Brand image, marketability, and guests' behavioral intention of hotels in the National Capital Region

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Abstract

This study investigates the relationship between brand image marketability and guests' behavioral intentions in 4-star hotels within the National Capital Region (NCR), Philippines. As competition in the hospitality sector intensifies, understanding factors that drive guest satisfaction and loyalty is crucial. Using the theory of planned behavior, this research explores how perceived quality, brand awareness, and brand reputation influence guests' decisions to revisit, recommend, and pay a premium for hotel services. The study employs a quantitative descriptive correlational design, utilizing surveys from 389 hotel guests. Key findings reveal that a strong brand image positively correlates with guests' willingness to recommend and return to the hotel. Marketability factors, such as location, accessibility, and design, also play a significant role in shaping guest perceptions and satisfaction. Notably, perceived quality emerged as the top predictor of positive behavioral intentions, with design and ambiance influencing guests' overall experience. These insights offer valuable guidance for hotel operators seeking to enhance their competitiveness by improving brand positioning, refining service quality, and tailoring offerings to meet the preferences of their target audience. The results underscore the importance of strategic branding and marketability in driving guest satisfaction, loyalty, and long-term hotel success in a competitive market.

Keywords: brand image, marketability, guests' behavioral intention

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1. Introduction

The hospitality industry has experienced significant global growth, driven by competition and changing consumer preferences (Gador, 2019). Hotels worldwide are focused on crafting a distinct brand image and marketability to influence guest behavior, especially in the context of balancing value and luxury. (Estaris, 2020) This trend is also evident in the Philippines, particularly among 4-star hotels, as these establishments offer upscale amenities at affordable prices. However, limited research exists on the relationship between brand image, marketability, and guest behavioral intentions in 4-star hotels in the National Capital Region. This study aims to fill this gap by investigating the factors that influence hotel competitiveness in the mid-range hotel segment. Based on the theory of planned behavior, this study examines the independent variables of brand image, marketability, and guest behavioral intentions, while hotel competitiveness serves as the dependent variable (Nunes et al., 2018). Existing research suggests that a positive brand image is closely linked to guest loyalty and intentions to revisit, while marketability, including pricing and digital presence, strongly influences guest decisions and hotel competitiveness. (Estaris, 2020) (Lacap, 2014) The 4-star hotel segment in the National Capital Region plays a crucial role in the hospitality industry, offering a blend of luxury and affordability to business and leisure travelers (Feng, 2022). The findings of this study will benefit hotel operators by providing insights into enhancing their brand strategies and improving customer loyalty. The findings of this study will provide valuable insights for hotel operators to enhance their brand strategies and improve customer loyalty. This study will provide valuable insights to hotel operators by guiding them in enhancing their brand strategies and improving customer loyalty. (Yoo et al., 2022). The findings of this study will build on the existing body of knowledge in the hospitality and tourism literature. The findings will contribute to the growing knowledge base and provide important insights into hospitality, business, and management literature (Lee et al., 2019).

The study aims to examine the interrelationships between brand image, marketability, and guest behavioral intentions in 4-star hotels within the National Capital Region (NCR). It further explores the dimensions of brand image, focusing on perceived quality, brand awareness, brand reputation, and perceived value. Additionally, the study evaluates marketability in terms of location and accessibility, target audience, price positioning, and design and ambiance, alongside guest behavioral intentions, including revisit intention, word-of-mouth recommendations, and willingness to pay a premium. Moreover, the interaction between brand image, marketability, and guest behavioral intentions.

2. Materials and methods

The research employed a quantitative, descriptive correlational design to examine the relationships between brand image, marketability, and guest behavioral intentions in 4-star hotels within the National Capital Region (NCR). Using Pearson correlation, the study assessed customer perceptions and behaviors, with a focus on determining significant relationships. A sample of 389 guests, aged 18 and above, was selected through stratified random sampling, with the sample size determined using the Rao soft calculator at a 95% confidence level. The questionnaire, adapted from prior research, covered demographics, brand image, marketability, and consumer behavioral intentions. It was validated through expert reviews and pilot testing, with Cronbach's alpha confirming high internal consistency. Data collection commenced after securing ethics approval, and self-administered surveys were distributed to participants, ensuring confidentiality and informed consent. Statistical tools like means, Pearson correlation, and ANOVA were used to analyze the data, exploring how brand image and marketability influenced guest behavioral intentions. The study adhered to ethical guidelines, with strict compliance to the Data Privacy Act of 2012, ensuring participant rights and data security.

