

The Influence of Relationship Marketing and Brand Image on Rapport Formation and Long-Term Orientation in Hotels

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Abstract. This study examines the causal relationship between relationship marketing, rapport formation, and long-term transaction orientation of hotels and verifies the moderating effect of hotel brand image to emphasize the necessity of hotel relationship marketing and brand image enhancement through research targeting customers who purchase products and services provided by hotels. The empirical results of this study are meaningful in that it tests and analyzes academically and empirically relationship marketing, which is emphasized in the competitive hotel business, and verifies the integrated relationship between relationship marketing and rapport. In addition, to maintain a continuous relationship with customers, it is necessary to improve the professional knowledge of hotel employees' services and to provide services with authenticity in communication with customers. In addition, as for hotel employees who provide various service products including events and cultural events, it is considered that continuous employee training is necessary to express an authentic attitude toward customers and to make them proactiveness in work. However, since the study is limited to a specific area, it is somewhat difficult to generalize the results of the study. Therefore, it is necessary to secure the results of the study that have more objectivity by expanding the study area in future studies.

Keywords: relationship marketing, rapport, long-term transaction orientation, brand image, moderation effect

1. Introduction

Due to the recent global economic downturn caused by the global outbreak of COVID-19 and Russia's invasion of Ukraine, and diversified customer needs, the hotel industry among the hospitality industries is facing difficulties that have not been experienced in the past and difficult challenges not easy to overcome. In particular, hotels are experiencing financial difficulties due to the decline in various festivals and events directly linked to tourism demand, and in addition, they are facing an age of infinite competition with the emergence of new types of accommodation. Therefore, the hotel is making efforts to endure these times through various self-help measures.

At a time when overall tourism demand has fallen significantly compared to that before the outbreak of COVID-19, it is most important for hotels to maintain their existing customers effectively. To this end, it is necessary to check the plan and implementation of customer relationship management in the long term rather than events in the short term. Therefore, in order to maintain effective relationships with customers in the long term, it is necessary to establish relationship marketing in order to form trust with customers and to form positive emotions based on mutual pleasant interaction and personal bond. Relationship marketing is a marketing activity aimed at strengthening the relationship between marketing managers, customers, and suppliers, establishing a long-term trustworthy relationship, and increasing corporate profits.

Relationship marketing based on defensive marketing has become one of the most important marketing strategy concepts for customers visiting hotels (Park and Jung 2006). Customers visiting a hotel want to maintain a continuous relationship with the hotel, and the hotel maintains and expands profits by enhancing relationship orientation with customers and strengthening long-term relationships with existing customers through various communications and expansion of physical facilities that satisfy customers. In other words, it is necessary to increase the satisfaction of existing customers by providing hotel products and services to prevent customers from leaving and maintain long-term relationships to become loyal customers (Roh and Han 2008).

This study is to examine the causal relationship between relationship marketing, rapport formation, and long-term transaction continuity of hotels to emphasize the necessity of hotel relationship marketing and brand image enhancement through research on customers purchasing products and services provided by hotels and to verify the moderating effect of the image of hotel brands. Through this, this study aims to present differences from previous studies by recognizing the importance of hotel brand image role and conducting research on hotels at the top of the service industry, unlike previous studies in which the main target of relationship marketing was limited to hair shops, travel agencies, medical services, and shopping industries. To this end, the theoretical background, the purpose of this study, relationship marketing, rapport, long-term trading intention and brand image are explained. Based on these, research models and research hypotheses are presented. Then, this study empirically analyzes the survey data conducted through a face-to-face survey targeting the research sample and derives analysis results. Based on the results of the analysis, this study provides basic data needed to develop a hotel operation program that can be practically helpful in revitalizing management by emphasizing the need for relationship marketing between hotel representatives and customers and the importance of the hotel brand image.

