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PERCEIVED-HOTELSCAPES AND ITS IMPACT ON CUSTOMER PATRONAGE: AN EMPIRICAL PERSPECTIVES

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ABSTRACT

This study reviews the impact of hotelescap elements on customer cognitive responses and customer patronage in Saudi Arabia. This study explored the moderation role of customer motivation. The present study was developed after a systematic review of past literature. The present study found the critical influence of the study's variables on customer patronage. Furthermore, the study provided some understanding of how hotelescap affect customer patronage in Saudi Arabia. Three hundred and nine (319) usable responses were obtained. Data were analyzed using Statistical Package for Social Science (SPSS) and Partial Least Square-Structural Equation Modeling (PLS-SEM). The study's findings show a positive and significant relationship between hotelescap and customer patronage and cognitive responses. At the same time, there was no evidence showed to support the moderation effect of customer motivation. Stimulus Organism and Response (S-O-R) theory was used to underlie the conceptual framework. In addition, some implications of this conceptual model for theory and practice are discussed.

Keywords: Hotelescap, Customer Patronage, Customer Cognitive Responses, Customer Motivation