

Efficient Corporate Image as a Strategy for Enhancing Profitability in Hotels

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Abstract : The hotel industry has been using their corporate image and reputation to maintain service quality, customer satisfaction, and customer loyalty and to leverage themselves against competitors and facilitate their growth strategies. With the increasing pressure to perform, hotels have even created hybrid service strategy to fight in the niche markets across pricing and level-off service parameters.

Keywords : corporate image, hotel industry, service quality, customer expectations

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