2. Literature

2.1. Relationship marketing

Marketing is a process in which a company creates value for customers and builds a relationship with customers, and in return, obtains value corresponding to the customer. Through creating value for customers, it understands customer's minds and behavior at the same time and builds customer relationships to get customer responses. Therefore, the core of marketing is to catch customers' support by making the most of the marketing tools of the company. Today's market structure has changed significantly compared to the past, and the marketing field has achieved academic development through

many changes since the marketing concept was established. In the 1950s, the company's marketing activities were mainly focused on consumer goods, on the industrial goods market in the 1960s, on nonprofit organization and social marketing in the 1970s, and on service marketing in the 1980s (Choi 2007). Relationship marketing began to emerge in the 1990s, but initially, research was limited to strategies for attracting new customers. However, in the 2000s, companies began to pay attention to the service sector due to the paradigm shift that emphasizes long-term relationships with customers, and active research has been underway since then.

Relationship marketing was introduced by Berry (1995), who emphasized the importance of building relationships with customers while defining relationship marketing as an activity that attracts and maintains customers and improves relationships with customers. Sheth & Parvatiyar (1995) defined relationship marketing as a continuous process for cost reduction, mutual economic value creation, and reinforcement through mutual cooperation activities with customers. Kim Eun-ha (2019) defined relationship marketing as an effort to establish, maintain, and strengthen a certain relationship with customers for continuous customer satisfaction, and Mun Myeong-shin (2021) defined relationship marketing as maintaining relationships with customers, providing better services to customers through dialogue, and creating profits accordingly.

On the other hand, prior research on relationship marketing limited the main follow-up variables of relationship marketing to trust, satisfaction, and continuity intention, and the results of the study mainly had a positive effect. However, research on relationship marketing targeting hotels is very scarce, and the influence relationship with Rapo, a follow-up variable of relationship marketing, has not been studied. In this study, based on the definition of relationship marketing in previous studies, we define relationship marketing as an activity that provides services to improve continuous and steady relationships with customers beyond creating new customers as the first stage of marketing.

The factors of relationship marketing are various and different according to the purpose and object of previous studies.

Kim Soo-jung and Park Jae-hong (2014) derived the factors of relationship marketing as communication, customer orientation, professionalism, and physical facilities in the study on relationship marketing activities and word-of-mouth behavior, and Son Byung-wook (2019), in the study on the relationship of marketing and trust, relationship satisfaction, and relationship continuity intention, composed and measured relationship marketing as professionalism, communication, reputation, price factors, and bond ties. Seo Ye-jun and Lee In-hee (2021) classified the factors of relationship marketing into professionalism, customer orientation, and communication in the study of relationship marketing and customer trust.

Accordingly, this study refers to the relationship marketing factors of previous researchers and constructs relationship marketing with communication, physical facilities, and professionalism.

Communication is a means of reducing mutual uncertainty with customers and fulfilling promises. As the relationship marketing research has been piled up, it is being defined as two-way communication by interaction and as playing a role such as listening and responding. Physical facilities are the most important cues that can positively affect customer satisfaction as a service provided to customers in relational marketing strategies. Professionalism is related to the problem of analyzing the information obtained through the customer's situation and the ability to grasp the customer's classification and the customer's emotional state through the expertise that can explain the customer's desired service, the customer's behavior or tone.

2.2. Rapport

The study of rapport began with medicine and psychology. Currently, however, research on rapport is being conducted in various fields such as education and the service industry.

Dick and Basu (1994) defined rapport as a generally good feeling that a customer feels through the interaction between a service provider and a customer and that it should be mutually meaningful to feel comfortable in the interaction. LaBahn (1996) defined rapport as a perception in interaction

characterized by personal connections between customers and employees and said that customers should recognize the pleasantness of the relationship between service providers and customers through consensus building. Ji Seong-gu et al. (2010) called the service provider's behavioral efforts to improve the quality of interaction between customers and Kim Hee-dong (2015) called the quality of empathic relationships through interaction between users and providers in a comprehensive situation.

