

Determinants of the Brand Loyalty of Tourism Business of Thailand: The Role of Service Quality

Determining

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Abstract:

The objective of this study is to find out the determinants of brand loyalty in tourism. To achieve the objective, this study examined the relationship between compatibility, low service charges, e-travel portal, service quality and brand loyalty. Moreover, this study also intended to examine the moderating role of service quality. Data were collected from the tourism companies of Thailand. The employees working in the tourism companies were selected as the respondents of this study. Consequently, this study distributed 500 questionnaires among the employees of tourism companies. Data were analyzed by using Partial Least Square (PLS). Results of the study shows that; comparability has positive effect on brand loyalty. Moreover, low service charges also have significant role in employee loyalty. Additionally, e-travel portal is vital to enhance brand loyalty among the customers. Thus, compatibility, low service charges and e-travel portal has positive role to enhance brand loyalty. In addition to this, service quality has moderating role between e-travel portal and brand loyalty.

Keywords: *Tourism, Compatibility, Service charges, E-Travel portal, Service quality, Brand loyalty, Thailand truism companies*

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INTRODUCTION

Now a days, brand loyalty has central importance for the companies. Most of the firms are now focusing on to build strong brand loyalty among the customer to achieve higher performance. Because, better brand loyalty development among the customer of an organization has most crucial role in performance. Majorly, it has most influential role among the product loyalty of an organization. Better product loyalty has positive effect on overall business performance in an organization. Higher the brand loyalty higher will be the performance. Therefore, in the current environment of

competition, brand loyalty has most important role (Saputra & Margaretha, 2020).

In the previous decade, the trend of brand loyalty was limited to the psychical products. The concept of brand loyalty was limited to the manufacturing companies. However, in the recent decade, the concept of brand loyalty is emerged in the services. Now the scholars are working on the service sector and showing that brand loyalty has major consequence among service companies. Therefore, it is proved that the concept of brand loyalty in service sector is also must important among with the other sectors (Ashraf, Ilyas, Imtiaz, & Ahmad, 2018). Now the service sector is focusing on the brand loyalty to enhance overall performance.

That is the reason brand loyalty is emerging in tourism industry (Hussein, 2018). Companies of tourism management are now moving to build good brand loyalty among the customers to enhance the performance of tourism.

In Thailand, companies are also moving to develop good brand loyalty. Government of Thailand is also focusing to enhance the tourism sector brand loyalty to enhance the tourism industry. As tourism sector of Thailand has real importance for the Thailand among the other important industries. Potential of Thailand tourism industry is really influential which causes to support the economy. Therefore, it has very crucial role in economic growth of the Thailand because this sector is producing lot of revenue and increasing gross-domestic product (GDP) of the country. That is the reason government of Thailand has special focus on the tourism development. It is evident from the previous investigations, tourism has high importance for the Thailand (Hanafiah, Hemdi, & Ahmad, 2017; Moghavvemi et al., 2017). The growing importance of tourism in Thailand require better implementation of strategies including brand loyalty. Figure 2 shows the importance of Thailand tourism which shows that in each year the number of tourists is increasing. The Figure shows the number of tourists from 2004 to 2019. This trend is increasing in each year. Therefore, along with different other important sector of Thailand, tourism is also very important which require better brand loyalty management to enhance the performance.



FIGURE I.
Yearly Tourist Arrival (2004-2019)

Brand loyalty can be improved with the help of various determinant. Determination of brand loyalty determination and emphasize on the determinant can enhance the brand loyalty. Therefore, it is the study which is an attempt to explore various determinants of brand loyalty in the tourism sector of Thailand. The brand loyalty in this study is considered in relation to the various tourism companies. As there are different companies which facilitate the tourism activities and provide the help to the tourists coming from different countries (Yudina, Vandina, Bogoviz, & Lobova, 2017). According to this study, compatibility is an important part of brand loyalty among the service companies. Moreover, services charges by the company related to the tourism has vital significance to build the brand loyalty. The third determinant, namely; e-travel portal also has important role in brand loyalty development in Thailand. Hence, according to the investigations of the current study, compatibility, service charges and e-travel portal has positive role in brand loyalty development in Thailand.

