



## **Brand Image and Brand Trust's Effect on Brand Loyalty: A Study in the Hospitality Industry**

\* Şimal ÇELİKKOL <sup>a</sup> 

<sup>a</sup> Beykent University, Vocational School, Department of Business Management, Istanbul/Turkey

### **Article History**

*Received: 18.11.2020*

*Accepted: 23.12.2020*

### **Keywords**

Brand image

Brand trust

Brand loyalty

Hospitality industry

### **Abstract**

A customer with brand loyalty trusts his/her brand and always prefers the same brand. In addition, these customers recommend their brand to people around them and resist negative information about their brand. In this context, creating brand loyalty in customers enables companies to gain a sustainable competitive advantage. Due to the importance of brand loyalty, the effect of brand image and brand trust on brand loyalty, which is considered to be the premises of brand loyalty, was examined. In line with the aims of the research, a questionnaire was applied to the local customers of 4 and 5 star hotels in Aydın /Kuşadası and 398 participants were reached in the face-to-face questionnaire. Research data were analyzed with the help of SPSS-24 and Amos 18 programs. Analysis results show that brand image and brand trust have a significant and positive effect on brand loyalty. The research is considered to raise awareness for hotel managers while expanding the literature on the service sector.

### **Article Type**

*Research Article*

\* *Corresponding Author*

*E-mail: [simalcelikkol@beykent.edu.tr](mailto:simalcelikkol@beykent.edu.tr) (Ş. Çelikkol)*

*DOI: [10.21325/jotags.2020.722](https://doi.org/10.21325/jotags.2020.722)*