Research on Rapport is mainly conducted on hair shops, and research on hotels is very scarce. In addition, Rapport's leading variables are mainly relationship quality. In this study, the relationship between service providers and consumers begins with a positive feeling perceived by consumers, and is defined as a relationship in which mutual comfort, intimacy, and trust are formed and mutually respected.

2.3. Long-term trade orientation

Securing customers, which is the most important in securing corporate competitiveness, is based on the formation of a positive relationship between customers and companies, and can be achieved through maintaining a continuous business relationship with customers. In other words, companies can expect long-term management performance through continuous transactions with customers and can be used as a means of securing competitiveness and reducing costs (Kim Dong-Bong 2010).

Noordewier et al. (1990) refers to long-term transaction orientation as a long-term cooperative relationship or bond between the two parties and is aimed at interdependent relationships through maintaining long-term trading relationships beyond the possibility of future transactions. Ganesan (1994) said that companies and customers are not simply trading relationships, but mutually satisfying relationships through mutually formed partnerships. Park Mi-young et al. (2010) show that when a customer is satisfied with a product or service provided by a company, the customer positively evaluates the relationship with the company that provided the product or service and makes efforts and intentions to maintain a long-term mutual relationship based on this. Jong-hee Park and Seon-hee Kim (2010) believe that it is highly beneficial to continuously maintain relationships between customers and service providers, so they have expectations about future performance and, reflecting this, intend to maintain long-term relationships with service providers.

Research on long-term transaction orientation is generally being conducted in relation to customer loyalty of customers and small companies or large corporations. However, research on hotels that provide peak services are very scarce. Therefore, this study defines long-term transaction orientation as the willingness and attitude to maintain this as a mutual cooperation formed through transactions between customers and service providers as long-term transaction orientation.

2.4. Brand image

An image is a generic term for visual memory, evaluation and attitude toward an object or person. Brand image is a set of psychological factors that consumers recognize in relation to brands and can be said to be a series of associations that help differentiate them from other brands, and companies whose brand image has been clearly established by consumers can have a strong competitive advantage.

In previous studies related to brand image, brand image is defined in various ways. Aaker (1996) defined a brand image as a set of meaningful associations for the brand, and Keller et al. (1998) defined it as a set of personal beliefs about a particular brand. Shin Jeong-ran and Hwang Ji-sook (2010) defined the brand image as a recognition of the brand as reflected by the brand association in the customer's memory, and Hwang Soo-yeon and Yun Ji-young (2015) defined the brand image as a series of meanings and associations that help differentiate from other brands as a set of psychological factors recognized by consumers.

Therefore, this study intends to define the brand image as the overall feeling or value of a brand perceived by consumers.

3. Research Design

3.1. Research models and hypothesis

This study aims to verify the relationship between a hotel's relationship marketing activities perceived by customers and its influence on rapport and long-term transaction orientation and to identify the moderating effect of brand image. Therefore, to empirically testify to the flow of the study presented by the contents of the theoretical background, the research hypothesis is presented based on the research model as shown in Fig. 1 and the results of the previous research.