Hence, objective of this study is to find out the determinants of brand loyalty in tourism. Moreover, this study also intended to examine the moderating role of service quality. Service quality in

tourism is vital to promote brand loyalty. As the previous studies shows importance of the relationship between service quality and tourism (Wu, Wei, Gao, & Wei, 2018). Thus, this study examined the relationship between compatibility, service charges, e-travel portal, service quality and brand loyalty. Number of investigations highlighted the tourism in Thailand (Chaiyat, Chaongew, Ondokmai, & Makarkard, 2020; Watanabe & Patitad, 2020), however, it is not discussed in relation to the brand loyalty. Hence, the relationship between compatibility, service charges, e-travel portal, service quality and brand loyalty can fill this literature gap.

II. LITERATURE REVIEW

Tourism is one of the most influential area among the countries. It is also one of the most influential area among the practitioners and scholars. Especially, it is most important and vital area in the filed of academia. Most of the young researchers as well as professors are doing lot of studies on tourism among various countries. As tourism has great potential for the welfare of the society as well as for the welfare of economy. Because it is most important for different nations to grow economic growth due to the huge contribution of tourism in revenue generation. Especially, tourism is very much important for the developing countries to support economy. Therefore, it has vital significance for Thailand because Thailand is a developing country and have many opportunities of tourism which required high intention to promote.

Apart from the lot of studies on tourism, this area is still lacking in brand loyalty. Because scholars missed the research on brand loyalty in tourism sector. Brand loyalty is one of the most important part of nay industry (Egbuniwe, 2019; Kaur, Paruthi, Islam, & Hollebeek, 2020) which is required to get higher performance. Most of the time higher performance is based on the high brand loyalty. The companies or businesses having high brand loyalty generally shows performance in the competitive environment. However, this area is

neglected among the Thailand tourist areas. Brand loyalty among the Thailand tourism sector is not well acknowledge by the previous investigation. Hence, this study is taking most vital step to promote brand loyalty in tourism sector of Thailand. In this direction, the tourism companies are selected. To extent the area of brand loyalty in tourism, the moderating role of service quality was examined. Previous studies also highlighted the relationship between brand loyalty and service quality (Kerdpitak, 2019; Chen, Li, & Liu, 2019; Sultan & Wong, 2019). Furthermore, this study examined the effect of compatibility, low service charges and e-travel portal was examined on brand loyalty. The relationship between compatibility, service charges, e-travel portal, service quality and brand loyalty are given in Figure 2 as theoretical framework of the current study.

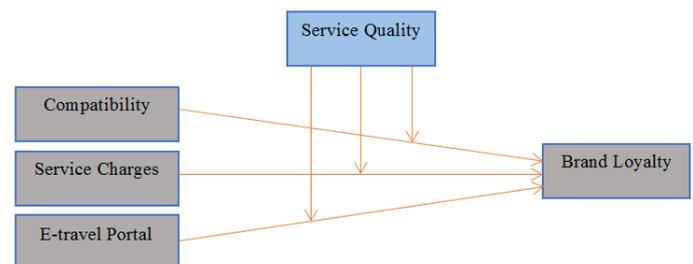


FIGURE II.

Theoretical framework of the study showing the relationship between compatibility, service charges, e-travel portal, service quality and brand loyalty

2.1. Compatibility and Brand Loyalty

Compatibility is the degree to which a person is satisfied with something he has or satisfied for the services for which he paid. In case of compatibility in tourism, it can be described as degree to which a tourist satisfied from the services given to him or her. If the services are compatible with his desires, them compatibility will be high, on the other hand compatibility is low. Compatibility always have influential role among the organizations and among the individuals. In tourism sector, compatibility is studied in respect to the environment (van Treeck & Schuhmacher, 1999), however, it is not studied in respect to the brand loyalty. Therefore, this study is

examined the tourism brand loyalty (Liu, Huang, & Liang, 2019) in relation to the compatibility. According to the current study, compatibility is one of the most important elements of tourism brand loyalty. Services in the tourism must be in line with the tourist's desires. Better compatibility in respect to the services has positive role in brand loyalty.

