

The Impact of Brand Value Dimensions on the Decision to Purchase Hotel Services: A Survey Study of Mermoura Hotel Customers' Opinions in Guelma Province

تأثير أبعاد قيمة العلامة التجارية على قرار شراء الخدمات الفندقية: دراسة استطلاعية

لآراء زبائن فندق مرمورة ولاية قالمة

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Abstract:

This study aimed to identify the impact of brand equity dimensions on the purchase decision of hotel services by examining a sample of customers at Mermoura Hotel in Guelma Province. To achieve the desired objectives, an electronic questionnaire was used as a primary tool for data collection and analysis. It was distributed to a sample of 215 individuals from the hotel. Using the SPSS V 27 program, the study sample's responses were described and analyzed, and the validity of the hypotheses was examined. The questionnaire experiment concluded by proving a correlation between the dimensions of brand equity and the purchase decision of the service in the hotel under study.

keyword: Brand Value; Brand Awareness; Brand Image; Brand Loyalty; Perceived Brand Quality; Hotel Service Purchase Decision

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1. Introduction:

The hospitality industry thrives on creating memorable and personalized guest experiences. In an era marked by fierce competition and shifting consumer preferences, hotels must focus on cultivating strong brand identities to stand out. The concept of brand value has attracted significant attention for its influence on consumer purchase decisions. Brand value, often intertwined with brand equity, encompasses a set of tangible and intangible components that directly shape consumers' perceptions of a product or service.

When potential guests evaluate hotel services, they not only consider functional aspects such as price and location but also assess emotional and symbolic cues, which derive from the perceived strength of the hotel's brand. These cues signal quality, reduce perceived risk, and build trust. In short, they encourage consumers to form positive judgments, often leading to long-term loyalty. Understanding how brand value operates and influences purchase decisions within the hotel industry, therefore, proves essential for effective marketing strategies and enhanced guest satisfaction. Based on the above, the following question can be posed: To what extent do the dimensions brand value influence the purchase decision for hotel services at the Mermoura Hotel in Guelma?

1.1. Sub-questions:

- What is the customers' assessment of Mermoura Hotel's brand value?
- What is the level of interest among Mermoura Hotel customers regarding service purchase decisions?
- Is there a relationship of influence or association between the dimensions of brand quality and the purchasing decisions for hotel services among hotel customers?

1.2. Study Hypotheses:

There is no statistically significant relationship between the dimensions of brand value and the purchase decisions for hotel services among a sample of Mermoura Hotel customers in Guelma Province. The following sub-hypotheses arise from this main hypothesis:

- There is no statistically significant relationship between the brand awareness dimension and hotel service purchase decisions.

- There is no statistically significant relationship between the brand image dimension and hotel service purchase decisions.
- There is no statistically significant relationship between the perceived quality dimension of the brand and hotel service purchase decisions.
- There is no statistically significant relationship between the brand loyalty dimension and hotel service purchase decisions.

1.3. Research Objectives:

- To highlight the theoretical concepts related to brand value and the decision to purchase hotel services.
- To examine how dimensions of brand value such as brand awareness, brand image, perceived quality, and brand loyalty influence purchasing decisions.
- To determine the extent to which the studied hotel prioritizes brand value and customer purchasing decisions, and to evaluate customer feedback to identify needs and address problems, thereby contributing to improved marketing activities.

1.4. Methodology:

To achieve these objectives and deepen understanding of the relevant concepts, the researchers employed a descriptive analytical approach. They reviewed previous studies on the topic and utilized appropriate analytical tools to collect and interpret data from the study sample's responses.

1.5. Previous studies:

- (Ling & Pratomo, 2020): Investigated how brand image, perceived price, and word-of-mouth (WOM) marketing influence purchase decisions. Their findings revealed a strong positive correlation between brand image and actual buying behavior, suggesting that a favorable brand image instills consumer confidence. However, they did not fully explore how these factors interact under different market conditions or across various consumer segments, leaving opportunities for more context-specific research.
- (Gómez-Suárez & Veloso, 2020): Emphasized the importance of brand experience and emotional attachment in driving WOM recommendations, illustrating how experiential and emotional factors significantly shape consumer advocacy.
- (Bordian et al., 2022): Showed that value co-creation enhances brand equity, which in turn mediates the relationship between co-

creation, overall customer satisfaction, and green customer satisfaction. However, the research provided limited insights on how hotels can effectively adopt co-creation strategies within digital platforms, indicating a need for practical guidelines in technology-driven contexts.