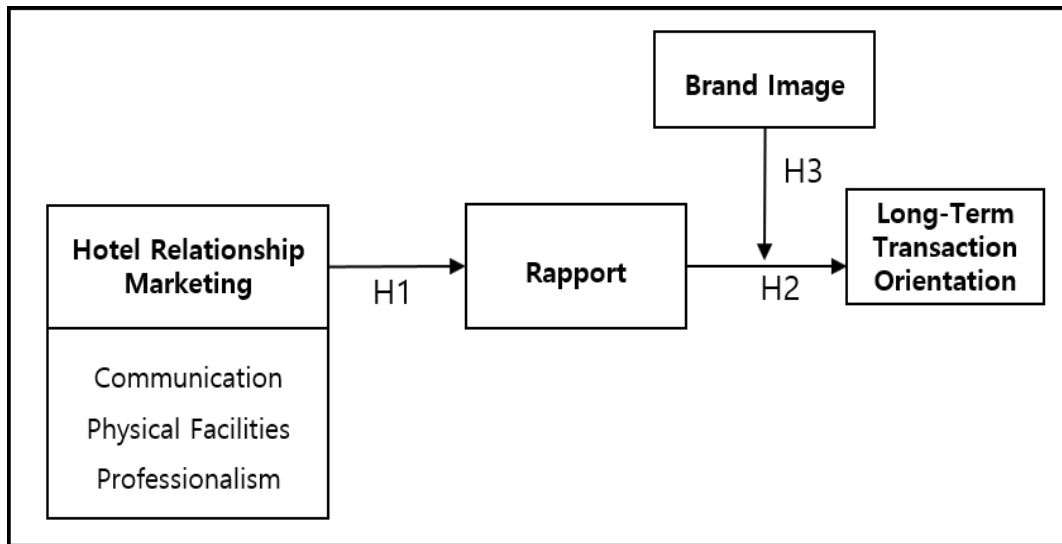


Fig. 1: Research model

Palmatier et al. (2006) analyzed the factors affecting the effect of relationship marketing and classified them into three aspects: customer focus, seller focus, and interaction. As a result, relationship marketing factors have a positive effect on customer's emotions, and it also improves customer satisfaction, trust, and flow so that they can maintain a continuous relationship with customers. Jeon Young-ho (2016) said that customer orientation, communication, and physical facilities of relationship marketing have a significant effect on rapport formation in the study of Credit Union members.

Gwiner et al. (2000) stated that rapport formed between service providers and customers has a positive effect on loyalty and word-of-mouth intention, and Min So-ra and Yang Ji-in (2020) identified that the formation of rapport between customers and cabin crews in the aviation sector has a positive effect on customers' long-term transaction orientation. In addition, Kim Mun-jeong (2020) said that the formation of rapport between customers and workers in the field of hairdressing has a positive effect on continuous relationships.

Accordingly, in this study, we would like to propose the following hypothesis based on the research results of previous studies in order to verify the research model presented above.

Hypothesis 1. Hotel relationship marketing will have a significant positive effect on rapport formation.

H 1-1. Communication of relationship marketing will have a significant positive effect on rapport formation.

H 1-2. The physical facilities of relationship marketing will have a significant positive effect on rapport formation.

H 1-3. The professionalism of relationship marketing will have a significant positive effect on rapport formation.

Hypothesis 2. Lappo formation will have a significant positive effect on long-term transaction orientation.

Hypothesis 3. Brand image will have a moderating effect on the relationship between rapport formation and long-term transaction orientation.

3.2. Operational definition of variables, investigation design and analysis methods

3.2.1. Manipulative definition of variables

Measurement items of relationship marketing were composed of 14 items. Among them, communication consists of 5 items such as utilization of database information for service improvement, efforts to acquire customer information, utilization of virtual space for communication with customers, provision of information through events and special programs, and continuous provision of information through e-mail. Physical facilities include physical facilities of hotels, spatial arrangement of hotels, safety of hotel facilities, convenience of hotel facilities and provision of hotel services using the latest equipment of hotels. Expertise consists of 4 items such as knowledge and experience, friendliness of staff, guidance when using hotel facilities and expertise in hotel operation. The rapport formation consists of 4 items such as intimacy formation, humane attention, enjoyment of conversation, and smooth communication, and the long-term transaction orientation consists of 3 items such as long-term willingness to use, benefit through relationship maintenance, and anticipation to regular customers. The brand image was composed of four items: come-to-mind-easily, favorable, friendly, and attractive, and each variable was measured using the Likert 5-point scale.

In order to examine the demographic characteristics of the subjects, four items of gender, age, marital status, and family members were included in the questionnaire. Therefore, the questionnaire used in this study consists of a total of 29 items including the items of humanistic statistical characteristics.