Hypothesis 1. Compatibility has positive effect on brand loyalty.

2.2. Low Service Charges and Brand Loyalty

Services charges are always having influential role in customer satisfaction. It has important role in brand loyalty. While taking the tourism industry, it also has major contribution to increase or decrease the satisfaction level as well as to increase or decrease the brand loyalty. Most of the tourists always consider the services charges. Service selection is majorly based on the services charges. High service charges are not preferable by the tourists. Previous investigations also show the importance of service charges in customer satisfaction which has influence on brand loyalty (Ashraf et al., 2018; Popp & Woratschek, 2017; Kamasak & Cansever, 2019; Strand, Sandell, & Berg, 2019). Various companies provide different services to the tourists coming from different countries, these companies charge in response to the services. If the services charges are low, it effects positively on brand loyalty. However, if the service charges are high it effects negatively on brand loyalty.

Hypothesis 2. Low service charges have positive effect on brand loyalty.

2.3. E-Travel Portal and Brand Loyalty

E-travel portal is one of the most important elements of various tourism companies. It is one of the technologies which is introduced recently. This recent technology is emerging with great speed among the various tourism activities. Because it provides various easy opportunities to the tourist and easily approachable for the tourists. In the recent years, it is now becoming the part of tourism

companies. Tourism companies are adopting this technology extensively because it provides various facilities to the tourist and effect positively in brand loyalty. The importance of e-travel portal is addressed by various studies in the field of tourism (Husain, Varshney, Bhatnagar, & Kumar Satsangi, 2019). E-travel portal is based on various online booking services for the tourists and it is linked with tourism companies. Tourist book various hotels and other services during visits of various places. It is one of the important branch of e-tourism (Harounabadi, Nikravanshalmani, & Chinipardaz, 2020).

Hypothesis 3. E-travel portal has positive effect on brand loyalty.

2.4. Service Quality and Brand Loyalty

Service quality generally denotes to a comparison of customer related to service hopes as it relates to a firm's performance. A high level of service quality by a business is likely to proficient of meeting requirements for the customers while also enduring economically modest in their particular industry. Service quality is important part of every business as well as every firm. Increase the service quality increases the brand loyalty. Number of previous investigations shows that service quality in tourism sector is most important (Ifeoma, 2019; Hassan, Mustafa, & Ismael, 2020; Prayag, Gannon, Muskat, & Taheri, 2020). Better service quality is always required to attract tourists. Therefore, service quality has positive role in brand loyalty (Ashraf et al., 2018). Consequently, increase in service quality increases the brand loyalty. In the current study, service quality is used as a moderating variable.

Hypothesis 4. Service quality has positive effect on brand loyalty.

Hypothesis 5. Service quality moderates the relationship between compatibility and brand loyalty.

Hypothesis 6. Service quality moderates the relationship between low service charges and brand loyalty.

Hypothesis 7. Service quality moderates the relationship between e-travel portal and brand loyalty.

III. METHODOLOGY

This study measured five variables with the help of primary data analysis. The variables measured in the current study include; compatibility, service charges, e-travel portal, service quality and brand loyalty. To determine the relationship between compatibility, service charges, e-travel portal, service quality and brand loyalty, the current study developed a survey questionnaire. A survey questionnaire is the most suitable way to measure relationship among different variables (Razzaq, Maqbool, & Hameed, 2019; Zhang, Kuchinke, Woud, Velten, & Margraf, 2017). Therefore, this study designed a questionnaire based on the prior studies. The scale items related to the compatibility, service charges, e-travel portal, service quality and brand loyalty was adapted from previous studies to design a survey questionnaire for the current study. Hence, the nature of this study is related to the quantitative study by using a questionnaire.

After the development of questionnaire, it was used for data analysis from the respondents. Data were gathered from the tourism companies of Thailand. The employees working in the tourism

companies were selected as the respondents. Therefore, this study preferred to distribute 500 questionnaires among the employees of tourism companies. This study followed the area cluster sampling which is based on cluster formation and random sampling to collect the data. Hence, cluster sampling including simple random sampling was used in this study to collect data from the employee of tourism companies in Thailand (Siuly, Li, & Wen, 2011; Ul-Hameed, Mohammad, & Shahar, 2018). Finally, with the help of cluster sampling including simple random sampling, the current study distributed 500 questionnaires' in Thailand tourism companies. The response rate was only 50% in this study. Because this study received only 260 responses from the respondents. However, from total 260 were the received questionnaire's, 10 were not complete and deleted from the survey. Hence, total 250 responses were used in the current study.