- (Crawford et al., 2015)&(Alsubari et al., 2021): Addressed the prevalence of fake online reviews and the need for robust detection mechanisms. Both studies emphasized how fraudulent content undermines trust and skews consumer decision-making.

2. Conceptual Foundations :

2.1. Brand value:

Brand value encompasses a broad range of consumer perceptions, attitudes, and beliefs about a particular brand. It emerges from consistent and positive brand experiences, effective marketing communications, and strong brand identity cues (Majerova & Krizanova, 2020). As a multifaceted construct, brand value can be approached from two primary dimensions: financial and consumer-based (Brahmbhatt & Shah, 2017).

- **Financial Perspective:** From the financial viewpoint, brand value often refers to the monetary valuation assigned to a brand. This includes the brand's ability to generate stable revenue streams, secure price premiums, and maintain a competitive edge in the market. Although relevant for investments and acquisitions, this perspective alone may fail to capture the intricate psychological and behavioral dimensions that drive consumer choice.
- **Consumer-Based Perspective:** The consumer-based perspective emphasizes the intangible elements of a brand that exist in consumers' minds. Commonly referred to as brand equity, it involves brand awareness, perceived quality, brand loyalty, brand associations, and other elements that shape how consumers perceive and respond to a brand. Hotels often focus on consumer-based brand value because it highlights how consumers interpret and integrate brand signals into their purchase decisions.

2.2. Brand Equity Dimensions (Im et al., 2012)&(Balaji, 2012):

- **Brand Awareness:** Reflects the familiarity consumers have with a hotel brand's name, logo, or other distinguishing features. High brand awareness can boost recognition and encourage first-time guests to try the brand.
- **Perceived Quality:** Denotes consumers' judgment about a brand's overall excellence or superiority compared to competitors. In the hotel industry, perceived quality often stems from consistent service standards, well-maintained facilities, and positive guest experiences.
- **Brand Loyalty:** Captures a customer's willingness to continue patronizing a brand despite competitive pressures. Strong brand loyalty is especially valuable in hospitality, where repeat visits and word-of-mouth recommendations can significantly influence brand performance.
- **Brand Associations:** Comprise the mental links consumers make with a brand. Such associations can be functional (e.g., amenities, service quality), emotional (e.g., prestige, comfort), or symbolic (e.g., status, identity). These associations contribute to how consumers evaluate a hotel brand and differentiate it from rivals.

Collectively, these dimensions constitute the core of consumer-based brand value. They reveal how brand messages and experiential cues shape customer perceptions, ultimately informing the consumer's purchase choice.

2.3. Hotel Service Purchase Decision:

Purchasing decisions within the hotel sector differ from those in product-oriented markets due to the intangible, experiential, and perishable nature of hospitality services (Zhao et al., 2016). Hotels must manage a broad spectrum of factors that influence potential guests, such as (Liu & He, 2013) & (Lockyer, 2000) & (Liu & He, 2013):

- **Perceived Risk:** Consumers often encounter uncertainty regarding service quality when booking a hotel, especially if it is unfamiliar or located in an unfamiliar destination. Brand value can mitigate perceived risk by projecting reliability and consistently high-quality service.
- **Personal Involvement:** Travelers' level of involvement often varies based on the purpose of their trip. Business travelers may

prioritize convenience, location, and loyalty programs, while leisure travelers may emphasize luxury, relaxation, or unique experiences.

- **Reference Groups and Social Influence:** Word-of-mouth recommendations, social media reviews, and influencer endorsements can heighten or diminish a consumer's inclination to choose a particular hotel brand. Strong brand reputations and recognizable logos can also influence social perceptions.
- **Price Sensitivity:** Although some consumers are price-conscious, others place a higher value on the service's quality or status associations. A hotel brand with a positive reputation may successfully command price premiums because guests trust that the experience will align with their expectations.