3. Result and discussion

The results of this study provide a comprehensive analysis, highlighting key findings and their implications. Data collected from the quantitative primary data collected revealed significant trends and patterns, which are discussed in relation to existing literature. This section elucidates the correlation between Brand Image and Marketability of 4- Star Hotels, emphasizing the [positive/negative] impact of the two predicting variables on Guests' Behavioral Intentions. Additionally, the discussion addresses potential limitations and suggests directions for future research.

Table 1
Summary Table on Brand Image

Indicators	Weighted Mean	Verbal Interpretation	Rank
Perceived Quality	3.64	Strongly Agree	1
Brand Awareness	3.61	Strongly Agree	2
Brand Reputation	3.60	Strongly Agree	3
Perceived Value	3.60	Strongly Agree	3
Composite Mean	3.61	Strongly Agree	

Table 1 presents the brand image indicators, revealing overall perceptions and rankings based on weighted means. The highest-ranking indicator, "Perceived Quality," achieved a weighted mean of 3.64, demonstrating a strong consensus among respondents that the hotel delivers high-quality service, amenities, and experiences. "Brand Awareness" and "Perceived Value" both received weighted means of 3.61, ranking second in the composite mean. This suggests that guests positively associate the hotel with strong brand awareness and compelling value propositions, indicating effective marketing and a well-perceived price-to-value ratio. Meanwhile, "Brand Reputation" and "Brand Identity" scored slightly lower, both with a weighted mean of 3.60, indicating a positive but less robust perception in these areas.

The top-ranking indicators, "Perceived Quality," followed by "Brand Awareness" and "Perceived Value," underscore the critical role of delivering high-quality service and maintaining effective marketing strategies to strengthen guest perceptions. Guests are particularly attuned to the quality of their experiences, suggesting that service excellence is crucial for fostering satisfaction and loyalty. Research supports these findings: Chen and Wu (2023) identified perceived quality as a key driver of brand image in luxury hotels, while Park et al. (2022) emphasized the importance of brand awareness, linking it to successful marketing efforts. Similarly, Smith and Johnson (2021) found that perceived value enhances positive brand associations, reinforcing the results of this study. Despite their positive ratings, the lowest-ranking indicators, "Brand Reputation" suggest areas for further improvement. Guests acknowledge the hotel's efforts in these aspects but see room for growth. Enhancing brand reputation could further drive guest loyalty and advocacy, a conclusion supported by Lee and Kim (2020), who found that a strong reputation bolsters customer retention. Likewise, Garcia and Wong (2024) pointed out the importance of a clear and authentic brand identity in building emotional connections with guests. Additionally, Jones and Wilson (2022) highlighted that differentiation through unique, memorable experiences is a key strategy for enhancing brand image and maintaining competitiveness in the hospitality industry. Overall, while the hotel is well-regarded for its quality and value, reinforcing its reputation and brand identity could elevate its standing in a competitive market.

Table 2 summarizes the key marketability indicators shaping the brand image and competitiveness of the hotel, with an overall composite mean of 3.62. This strong agreement among respondents highlights the importance of these factors in driving market success. Topping the list is " Design and Ambience," with a weighted mean of 3.65, emphasizing the critical role of high-quality, personalized service and dedicated staff in enhancing guest experiences and satisfaction. Closely following, "Design and Ambiance" ranks second with a weighted mean of 3.63, showing the importance of visually appealing and inviting environments in shaping positive guest perceptions.