IV. FINDINGS

Data statistics are given in Table 1. While examining the data statistics, missing value (Aydin & ŞENOĞLU, 2018) and outlier was examined.

TABLE I.
Data Statistics

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
COM1	1	0	3.268	3	1	7	1.429	0.038	0.556
COM2	2	0	3.131	3	1	7	1.408	-0.359	0.501
COM3	3	0	3.232	3	1	7	1.393	0.034	0.578
COM4	4	0	3.226	3	1	7	1.519	-0.357	0.64
COM5	5	0	3.31	3	1	7	1.512	-0.216	0.63
COM6	6	0	3.339	3	1	7	1.409	-0.065	0.641
SC1	7	0	3.298	4	1	7	1.628	-0.805	0.195
SC2	8	0	3.304	4	1	7	1.721	-0.879	0.284
SC3	9	0	3.369	4	1	7	1.917	-0.95	0.348
SC4	10	0	3.321	3	1	7	1.953	-1.091	0.373
SC5	11	0	3.214	3	1	7	2.03	-0.964	0.493
ETP1	12	0	3.262	3	1	7	1.912	-0.911	0.466

ETP2	13	0	3.339	3	1	7	1.721	-0.824	0.389
ETP3	14	0	3.327	3	1	7	1.926	-0.95	0.374
ETP4	15	0	3.244	3	1	7	1.831	-0.955	0.404
ETP5	16	0	3.339	3	1	7	1.899	-0.927	0.367
SQ1	17	0	3.262	3	1	7	1.968	-1.064	0.4
SQ2	18	0	3.357	3	1	7	1.974	-0.999	0.383
SQ3	19	0	3.232	3	1	7	1.909	-1.103	0.384
SQ4	20	0	3.399	3	1	7	1.852	-0.861	0.366
SQ5	21	0	3.155	3	1	7	1.822	-0.867	0.352
BL1	22	0	3.339	3	1	7	1.979	-1.066	0.297
BL2	23	0	3.274	3	1	7	1.854	-1.005	0.294
BL3	24	0	3.071	2	1	7	2.306	-0.979	0.765
BL4	25	0	2.929	2	1	7	2.321	-0.899	0.825
BL5	26	0	3.06	2	1	7	2.222	-0.869	0.772
BL6	27	0	2.988	2	1	7	2.155	-0.701	0.826

Note: COM = Compatibility; SC = Service Charges; ETP = E-Travel Portal; SQ = Service Quality; BL = Brand Loyalty

Analysis of this study is started with confirmatory factor analysis (CFA) (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014; J. F. Hair, Ringle, & Sarstedt, 2013; J. F. Hair, Sarstedt, Pieper, & Ringle, 2012; Henseler et al., 2014) which is appropriate for factor loading assessment. Figure 3 shows CFA which highlighted that compatibility is measured with the help of six items and all are above

0.5 in respect to the factor loadings. Service charges is measured through five items and all scale items are above 0.5. Moreover, e-travel portal is measured through five items and all are above 0.5. Finally, service quality is measured through five scale items and brand loyalty is measured through six items and all are above 0.5. Table 2 shows that scale items for compatibility, service charges, e-travel portal, service quality and brand loyalty are above 0.7. This is also supported by J. Hair, Hollingsworth, Randolph, and Chong (2017).