Brand value intersects with these factors to either reinforce or alleviate consumer concerns. When brand value is robust, it can override sensitivity to price or location and persuade guests to favor one hotel over another. Conversely, a weak brand may struggle to command loyalty or premium pricing.

2.4. Linking Brand Value with Hotel Service Purchase Decisions:

Strong brand value translates into meaningful consumer benefits that facilitate the hotel service purchase decision. These benefits can be classified into three primary categories: cognitive, affective, and behavioral (Chatterjee & Moitra, 2022).

- **Cognitive Benefits:** Consumers often rely on mental shortcuts, or heuristics, to reduce complexity in decision-making. A reputable hotel brand serves as a cue for reliability, cleanliness, and professionalism. This perception simplifies the evaluation of alternatives, helping consumers feel confident about their choice.
- **Affective Benefits:** Emotional connections with a brand can strongly influence purchase intentions. A hotel that consistently delivers superior customer service and personalized experiences can cultivate emotional bonds with its guests. These bonds transform a transactional relationship into an attachment, prompting guests to revisit the hotel or recommend it to others.

- **Behavioral Benefits:** Brand loyalty fosters repeat purchases and inspires advocacy, which are vital for sustaining profitability in the hospitality sector. Guests loyal to a brand not only book more frequently but also serve as brand ambassadors, sharing positive reviews and testimonials that attract new customers.

By aligning these benefits, hotels can harness the power of brand value to guide consumer preferences and increase purchase likelihood. Moreover, a well-established brand generates a halo effect that extends beyond individual interactions. Even if a single encounter falls short of expectations, the overall brand image may help maintain consumer trust if the shortfall is perceived as an exception rather than a systemic issue.

3. Theoretical Link Between Brand Equity and Hotel Purchase Decision:

3.1. Signal Theory (Rao et al., 1999):

Signal theory posits that brands act as signals that convey information about unobservable attributes, such as service quality or reliability. In the hotel industry, where service outcomes often cannot be accurately assessed until after the purchase, brand reputation and recognition provide critical signals that assure consumers of consistent performance. Thus, investing in brand-building measures can lessen consumer skepticism and inspire trust.

3.2. Expectancy-Confirmation Theory:

Expectancy-confirmation theory suggests that consumers enter service encounters with preconceived expectations based on prior experiences, advertising, or word-of-mouth information. When a hotel's actual performance meets or exceeds these expectations, consumers experience satisfaction, which then reinforces a favorable perception of the brand. Over time, repeated confirmations of quality and consistency strengthen brand equity and promote loyalty, ultimately influencing future purchase decisions (Bill Xu & Chan, 2010).

3.3. Social Identity Theory:

Social identity theory explains how individuals derive part of their self-concept from their membership in social groups. Applied to brand value, it implies that hotel brands possessing prestigious or aspirational associations become symbols of group affiliation. Guests

may prefer hotels that elevate their status or align with their personal values. This alignment can increase a consumer's emotional attachment to the brand, making it a compelling choice in subsequent purchase decisions (Escalas & Bettman, 2003) & (Escalas & Bettman, 2005).

3.4. Managerial Implications:

Understanding the theoretical underpinnings of brand value and its influence on hotel service purchase decisions offers several managerial insights (Raggio & Leone, 2006):

- **Invest in Consistency:** Hoteliers must ensure every touchpoint consistently reflects the brand's values. Consistent service experiences strengthen cognitive associations and nurture emotional bonds, reducing perceived risk.
- **Leverage Storytelling:** Brand narratives that highlight heritage, unique selling propositions, or social responsibility resonate with consumers who seek authenticity. By weaving these narratives through marketing campaigns and in-hotel experiences, managers can reinforce emotional connections and enhance brand value.
- **Engage with Guest Feedback:** Genuine responses to guest reviews, whether positive or negative, validate the brand's commitment to service excellence. Prompt and empathetic engagement can turn dissatisfied customers into advocates by demonstrating the hotel's dedication to resolving issues.
- **Cultivate Brand Communities:** Hoteliers can encourage brand communities by creating loyalty programs that go beyond transactional benefits. Exclusive experiences, events, and behind-the-scenes access nurture emotional attachments and stimulate repeat patronage.
- **Differentiate Through Quality and Innovation:** Unique offerings, innovative amenities, and personalized services distinguish a brand from its competitors. By continuously evolving and improving service standards, hotels maintain high perceived quality and strengthen brand equity.