3.2.2. Survey design and analysis methods

To achieve the purpose of this study, a survey was collected for customers who have experienced relationship marketing activities provided by four-star or higher hotels in Jeju Island, where the best services are likely to be provided to domestic and foreigners. The survey period is a total of 30 days from April 1, 2023 to April 30, 2023, and the questionnaire was revised and supplemented to meet the purpose of this study based on the measurement tools used in previous studies. The survey was conducted through a face-to-face survey method, and a total of 500 copies of the questionnaire were distributed to retrieve 433, and 417 valid samples were used for the final analysis, excluding 16 copies that responded insincerely.

First, frequency analysis is conducted to identify the characteristics of the survey subjects. Second, exploratory factor analysis is conducted to test the reliability and validity of the measurement tool. Varimax rotation is used for factor analysis, and reliability analysis is conducted by excluding items that impede internal consistency, using Chonbach's method. Measure the α coefficient. Third, correlation analysis is performed to diagnose multicollinearity problems. Fourth, multiple regression analysis and controlled regression analysis are conducted to verify the hypothesis.

4. Empirical Analysis

4.1. Demographic characteristics

To sum up the results of this demographic analysis, the percentage of married men in their 30s to 50s is close to 70%, and the average monthly income is relatively low for high-income earners over 6 million won, so it can be assumed that the main customers who visit four-star hotels in Jeju Island are mainly middle-class. The results of this demographic analysis can be used as basic data for establishing marketing strategies and management strategies for 4-star hotels in Jeju Island in the future.

Table 1 summarizes the results of frequency analysis on the demographic characteristics of this study sample.

Table 1: Demographic characteristics

Division		Frequency (People)	Ratio (%)
Gender	Male	276	66.2%
	Female	141	33.8%
Age Group	20s	45	10.8%
	30s	103	24.7%
	40s	124	29.7%
	50s	106	25.4%
	Over 60s	39	9.4%
Marital Status	Single	131	31.4%
	Married	286	68.6%
Monthly Income	Less than 2 million won per month	13	3.1%
	More than 2 million won to less than 4 million won per month	139	33.3%
	More than 4 million won to less than 6 million won per month	186	44.6%
	More than 6 million won per month	79	18.9%
Sum		417	100%

4.2. Validity and reliability analysis

This study verified the construct validity of the measurement tool through exploratory factor analysis and conducted reliability analysis using the Cronbach’s α coefficient to verify internal consistency. Verification of the construct validity of the measurement items was conducted by principal component factor extraction and Varimax Rotation, an orthogonal rotation method and factors with an eigenvalue of 1.0 or higher were used for analysis. In addition, items with low commonality of measurement variables, items included in other concepts, and items with unsuitable items based on the significance of factor loading according to the sample size of .4 or more were excluded.

As a result of the analysis, the KMO measure was .936, confirming the suitability of the sample, and Bartlett’s unit matrix verification statistic was also 10,557.803, proving that there is a linear relationship between variables. The cumulative variance was 58.610%. The commonality of fixed variables was .604 ~ .812, which was more than .5. Six factors were extracted: communication, physical facilities, expertise, rapport, long-term transaction orientation, and brand image. In addition, the reliability value was .894 ~ .950, showing an internal consistency that can be accepted statistically.

Table 2 summarizes the results of exploratory factor analysis that verified the reliability and validity of the measurement tools used in this study.

Table 2: Exploratory factor analysis

Items	Components						Extacts	Cronbach’
	1	2	3	4	5	6		α
Communication 4	.832						.812	.950
Communication 1	.789						.809	
Communication 2	.774						.761	
Communication 3	.772						.788	
Communication 5	.767						.767	
Physical Facilities 2		.797					.726	.917
Physical Facilities 3		.793					.730	
Physical Facilities 1		.767					.692	
Physical Facilities 4		.764					.757	
Physical Facilities 5		.745					.706	
Professionalism 1			.878				.774	.916