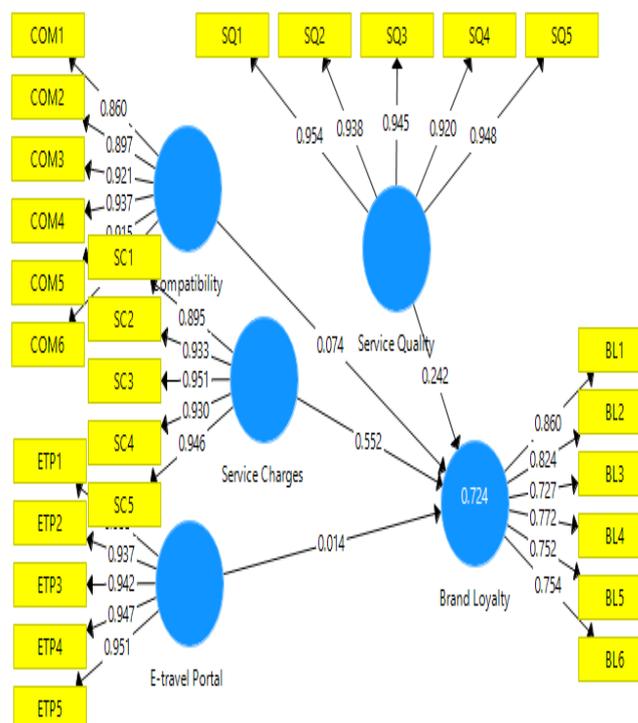


FIGURE III.
Measurement Model

TABLE II.
Factor Loadings

	Brand Loyalty	Compatibility	E-travel Portal	Service Charges	Service Quality
BL1	0.86				
BL2	0.824				
BL3	0.727				
BL4	0.772				
BL5	0.752				
BL6	0.754				
COM1		0.86			
COM2		0.897			
COM3		0.921			
COM4		0.937			
COM5		0.915			
COM6		0.909			
ETP1			0.933		
ETP2			0.937		
ETP3			0.942		
ETP4			0.947		
ETP5			0.951		
SC1				0.895	
SC2				0.933	
SC3				0.951	
SC4				0.93	
SC5				0.946	
SQ1					0.954
SQ2					0.938
SQ3					0.945
SQ4					0.92
SQ5					0.948

Note: COM = Compatibility; SC = Service Charges; ETP = E-Travel Portal; SQ = Service Quality; BL = Brand Loyalty

According to Table 3, composite reliability (CR) for compatibility, service charges, e-travel portal, service quality and brand loyalty is above 0.7 as recommended by J. Hair et al. (2017). Average variance extracted (AVE) for compatibility, service

charges, e-travel portal, service quality and brand loyalty are also above 0.5. Discriminant validity was measured through cross-loadings (Fornell & Larcker, 1981) as given in Table 4.

TABLE III.
Reliability and Convergent Validity

	α	rho_A	CR	AVE
Brand				
Loyalty	0.893	0.961	0.904	0.613
Compatibility	0.957	0.958	0.965	0.822
E-travel				
Portal	0.968	0.969	0.975	0.888
Service				
Charges	0.962	0.963	0.97	0.867
Service				
Quality	0.968	0.968	0.975	0.885

Note: COM = Compatibility; SC = Service Charges; ETP = E-Travel Portal; SQ = Service Quality; BL = Brand Loyalty

TABLE IV.
Cross-Loadings

	Brand Loyalty	Compatibility	E-travel Portal	Service Charges	Service Quality
BL1	0.86	0.586	0.912	0.92	0.915
BL2	0.824	0.585	0.874	0.928	0.891
BL3	0.727	0.329	0.361	0.368	0.367
BL4	0.772	0.346	0.403	0.405	0.407
BL5	0.752	0.382	0.388	0.416	0.399
BL6	0.754	0.377	0.39	0.396	0.416
COM1	0.523	0.86	0.58	0.584	0.553
COM2	0.549	0.897	0.558	0.573	0.564
COM3	0.505	0.921	0.562	0.547	0.552
COM4	0.537	0.937	0.564	0.579	0.554
COM5	0.572	0.915	0.625	0.633	0.607
COM6	0.569	0.909	0.654	0.642	0.644
ETP1	0.801	0.597	0.933	0.921	0.909
ETP2	0.729	0.655	0.937	0.88	0.871
ETP3	0.773	0.611	0.942	0.901	0.911
ETP4	0.774	0.591	0.947	0.892	0.915
ETP5	0.781	0.624	0.951	0.901	0.886
SC1	0.73	0.645	0.855	0.895	0.853
SC2	0.782	0.599	0.88	0.933	0.902
SC3	0.813	0.631	0.864	0.951	0.893
SC4	0.804	0.564	0.913	0.93	0.904
SC5	0.806	0.617	0.93	0.946	0.918