These strategies underscore the importance of adopting a holistic approach to brand-building in hotels. Focusing solely on pricing, for instance, will fail to create strong brand value if intangible aspects such as emotional resonance and trust remain neglected.

4. The Fieldwork Framework of the Study:

4.1. Introducing Mermoura Hotel in Guelma:

Hotel Mermoura is a newly renovated, four-star establishment located at 1 Avenue Ali Chorfi in Guelma, Algeria. It offers a wide range of amenities, including a garden, terrace, restaurant, bar, and free Wi-Fi. Guests can enjoy air-conditioned rooms furnished with a flat-screen TV, private bathroom, and balcony. In addition, the hotel caters to various travel needs by providing family rooms, room service, and a 24-hour front desk.

The recent renovations have enhanced the overall guest experience, creating a more luxurious and comfortable environment. Whether traveling for business or leisure, visitors can look forward to updated facilities that emphasize convenience, relaxation, and superior service.

4.2. Study Population and Sample:

A survey was conducted among guests at the Mermoura Hotel in Guelma Province. Questionnaires were distributed to 260 customers, of which 233 were returned. After excluding 18 unusable surveys, the final sample comprised 215 responses. Table 1 presents the distribution of the study sample.

Table 1: Description of the Study Sample

Personal Information		Frequency	Percentage
Gender	Male	133	61.9%
	Female	82	38.1%
Age Group	Below 19	1	0.5%
	Years 20-29	18	8.4%
	Years 30-45	147	68.4%
	Above 40	49	22.8%
Occupation	Student	25	11.6%
	Employee	139	64.7%
	Self-employed	32	14.9%
	Unemployed	19	8.8%
Income	High Income	155	72.1%
	Medium Income	52	24.2%
	Low Income	8	3.7%

Source: Compiled by the researchers using SPSS V 27

- **Gender:** The study sample is predominantly male (61.9%), whereas females constitute 38.1% of respondents.

- **Age Group:** The most represented age group among customers is 30–45 (68.4%), followed by those above 45 (22.8%). Respondents aged 20–29 make up 8.4%, while those under 19 represent the smallest proportion (0.5%).
- **Occupation:** The majority of respondents (64.7%) are employees. Self-employed individuals account for 14.9%, students for 11.6%, and the unemployed for 8.8%.
- **Income:** High-income individuals constitute the largest segment (72.1%). The middle-income group is 24.2%, indicating that younger customers despite potentially limited incomes show a strong inclination to spend on travel. Low-income individuals represent only 3.7%.

4.3. Scope of the Study:

This field study was carried out at the Mermoura Hotel in Guelma Province during the first half of January 2025. The hotel was selected because it is considered one of the city's leading establishments, offering a wide range of services. A random sample of the hotel's customers was chosen to represent the broader guest population.

4.4. Reliability of the Study:

This research is organized around two primary axes:

- **Axis 1:** Brand Value. This axis includes 24 items covering four dimensions: Brand Awareness, Brand Image, Brand Loyalty, and Perceived Brand Quality.
- **Axis 2:** Hotel Service Purchase Decision. This axis consists of 8 items.

Table 2: Cronbach's alpha test results for the questionnaire dimensions and axes

Dimensions and Axes of the Questionnaire	Number of Items	Cronbach's Alpha
Brand Awareness	6	0.755
Brand Image	6	0.725
Brand Loyalty	6	0.812
Perceived Brand Quality	6	0.806
Brand Equity Dimension	24	0.928
Hotel Service Purchase Decision	8	0.819
Total	32	0.942

Source: Compiled by the researchers using SPSS V 27

To verify the reliability of the questionnaire, internal consistency was evaluated using Cronbach's alpha. The resulting alpha coefficients ranged from 0.755 to 0.928 for all dimensions, with the total alpha coefficient reaching 0.942. These values confirm the reliability and internal consistency of the study instrument.

