	၄	၅
၁. Pullman Yangon CentrePoint Hotel အမှတ်တံဆိပ်နှင့် အသိုင်းအဝိုင်း၏ ခံစားချက်ကို ကျွန်ုပ်ခံစားရပါသည်။					
၂. Pullman Yangon CentrePoint Hotel မှ အပြုသဘောဆောင်သော အတွေ့အကြုံများသည် ကျွန်ုပ်၏ ဆုံးဖြတ်ချက်ကို သိသိသာသာ လွှမ်းမိုးပါသည်။					
၃. Pullman Yangon CentrePoint Hotel မှ ကမ်းလှမ်းသော သစ္စာစောင့်သိမှု အစီအစဉ်များသည် ကျွန်ုပ်၏ ဆုံးဖြတ်ချက်ကို လွှမ်းမိုးပါသည်။					

၄. Pullman Yangon CentrePoint Hotel သည် အနာဂတ်တွင် နေရာထိုင်ခင်းများကို ထည့်သွင်းစဉ်းစားသောအခါတွင် ကျွန်ုပ်၏ ပထမဆုံးရွေးချယ်မှုဖြစ်သည်။					
၅. အခြားသော အလားတူဟိုတယ်များကို စျေးကွက်တွင် မိတ်ဆက်ခဲ့သော်ငြား Pullman Yangon CentrePoint Hotel ကို သာအသုံးပြုပါမည်။					
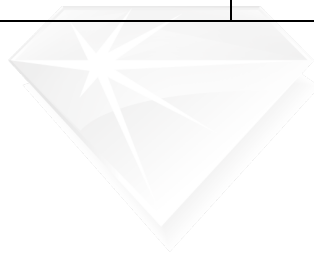
--ကျေးဇူးတင်ပါသည်--------------------------------------

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