SQ1	0.79	0.594	0.888	0.909	0.954
SQ2	0.741	0.568	0.906	0.898	0.938
SQ3	0.771	0.577	0.911	0.907	0.945
SQ4	0.786	0.66	0.888	0.898	0.92
SQ5	0.824	0.61	0.896	0.908	0.948

Note: COM = Compatibility; SC = Service Charges; ETP = E-Travel Portal; SQ = Service Quality; BL = Brand Loyalty

Besides, this study examined the direct effect of comparability on brand loyalty. The direct effect of low service charges was examined on brand loyalty. The direct effect of e-travel portal was also examined on brand loyalty. Finally, the effect of service quality was examined on brand loyalty. Results are given in Table 5 and these results were approached with the help of structural equation modeling (Hameed, Basheer, Iqbal, Anwar, & Ahmad, 2018; Henseler & Chin, 2010; Henseler et

al. 2015; Henseler et al. 2009). Results highlighted that compatibility has positive effect on brand loyalty. Low service charges also have positive effect on brand loyalty. Finally, e-travel portal and service quality also have positive role to enhance brand loyalty. Hence, compatibility, low service charges, e-travel portal and service quality has positive effect on brand loyalty.

TABLE V.
Direct Effect Results

	(O)	(M)	SD	T Value	P Values
Compatibility -> Brand Loyalty	0.074	0.078	0.07	3.161	0.002
E-travel Portal -> Brand Loyalty	0.014	0.027	0.002	6.079	0
Service Charges -> Brand Loyalty	0.552	0.552	0.202	2.731	0.007
Service Quality -> Brand Loyalty	0.242	0.226	0.059	4.189	0

Note: COM = Compatibility; SC = Service Charges; ETP = E-Travel Portal; SQ = Service Quality; BL = Brand Loyalty

Moreover, moderation effect is examined in Figure 4 through PLS. Moderation effect of service quality is examined between computability and brand loyalty. The moderation effect between service charges and brand loyalty was also examined. Moreover, the moderation effect of

service quality was examined between e-travel portal and brand loyalty. Outcomes of the study shows that moderation influence of service quality between compatibility and brand loyalty is insignificant with t-value 1.601. Moderation effect between service charges and brand loyalty is also insignificant with t-value 1.776. Finally, the moderation effect between

e-travel portal and brand loyalty is significant with t-value 2.433. Moderation effect is positive and direct effect between e-travel portal and brand loyalty is also positive. It shows the moderation effect strengthen the positive relationship between e-travel portal and brand loyalty. Finally, this study examined variance explained in the dependent variable. Therefore, this study examined the variance explained in brand loyalty. It is found that r-square value is 0.724 which is strong Chin (1998). It shows that compatibility, service charges, e-travel portal and service quality are expected to bring 72.4% change in brand loyalty.

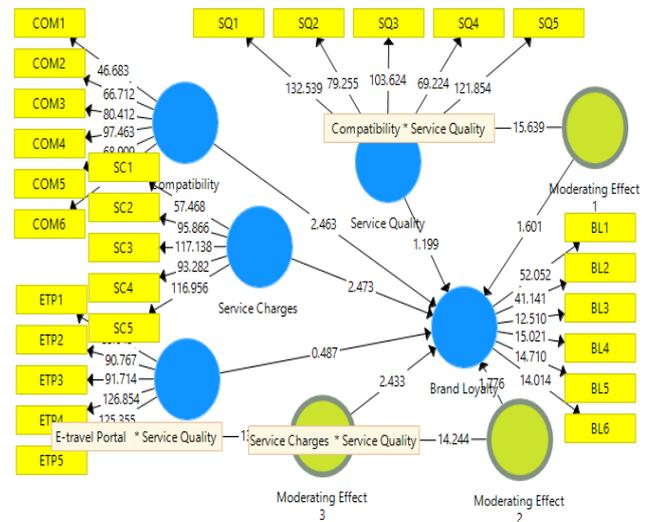


FIGURE IV.
Structural Model (Moderation Effect)