4.5. Discussion and interpretation of study results:

This section provides a detailed analysis of the findings to address the main research question and its sub-questions. It also tests the validity of the principal hypothesis and the sub-hypotheses, thereby clarifying the relationship between the independent variables (brand value dimensions) and the dependent variable (hotel service purchase decision). Various statistical tests are employed to achieve these objectives.

4.5.1. Quantitative Analysis of Customer Perceptions Regarding Mermoura Brand Value Dimensions:

Table 3: Customer Perspectives on Brand Value Dimensions

No.	Variables	Mean	S. D	Grade	
Brand Equity Dimension		3.6625	0.61730	Elevated	
Brand Awareness (X1)		3.7242	0.64789	Elevated	1
1	You can easily recognize the Mermoura brand among other brands.	3.9300	0.76684	Elevated	3
2	The name of the Mermoura brand is successful.	3.9500	0.83726	Elevated	2
3	You can remember the logo when you hear the brand name.	3.9850	0.90491	Elevated	1
4	The brand logo has strength.	3.4350	1.11444	Average	6
5	You need to know a lot of information about the Mermoura Hotel before going to it.	3.5100	1.09356	Elevated	5
6	The hotel's brand colors are attractive.	3.5350	1.02667	Elevated	4
Brand Image (X2)		3.7017	0.68761	Elevated	2
1	The Mermoura brand enjoys a good reputation in the community.	3.6200	0.99465	Elevated	5
2	The Mermoura brand offers distinctive services in the hotel industry compared to its	3.6250	0.99465	Elevated	4

	competitors.				
3	You have a positive experience with this brand.	3.8450	0.95685	Elevated	2
4	Mermoura Hotel's advertisements always focus on creativity.	3.9950	0.87682	Elevated	1
5	The prices of Mermoura Hotel's service offerings are suitable for your purchasing power.	3.7200	1.00331	Elevated	3
6	The Mermoura brand offers innovative service offerings.	3.4050	1.32277	Average	6
Brand Loyalty (X3)		3.6708	0.70065	Elevated	3
1	You have a positive attitude towards the services provided by the brand.	3.7650	0.96146	Elevated	2
2	The services provided by this brand are your first choice.	3.5750	1.04875	Elevated	4
3	You prefer to deal with the Mermoura brand even if other brands offer the same offers.	3.5050	1.02725	Elevated	5
4	The Mermoura brand deserves what you pay for its services.	3.5000	1.03215	Elevated	6
5	You will not switch to any competitor if you encounter a problem in dealing with the services of this brand.	3.9500	0.79414	Elevated	1
6	You encourage your friends and acquaintances to deal with the services provided by this brand	3.7300	0.97047	Elevated	3
Perceived Brand Quality (X4)		3.5533	0.72864	Elevated	4
1	The staff at the Mermoura Hotel brand are committed to a neat and professional appearance.	3.6550	0.99545	Elevated	2
2	The hotel takes into account all the tastes of its customers when offering its services	3.4850	0.99737	Average	5
3	The hotel takes full responsibility when you do not like a service.	3.3500	1,25113	Average	6

4	The Mermoure brand staff have sufficient knowledge to answer your questions.	3.7000	0.89667	Elevated	1
5	The Mermoure Hotel brand staff are keen to provide error-free services.	3.5800	0.94236	Elevated	3
6	The Mermoure brand provides interactive platforms (website, social media, etc.) to provide accurate information about its service offers.	3.5500	1.01620	Elevated	4

Source: Compiled by the researchers using SPSS V 27

As shown in Table 3, all dimensions of brand value are highly present at the hotel according to customer perceptions, as each dimension's mean score ranges between 3.4 and 4.2. Brand Awareness (3.7242) recorded the highest average, indicating that the Mermoura brand is well-established in customers' minds, making them more likely to remember and prefer it over alternatives. Its successful name further supports its positive image and enhances promotional efforts. Additionally, customers' inclination to gather information before their stay suggests they plan thoroughly to optimize their hotel experience.

Brand Image ranked second (3.7017), reflecting the hotel's strong reputation, unique services, commitment to customer satisfaction, and focus on creativity and innovation. Next, Brand Loyalty ranked third (3.6708), showing that customers are satisfied with the hotel's services, prefer them over competitors, trust the brand, and recommend it to others. Finally, Perceived Brand Quality ranked fourth (3.5533), implying that staff maintain a professional appearance, possess adequate knowledge, and diligently offer error-free services. These factors collectively enhance the hotel's standing as a trusted and distinguished destination.