Table 2
Summary Table on Marketability

Indicators	Weighted Mean	Verbal Interpretation	Rank
Location and Accessibility	3.60	Strongly Agree	3
Target Audience	3.63	Strongly Agree	2
Price Positioning	3.58	Strongly Agree	4
Design and Ambiance	3.63	Strongly Agree	1
Composite Mean	3.62	Strongly Agree	

The top-ranking indicator, "Design and Ambience" underscores guests' strong appreciation for the level of service they receive, which significantly impacts their loyalty and likelihood to recommend the hotel. Personalized interactions and attentive staff play a major role in creating a memorable and valued experience. Supporting these findings, research by Kim and Kim (2023) suggests that integrating technology into hospitality services can further enhance personalization through automated check-ins, guest preference recognition, and tailored recommendations. Similarly, Mathur et al. (2022) explored how sensory branding, such as music, scent, and lighting, influences guest perception by creating a multi-sensory experience, adding to the importance of design and ambiance. Despite these strengths, the indicators with the lowest rankings, though still rated positively, are "Location and Accessibility" with a weighted mean of 3.60, followed by "Price Positioning" at 3.58. "Target Audience" also ranked high at 3.63, tied with "Design and Ambiance." The lower ranking of "Location and Accessibility" suggests potential areas for improvement, as guests may see opportunities for better convenience and strategic placement of the hotel to attract more visitors.

Wang and Wu (2020) highlight the benefits of a strategic location, noting that hotels can leverage local attractions to create unique packages that enhance guest experiences. Meanwhile, Lee and Jeong (2019) emphasize the importance of dynamic pricing strategies, which can optimize hotel revenue by adjusting prices based on factors like seasonality and demand. Additionally, Jones and Smith (2022) stress the need for flexible pricing options to cater to a diverse range of guest preferences and budgets.

Table 3
Summary Table on Guest's Behavioral Intention

Indicators	Weighted Mean	Verbal Interpretation	Rank
Revisit Intention	3.54	Strongly Agree	2
Word of Mouth	3.59	Strongly Agree	1
Test	3.48	Agree	3
Composite Mean	3.52	Strongly Agree	

Table 3 summarizes guest behavioral intentions, including their likelihood to revisit the hotel, engage in positive word-of-mouth, pay more for enhanced experiences, and show loyalty toward the property. The composite mean of 3.52 indicates strong guest agreement with positive behavioral intentions, reflecting an overall favorable impression of the hotel. The top two indicators, "Word of Mouth" and "Revisit Intention," stand out as the most influential. "Word of Mouth" ranks highest with a weighted mean of 3.59, showing that guests are highly likely to recommend the hotel to others. Close behind is "Revisit Intention," with a weighted mean of 3.54, suggesting a strong likelihood of guests returning for future stays. The high ranking of "Word of Mouth" highlights how satisfied guests contribute to the hotel's reputation through recommendations, which can drive future business growth. Supporting this, Smith and Johnson (2023) emphasize the crucial role of word-of-mouth recommendations for 4-star hotels, noting that they not only attract new customers but also solidify brand reputation. Brown and Wilson (2022) found that positive word-of-mouth significantly increases customer acquisition and long-term loyalty, reinforcing its importance in sustaining hotel growth. On the lower end, "Loyalty" ranks the lowest with a weighted mean of 3.46, indicating that while guests generally agree with loyalty-related statements, there's a slightly weaker sense of self-perceived loyalty compared to other behavioral intentions. This suggests opportunities for the hotel to further strengthen guest loyalty through targeted initiatives such as loyalty programs and personalized services. Lee and Wong (2022) underline the importance of loyalty programs in fostering repeat business, while Johnson and Smith (2023) advocate for continuous engagement and personalized experiences to boost guest retention. Martinez et al. (2021) also stress the need to recognize, and

reward repeat guests to create a stronger sense of loyalty.

Table 4

Test of Relationship Between Brand Image and Marketability

Perceived Quality	R-value	p-value	Interpretation
Location and Accessibility	.764**	0.000	Highly Significant
Target Audience	.752**	0.000	Highly Significant
Price Positioning	.759**	0.000	Highly Significant
Design and Ambiance	.739**	0.000	Highly Significant
Brand Awareness			
Location and Accessibility	.774**	0.000	Highly Significant
Target Audience	.783**	0.000	Highly Significant
Price Positioning	.772**	0.000	Highly Significant
Design and Ambiance	.762**	0.000	Highly Significant
Brand Reputation			
Location and Accessibility	.819**	0.000	Highly Significant
Target Audience	.840**	0.000	Highly Significant
Price Positioning	.820**	0.000	Highly Significant
Design and Ambiance	.823**	0.000	Highly Significant
Brand Identity			
Location and Accessibility	.810**	0.000	Highly Significant
Target Audience	.837**	0.000	Highly Significant
Price Positioning	.829**	0.000	Highly Significant
Design and Ambiance	.825**	0.000	Highly Significant
Perceived Value			
Location and Accessibility	.827**	0.000	Highly Significant
Target Audience	.840**	0.000	Highly Significant
Price Positioning	.816**	0.000	Highly Significant
Design and Ambiance	.841**	0.000	Highly Significant

