

## **The Impact of Brand Image on Customer Loyalty with Reference to the Hotel Industry in Colombo District**

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Brand image is considered to be a critical determinant of the growth and performance of hotel businesses theoretically. Yet, the revenue of star rated hotels in Colombo district is reported a higher variation. This study examined the impact of brand image on the customer loyalty of registered star rated hotels in Colombo district. Attract and retain customers is vital to hotel's success. Thus, the main research objective is to identify the determinants of brand image impact on customer loyalty. Brand image dimension: sensory, emotional and cognitive were considered as the independent variables and customer loyalty was considered as dependent variable. To fulfil the research objective five tourists from each 41 star category hotels were surveyed with a structured questionnaire. According to research findings most guests are male and the frequent age category of visitation is representing the middle age. Employing a simple linear regression this study found that brand image is a strong predictor of customer loyalty. There was a strong positive association between all the customer loyalty dimensions and brand image. This study informs the management of the star rated hotels on the strategic direction to be taken in promoting the business.

Keywords: Brand image, Customer loyalty, Hotel industry