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Abstract
Taiwan international tourist hotel market hopes to have a steady growth in coming visitors, increase the opportunities to travel and accommodate outbound due to several reasons: none visa policy, join WTO organization, completing transportation facilities and two day off weekly.
Nowadays, the competing in hotel industry continued. It takes innovation and outbreak performance in location choosing, merchandise development, service quality, brand image, comfortable environment and attached value to keep the customers long-term stay. The competition of brand chain-stores system gets obviously each day. It needs to build a bright brand characteristic and create difference in the market to bring up brand supporters.
This research is based on Kolter's six brand images meaning to develop international tourist hotel brand image scale. The purpose is to see if the brand image of international tourist hotel will affect customer satisfaction and loyalty or not. The research targets are the international tourist hotels in Taiwan. The participants in this study are the customers who had have accommodated in international tourist hotel. The valid returned questionnaire sample is 126. The findings showed that the brand image of international tourist hotel will affect customer satisfaction and loyalty.
Advisory Committee Huang Pei Wen - advisor

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