Professionalism 4			.840				.735	
Professionalism 3			.833				.731	
Professionalism 2			.821				.704	
Rapport 1				.776			.694	
Rapport 2				.764			.664	.901
Rapport 4				.744			.584	
Rapport 3				.707			.643	
Transaction Orientation 4					.815		.712	
Transaction Orientation 2					.795		.710	.903
Transaction Orientation 3					.774		.758	
Transaction Orientation 1					.724		.697	
Brand Image 1						.706	.764	0.894
Brand Image 2						.697	.748	
Brand Image 4						.675	.604	
Brand Image 3						.613	.687	
Eigen Value (E/V)	7.012	6.286	5.639	5.138	4.944	3.802		
Distribution(%)	12.521	11.225	10.07	9.176	8.829	6.789		
Accumulated Distribution (%)	12.521	23.746	33.816	42.992	51.821	58.610		
Notes : 1. KMO(Kaiser-Meyer-Olkin) = .936								
2. Bartlett = 10,557.803, Degrees of Freedom = 1,537, Significance probability = .000								

4.3. Correlation analysis

As a result of the correlation analysis between the variables used in this study, communication, which is a sub-variable of relationship marketing, showed a positive correlation with physical facilities, expertise, rapport, long-term transaction orientation and brand image ($r=.181\sim.575$), and physical facilities showed a positive correlation with expertise, rapport, long-term transaction orientation and brand image ($r=.359\sim.583$). Expertise was positively correlated with rapport, long-term transaction orientation and brand image ($r=.289\sim.570$), and rapport was positively correlated with long-term transaction orientation and brand image ($r=.267\sim.582$). Long-term transaction orientation and brand image were positively correlated ($r=.255$).

The correlation coefficient value is less than .6, so it is judged that there is no problem of multicollinearity raised in multiple regression analysis, and it can be seen that the suitability of the data is secured. Table 3 summarizes the results of correlation analysis to verify multicollinearity between each variable.

Table 3: Correlation analysis

Division	1	2	3	4	5	6
Communication	1					
Physical Facilities	.575***	1				
Professionalism	.411***	.583***	1			
Rapport	.424***	.488***	.570***	1		
Transaction Orientation	.473***	.423***	.552***	.582***	1	
Brand Image	.181**	.359***	.289***	.267***	.255***	1
* $p<.05$, ** $p<.01$, *** $p<.001$						

4.4. Testing of hypothesis

4.4.1. Relationship marketing activities and the influence of rapport

Multiple regression analysis was conducted to verify hypothesis 1 that relationship marketing activities of hotels will have a significant positive effect on rapport, and sub-hypothesis according to sub-variables of relationship marketing.

Table 4 summarizes the results of analyzing the influence relationship between relationship marketing and rapport.

Table 4: The relationship marketing and influence of rapport

Dependent Variables : Rapports							
Model	Non-standardization Coefficient		Standardization Regression Coefficient	t-Value	Significance probability	Collinearity Statistic	
	B	Standard Error	β			Tolerance limit	VIF
(Constant)	.018	.152		.074	.892		
Communication	.524	.052	.464	11.534	.000***	.435	2.394
Physical Facilities	.184	.034	.278	3.014	.006**	.397	2.714
Professionalism	.267	.047	.349	6.047	.000***	.384	2.624
R ² = .671, adj R ² = .699, F = 257.150(p<.001), Durbin-Watson = 2.103							
*p<.05, **p<.01, ***p<.001							

As a result of regression analysis of hypothesis 1, the Durbin-Watson value was 2.103, tolerance .384 ~ .435, and VIF value .234 ~ .271, confirming that there is no problem with multicollinearity. In addition, adjusted-R² was .699, indicating that the explanatory power of relationship marketing on rapport formation was 69.9%. And The F value was 257.150, which was significant at the significance level of p<.001, and the model was confirmed to be suitable for regression analysis.