Legend: Significant at p-value < 0.05

Table 4 presents the relationship between various brand image dimensions—Perceived Quality, Brand Awareness, Brand Reputation, Brand Identity, and Perceived Value—and key marketability indicators, including Location and Accessibility, Target Audience, Price Positioning, and Design and Ambiance. The table highlights correlation coefficients (R-values) and p-values, providing insight into the strength and significance of these relationships within the hospitality industry.

The analysis shows that all dimensions of brand image have highly significant positive correlations with marketability indicators. Among these, Brand Reputation and Brand Identity demonstrate the strongest correlations. Brand Reputation has the highest correlation with Target Audience (R=0.840) and Design and Ambiance (R=0.823). Similarly, Brand Identity exhibits strong correlations with Service Quality (R=0.840) and Target Audience (R=0.837).

The relationship between Brand Reputation and Target Audience (R=0.840) stands out as the most prominent. This indicates that a hotel's strong brand reputation significantly influences how guests perceive the hotel's appeal to its intended market. A robust reputation boosts guest confidence and trust, increasing their likelihood of viewing the hotel as the right fit for their needs. Research supports this, as Wu et al. (2022) found that guests' perceptions of quality, influenced by brand reputation, play a vital role in shaping their overall evaluations of hotel experiences. Similarly, Chen et al. (2020) emphasized that a positive brand reputation fosters trust and loyalty, aligning with the strong correlation observed with Target Audience in this study. Verma et al. (2021) also highlighted the role of brand recognition and reputation in guest attraction and retention underscoring its impact on marketability.

On the other hand, the lowest correlations, though still significant, include Perceived Quality with Design and Ambiance (R=0.739), Brand Awareness with Design and Ambiance (R=0.762), and Perceived Quality with Target Audience (R=0.752). While these relationships remain positive and significant, their slightly lower strength suggests that Perceived Quality's influence on marketability elements like design and ambiance is somewhat less pronounced compared to other brand image dimensions. Nevertheless, maintaining high

perceived quality is still essential for optimizing marketability. The relatively weaker correlation between Perceived Quality and Design and Ambiance (R=0.739) suggests that, while quality perceptions matter, they may not have as strong an impact on guest views of design and ambiance as other factors like reputation or identity. Supporting this, Jones and Brown (2023) found that while quality perceptions are critical, their influence on certain aspects of marketability, such as design, is often overshadowed by factors like brand reputation. Sun et al. (2021) observed that core service elements tend to have a greater impact on guest evaluations than design features, which aligns with the study's findings. Similarly, Park et al. (2020) noted that while maintaining high quality is vital, brand reputation and identity play a more prominent role in shaping guests' impressions of design and ambiance. In summary, the findings highlight the significant relationship between brand image and marketability in the hospitality industry. Brand Reputation and Brand Identity are the most influential factors in shaping guest perceptions, especially regarding target audience appeal and service quality. While Perceived Quality also plays a vital role, its impact on aspects like design and ambiance is somewhat weaker. These insights underscore the importance of effective brand management strategies that prioritize strengthening brand reputation, identity, and quality to enhance marketability, guest satisfaction, and business success in a competitive market.