TABLE VI.
Moderation Effect Results

	(O)	(M)	SD	T Statistics	P Values
Compatibility -> Brand Loyalty	0.156	0.167	0.063	2.463	0.014
E-travel Portal -> Brand Loyalty	0.084	0.083	0.172	0.487	0.627
Moderating Effect 1 -> Brand Loyalty	0.108	0.106	0.068	1.601	0.11
Moderating Effect 2 -> Brand Loyalty	0.248	0.254	0.14	1.776	0.076
Moderating Effect 3 -> Brand Loyalty	0.335	0.345	0.138	2.433	0.015
Service Charges -> Brand Loyalty	0.491	0.465	0.198	2.473	0.014
Service Quality -> Brand Loyalty	0.242	0.261	0.202	1.199	0.231

Quality ->
Brand
Loyalty

Note: COM = Compatibility; SC = Service Charges; ETP = E-Travel Portal; SQ = Service Quality; BL = Brand Loyalty

V. CONCLUSION

This study examined the relationship between compatibility, service charges, e-travel portal, service quality and brand loyalty. This relationship was examined to achieve the objective; to find out the determinants of brand loyalty in tourism. In this whole mechanism, data were collected from the tourism companies of Thailand. Finally, statistical software was used for data collection. Findings of the study shows that loyalty has major role in tourism. Tourism companies has major importance to enhance brand loyalty. Better services by the tourism company has positive effect on brand loyalty. It is found that compatibility of the services is most crucial to support brand loyalty. Better services with high compatibility have the ability to enhance brand loyalty. Moreover, charges of the services also have relationship with brand loyalty. Generally, decrease in the charges has positive effect to enhance brand loyalty. Therefore, increase in the low service charges increases the brand loyalty. Hence, tourism companies should decrease the service charges to enhance the brand loyalty. Along with this, e-travel portal has most influential role in brand loyalty. It is one of the most important service which increases the customer satisfaction which causes to increase the level of brand loyalty. Furthermore, services quality has important contribution to brand loyalty development. Increase in the service quality increases the brand loyalty development by strengthening the relationship between e-travel portal and brand loyalty. Hence, results of the study show that; compatibility has positive effect on brand loyalty. Moreover, service charges also have significant role in loyalty. Additionally, e-travel portal is vital to

enhance brand loyalty among the customers. Therefore, compatibility, low service charges and e-travel portal has positive role to enhance brand loyalty. Finally, service quality increases the positive relationship between e-travel portal and brand loyalty.

5.1. Implications of the Study

Theoretically, the current study has several implications. For instance, the relationship between compatibility, service charges, e-travel portal, service quality and brand loyalty have several implications for the literature. This relationship has significant importance to literature of tourism sector because this relationship is unique. According to the current study, this study filled the literature gap in the field of service sector. Brand loyalty is not widely studied in the literature. Especially, the literature review on the relationship between e-travel portal and brand loyalty was not studied through previous studies. Secondly, the current study introduced a moderating variable between compatibility and brand loyalty. The moderation effect between service charges and brand loyalty was examined. This study found that service quality is not a moderating variable between these two relationships. However, this study contributed by investigating services quality as a moderating variable between e-travel portal and brand loyalty. Furthermore, the current relationship examined in the current study has vital practical implications which has valuable insights for tourism sector. Most importantly, the relationship examined in the current study has vital practical insights for the tourism companies in Thailand. This study suggested that tourism companies should focus on the compatibility, service charges, e-travel portal and service quality to enhance brand loyalty.

VI. LIMITATIONS OF THE STUDY AND FUTURE DIRECTIONS

This study contributed significantly in the literature, however, still this study has few limitations which could be the future directions. First of all, this study is based on the tourism companies of Thailand. The services given by the various country's tourism companies has difference. Therefore, due to this difference, the results can be different in other countries. Hence, this model should be applied in other countries. Furthermore, the current study is based on the primary data analysis, however, the future study should involve various other methods such as interviews. Future studies should also include various other services of the tourism companies and examine the effect on brand loyalty.

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