As a result of multiple regression analysis to examine the effect of sub-variables of relationship marketing on rapport formation, it was found that communication (t=11.434, p=.000), physical facilities (t=3.047, p=.006), and expertise (t=6.047, p=.000) were statistically influential. In addition, communication (β =.464), which is a sub-factor of relationship marketing, has the greatest influence on rapport, followed by professionalism (β =.349) and physical facilities (β =.278).

Therefore, it can be seen that Hypothesis 1, which stated that the hotel's relationship marketing will have a significant positive effect on rapport with customers, was accepted.

4.4.2. The influence of rapport on long-term trading orientation

A simple regression analysis was conducted to verify hypothesis 2 that the formation of rapport according to hotel relationship marketing activities would have a significant positive effect on long-term transaction orientation.

Table 5 is the result of a simple regression analysis.

Table 5: The relationship between rapport and long-term transaction orientation

Dependent Variables : Long-term Transaction Orientation					
Model	Non-standardization Coefficient		Standardization Regression Coefficient	t-Value	Significance probability
	B	Standard Error	β		
(Constant)	.654	.124		6.047	.000
Rapports	.847	.040	.867	28.784.	.000***
R ² = .693, adj R ² = .691, F = 667.081(p<.001), Durbin-Watson = 1.987					
*p<.05, **p<.01, ***p<.001					

As a result of the estimated regression analysis of hypothesis 2, the Durbin-Watson value was 1.987, which is close to 2, and it is not close to 0 or 4, so there is no correlation between the residuals. In addition, adjusted-R² was .691, indicating that the explanatory power of relationship marketing on rapport formation was 69.1%. And The F value was 667.081, which was significant at the significance level of $p < .001$, and the model was confirmed to be suitable for regression analysis.

As a result of regression analysis to examine the effect of rapport formation on long-term transaction orientation, rapport ($t=28.784$ $p=.000$) was found to have a positive effect on long-term transaction orientation. The influence through the standardization coefficient was analyzed that rapport ($\beta =.867$) had a great influence on the long-term transaction orientation. Therefore, hypothesis 2 was adopted.

4.4.3. Moderating effect of brand image

This study conducted a hierarchical regression analysis to verify hypothesis 3 that brand image would have a moderating effect on the relationship between rapport and long-term transaction orientation.

Table 6 summarizes the results of analyzing the moderating effect of brand image in the relationship between rapport and long-term transaction orientation.

Table 6: Moderating effect of brand image

Dependent Variables : Long-term Transaction Orientation								
Model		R ²	adj R ²	Standard Error	R ² Increment	F Increment	Significant Probability	Degrees of Freedom 1, 2
Model 1	Rapports	.192	.191	.898	.178	118.021	.000	1,554
Model 2	Rapports	.257	.257	.823	.084	56.384	.000	1,542
	Brand Image						.000	
Model 3	Rapports	.298	.305	.802	.052	33.799	.000	1,534
	Brand Image						.000	
	Rapports × Brand Image						.000	

p < .05, **p < .01, *p < .001*

The validity of the moderating effect through regulatory regression analysis must meet the following three conditions (Song 2020; Amin and Lim 2021; Kamat and Dalpati 2022). First, in model 1, 2, and 3, the significance probability of F change should be less than .05. Second, the R² value that represents explanatory power in model 1, 2, and 3 should gradually increase. Third, the significance probability of all coefficients in model 1, model 2, and model 3 must be less than .05.

And the meaning of the signs shown in the verification of the adjustment effect is as follows. First, when the signs of the independent variable, control variable, and interaction term are all the same, the effect of the independent variable on the dependent variable becomes greater as the size of the moderating variable increases. Second, if the sign of the moderating variable is opposite to that of the independent variable, the moderating variable has a moderating effect that weakens the relationship between the independent variable and the dependent variable. Third, if the independent variable and the moderating variable affect the dependent variable in the same direction due to the opposition effect, but the interaction effect affects the dependent variable in the opposite direction, as the size of the moderating variable increases, the effect of the independent variable on the dependent variable is reversed. This is the moderating effect that appears.

