

The hotel image determinants and its impact on Customer purchasing intention	عنوان البحث
د. مجدي عبدالعليم عبد العاطي د. نبيل علي علي أحمد بدران	الباحثين
Accepted to be published in (Journal International Journal of Heritage, Tourism and Hospitality , Volume (16), Issue (1) - June, 2022)	مكان النشر
<p>Customer purchasing decision-making process can be described as the phases that customers go through in making a purchase. Understanding these phases and how marketers can influence customer decisions in it needs more detailed researches, so this study came to investigate the determinants of only one construct that can be used to influence the hotel customer purchasing intention in details (hotel image).</p> <p>The study investigated five dimensions of the hotel image; (physical environment, service quality, hotel identity, personal contact, and corporate social responsibilities CSR) to identify its impact customer purchasing intention, and give recommendation to hotel marketer about how to use the image dimensions in increasing the customer purchase intention.</p> <p>380 Questionnaire forms were distributed on the customers of five stare hotels in Cairo, and responses were analyzed using the multiple regression model; aiming to describe the impact of the hotel image indicators that were previously discussed in literature.</p> <p>The five hypotheses related the dimensions hotel image were accepted, and in each dimension we found out the indicators that actually impact the customer purchase decision, then recommendations related to this indicators were given according to the study results.</p> <p>Keywords: Purchase Intention, Hotel Image, Hotel Identity, Physical Environment, CSR, Service Quality, Personal Contact.</p>	الملخص باللغة الإنجليزية