Overall, the mean score for all Brand Value dimensions (3.6625) indicates that Mermoura Hotel guests exhibit a high level of interest in, and recognition of, the hotel's brand value.

4.5.2. The Level of Interest of Mermoura Hotel Customers in the Service Purchase Decision:

Table 4: Customer Opinion Analysis of the Hotel Service Purchase Decision at Mermoura Hotel

No.	Variables (Y)	Mean	S. D	Grade	
Hotel Service Purchase Decision		3.8181	0.65052	Elevated	
1	You seek the services available in the hotel that suit your purchasing power.	3.7350	0.92686	Elevated	7
2	You use the experiences of others (friends and relatives) before making a decision to purchase hotel services.	3.8150	0.89149	Elevated	5
3	You find it easy to compare the various tourist services offered by the hotel.	3.9100	0.82175	Elevated	3
4	You prefer the presence of many offers in the Mermoure Hotel to choose from.	3.8050	0.95999	Elevated	6
5	You spend a short time in the process of purchasing hotel services because the procedures are easy and clear.	3.9300	1.14528	Elevated	2
6	After trying the services of the Mermoure Hotel, you compare their conformity with the level of your expectations before the experiment.	4.1050	0.82302	Elevated	1
7	Your evaluation of the stay experience at the Mermoure Hotel makes you gain information and experience suitable for the possibility of repeating the visit again.	3.8650	0.99586	Elevated	4
8	After the end of your experience of tourist services in the Mermoure Hotel, they contact you to know your evaluation of the service	3.3800	1.20535	Average	8

Source: Compiled by the researchers using SPSS V 27

Table 4 shows that item 6 has the highest mean (4.1050), indicating guests frequently compare their actual hotel experience against their initial expectations, reflecting a clear set of satisfaction criteria. By contrast, item 8 has the lowest mean (3.3800), suggesting the hotel does not consistently follow up with guest's post-stay to gather feedback. Overall, the mean score (3.8181) signifies those customers place a high level of importance on the hotel service purchase decision.

4.6. The relationship between brand value and hotel service purchase decision:

This section addresses the third sub-question: "Is there a relationship of influence or correlation between the dimensions of brand value and the purchase decision for hotel services among Mermoura Hotel customers in Guelma?" The main hypothesis and its sub-hypotheses are tested here. However, these tests require establishing the distribution of the collected data

4.6.1. Data Distribution:

Table 5: Results of the normality test for study variables

		X1	X2	X3	X4	Y
N		215	215	215	215	215
Paramètres normaux ^{a,b}	Moyenne	3,7242	3,7017	3,6708	3,5533	3,8181
	Ecart type	,64789	,68761	,70065	,72864	,65052
Différences les plus extrêmes	Absolu	,140	,126	,122	,112	,083
	Positif	,074	,084	,065	,070	,059
	Négatif	-,140	-,126	-,122	-,112	-,083
Statistiques de test		,140	,126	,122	,112	,083
Sig. asymptotique (bilatérale) ^c		,000	,000	,000	,000	,002

Source: Compiled by the researchers using SPSS V 27

Table 5 indicates that the significance level (Sig) for variables X1, X2, X3, and X4 is 0.000, which is less than $\alpha \leq 0.05$. The same applies to variable Y (Sig = 0.002), which is also less than $\alpha \leq 0.05$. Thus, these data do not follow a normal distribution, and parametric tests cannot be performed. Consequently, non-parametric tests were adopted.

4.6.2. Testing the study hypotheses:

Table 6: Spearman's Rank Correlation Results for the Association Between Brand Value Dimensions and Hotel Service Purchase Decisions

Brand Equity Dimension	Spearman's rank correlation coefficient (r)	Significance level (sig)	Ranking in terms of the strength of the relationship
(X1)	0.557	0.000	4
(X2)	0.730	0.000	2
(X3)	0.736	0.000	1
(X4)	0.698	0.000	3

Source: Compiled by the researchers using SPSS V 27

All independent variables Brand Awareness, Brand Image, Brand Loyalty, and Perceived Brand Quality exhibit a statistically significant relationship with the dependent variable (hotel service purchase decision). This is evidenced by $\text{Sig} < 0.05$ for each correlation coefficient.