As a result of the moderated regression analysis to verify the moderating effect of the brand image used in this study, the explanatory power in the first stage of the model with rapport was 19.2%, and the explanatory power in the second stage of the model with the brand image increased to 25.7%. When

the independent variable rapport is controlled, the brand image as a moderating variable has a statistically significant effect on long-term transaction orientation as the dependent variable ($p < 0.001$). In the third step, the explanatory power increased to 29.8% as the interaction term of rapport \times brand image was added, and the explanatory power increased statistically significantly ($p < 0.001$), which indicates that the brand image has a moderating effect on the influence of rapport on long-term transaction orientation. Therefore, hypothesis 3 was adopted that brand image will play a moderating role in the relationship between rapport and long-term transaction orientation.

In addition, the direction of the sign in the verification of the moderating effect shows that the independent variable, the moderating variable, and the interaction term all have the same positive sign. Therefore, as the influence of brand image as a moderating variable increases, the effect of rapport as an independent variable on long-term transaction orientation as a dependent variable can be said to get greater. The implication of these results is that brand image has an enhancing effect on the relationship between rapport and long-term transaction orientation, so hotels should promote rapport formation and long-term transaction orientation with customers through relationship marketing activities, and at the same time if activities for promoting the brand image of hotels are carried out at the same time, more effective performance can be achieved.

5. Conclusion

Hotels need to maintain and raise profits by strengthening long-term relationships with existing customers through enhanced relationships with customers, searching for various communication methods and expanding physical facilities that customers can be satisfied with. Therefore, it is time to prevent customer churn and to secure loyal customers by maintaining long-term relationship with customers. Therefore, to emphasize the necessity of hotel relationship marketing and brand image promotion for customers who purchase products and services provided by hotels, this study aims to verify the moderating effect of hotel brand image in the relationship between relationship marketing and rapport formation, the causal relationship between rapport formation and long-term transaction orientation, and the relationship between rapport formation and long-term transaction orientation. The results of regression analysis and Moderating regression analysis for hypothesis verification are summarized as follows.

First, Hypothesis 1 was adopted as communication, physical facilities, and expertise in hotel relations marketing was found to have a significant positive (+) effect on rapport. Second, hypothesis 2 was adopted as rapport was found to have a significant positive (+) effect on long-term transaction orientation. Third, Hypothesis 3 was adopted as the brand image was found to have a moderating effect in the relationship between rapport and long-term transaction orientation.

Based on the implications of the above empirical analysis, the implications of this study are as follows: First, it can be meaningful academically and empirically in terms of analyzing relationship marketing emphasized in competitive hotel business and verifying the integrated relationship between relationship marketing and rapport. Second, the services provided by hotels have intangible characteristics. Therefore, to maintain a continuous relationship with customers, it is necessary to enhance the professional knowledge of hotel employees' services and to provide authentic services in communication with customers. Third, it is necessary to provide and develop various service products including cultural events. In addition, hotel employees who work at the point of contact with customers need to be educated continuously so that they can show the authenticity of their attitude toward prompt handling of customer complaints, proactiveness in work, and customer service. Fourth, if relationship marketing activities and positive activities for strengthening the brand image of hotels are carried out, it is considered that the results of more effective relationship marketing activities will be derived.

Despite the results of this study, the limitations of this study are that it is somewhat difficult to generalize the results of the study by limiting the study area to a specific area named Jeju Island. In the future study, if the study area is expanded, it will be possible to obtain more objective research results.

If comparative studies are conducted in each region where the hotel is located, it will be possible to derive the results of the research that can be practically helpful in accordance with the characteristics of each regional hotel. In addition, it is necessary to conduct research on hotels of four-star or higher in large cities in Korea other than Jeju Island, Korea's representative tourist destination. Through this, it is expected that the research results will be differentiated by presenting the direction of relationship marketing between tourist destinations and hotels in general large cities.

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