Notably, all correlations are positive, meaning that as customers perceive stronger brand value dimensions, they are more inclined to decide in favor of purchasing the hotel service. The correlation strength varies: Brand Loyalty (X3) exerts the greatest influence on the purchase decision ($r = 0.736$), followed by Brand Image (X2) ($r = 0.730$), then Perceived Brand Quality (X4) ($r = 0.698$), and finally Brand Awareness (X1) ($r = 0.557$).

Therefore, the four null sub-hypotheses asserting the absence of a statistically significant relationship between each dimension of brand value (X1, X2, X3, X4) and the decision to purchase hotel services are rejected. Consequently, the main null hypothesis is also rejected, while the alternative hypothesis is accepted, affirming that there is a statistically significant relationship between the dimensions of brand value and the purchase decision for hotel services among Mermoura Hotel customers in Guelma.

5. Conclusion:

A hotel's brand value principally hinges on its ability to create strong cognitive associations with customers. This process begins with accurately defining brand elements, reinforcing them through effective, integrated marketing initiatives, and designing innovative and compelling marketing communications. Internal marketing also plays a critical role, focusing on embedding core brand values among employees to ensure the desired external value is realized among customers. Furthermore, brand building can be bolstered by establishing robust secondary structures and links that solidify brand identity and enhance brand value.

However, service brands particularly hotels face considerable challenges arising from the intangible nature of their offerings. Because services cannot be evaluated prior to purchase, perceived risk among customers increases. Building brand value mitigates such risks by offering customers a more concrete sense of service quality, thereby boosting their trust and facilitating their purchasing decisions.

5.1. Among the Most Significant Results of the Study:

- **High Brand Awareness:** Mermoura Hotel customers in Guelma demonstrated a high level of brand awareness relative to other brand value dimensions. The hotel's unique and clear visual identity evident in an innovative logo, strategic color schemes, and sophisticated presentation enhances brand recall. The name "Mermoura" is engaging, easy to remember, and carries positive connotations, all of which reinforce brand awareness.
- **Strong Brand Image, Awareness, and Perceived Quality:** Owing to high customer satisfaction with the hotel's products and services, Mermoura Hotel emphasizes innovation in room design, service offerings, and unconventional marketing approaches to ensure unique guest experiences. Additionally, customers exhibit substantial trust in the brand, preferring to resolve any issues with the hotel rather than switch to another, indicating effective staff performance and problem-solving skills.
- **High Customer Interest in the Purchase Decision:** Customers pay considerable attention to hotel services that align with their budgets, compare different service options, and consult others' experiences before deciding. They also value convenience, seeking quick and transparent purchasing procedures. Once they have tried

the services, they evaluate how well these services match their expectations and use that evaluation to inform future decisions. However, the hotel's limited follow-up after the stay to collect feedback suggests a gap in leveraging customer insights for ongoing improvements.

5.2. Significant Positive Relationships:

- Brand Awareness is significantly related to the purchasing decision.
- Brand Image is significantly related to the purchasing decision.
- Perceived Brand Quality is significantly related to the purchasing decision.
- Brand Loyalty is significantly related to the purchasing decision.

Overall, there is a statistically significant relationship between all dimensions of brand value and hotel service purchase decisions among customers at Mermoura Hotel in Guelma.

5.3. Recommendations:

- **Enhance Brand Value Through Diverse Promotional Channels:** The hotel should intensify its focus on building and reinforcing its brand value via various promotional platforms, particularly social media and influencer marketing. By collaborating with influencers, Mermoura Hotel can harness the power of positive word-of-mouth and potentially influence consumer purchase behaviors more effectively.
- **Conduct Marketing Research to Inform Strategy:** Mermoura Hotel in Guelma should regularly conduct marketing research to identify the range of factors affecting purchase decisions. These insights can guide the formulation of service quality strategies and marketing activities that better align with customer needs and preferences.

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