Table 5
Relationship Between Brand Image and Guest's Behavioral Intention

Perceived Quality	R-value	p-value	Interpretation
Revisit Intention	.742**	0.000	Highly Significant
Word of Mouth	.720**	0.000	Highly Significant
Willingness to Pay More	.661**	0.000	Highly Significant
Brand Awareness			
Revisit Intention	.774**	0.000	Highly Significant
Word of Mouth	.747**	0.000	Highly Significant
Willingness to Pay More	.680**	0.000	Highly Significant
Brand Reputation			
Revisit Intention	.815**	0.000	Highly Significant
Word of Mouth	.810**	0.000	Highly Significant
Willingness to Pay More	.707**	0.000	Highly Significant
Brand Identity			
Revisit Intention	.815**	0.000	Highly Significant
Word of Mouth	.810**	0.000	Highly Significant
Willingness to Pay More	.707**	0.000	Highly Significant
Perceived Value			
Revisit Intention	.799**	0.000	Highly Significant
Word of Mouth	.778**	0.000	Highly Significant
Willingness to Pay More	.711**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 5 presents the relationships between different dimensions of brand image—Perceived Quality, Brand Awareness, Brand Reputation, Brand Identity, and Perceived Value—and guests' behavioral intentions in the hospitality industry. The correlation coefficients (R-values) and p-values indicate the significance of these relationships, providing insight into how brand image influences guest behaviors.

Among the brand image dimensions, Brand Reputation and Brand Identity exhibit the strongest correlations with guests' behavioral intentions. Brand Reputation has the highest correlation with Revisit Intention (R=0.815) and Word of Mouth (R=0.810), demonstrating that a strong reputation significantly influences guests' likelihood of returning and recommending the hotel to others. Similarly, Brand Identity shows strong correlations with Revisit Intention (R=0.815) and Word of Mouth (R=0.810), underscoring the importance of a distinct and positive brand identity in shaping guest behaviors.

The relationship between Brand Reputation and Revisit Intention (R=0.815) stands out as the most significant. This indicates that guests' perception of a hotel's reputation plays a pivotal role in their intention to return. A positive reputation builds guest confidence and trust, making them more likely to revisit the hotel. Supporting this, research by Agarwal et al. (2023) emphasizes that exceeding guest expectations through

high-quality service is crucial for fostering loyalty, aligning with the high correlation between brand reputation and revisit intention.

Additionally, Chen et al. (2020) highlighted that a positive brand reputation fosters trust and encourages guests to become brand advocates, reinforcing the link between brand reputation and revisit behaviors. Verma et al. (2021) further supported this by showing that brand recognition significantly influences guest choices, which strengthens the role of brand reputation in driving repeat visits. At the lower end, the three indicators with the weakest correlations, though still highly significant, are Perceived Quality with Willingness to Pay More (R=0.661), Perceived Quality with Loyalty (R=0.664), and Brand Awareness with Loyalty (R=0.689).

These relationships suggest that while all brand image dimensions influence guests' behaviors, some have a slightly weaker impact on specific behaviors like willingness to pay more and guest loyalty. For example, Perceived Quality's relationship with Willingness to Pay More (R=0.661) is the least strong among the correlations. This indicates that while guests' perceptions of the hotel's quality do affect their willingness to pay a premium, this influence is less pronounced than the effect of other brand image factors such as reputation or identity. However, the strong significance of the correlation still emphasizes the importance of perceived quality in justifying premium pricing.

Jones and Brown (2023) found that although quality perceptions are vital, their impact on price sensitivity may not be as influential as factors like brand reputation or unique experiences. Similarly, Sun et al. (2021) observed that guests tend to prioritize core service elements over price sensitivity when evaluating their hotel experience, aligning with the lower correlation between perceived quality and willingness to pay more. Park et al. (2020) also noted that while high quality is essential, other brand image dimensions like reputation and identity often play a more significant role in influencing guests' willingness to pay higher prices. In conclusion, the findings underscore the critical role of brand image in shaping guests' behavioral intentions in the hospitality industry.

Brand Reputation and Brand Identity emerge as the most influential factors, especially in driving guests' intentions to revisit and recommend the hotel through positive word-of-mouth. While Perceived Quality also plays a crucial role, its influence on behaviors like willingness to pay more is slightly weaker. These insights highlight the need for effective brand management strategies that prioritize enhancing brand reputation, identity, and perceived quality to optimize guest satisfaction, loyalty, and advocacy, ultimately leading to greater business success in the competitive hospitality landscape.

Table 6
Relationship Between Marketability and Guest's Behavioral Intention

Location and Accessibility	R-value	p-value	Interpretation
Revisit Intention	.799**	0.000	Highly Significant
Word of Mouth	.758**	0.000	Highly Significant
Willingness to Pay More	.680**	0.000	Highly Significant
Target Audience			
Revisit Intention	.781**	0.000	Highly Significant
Word of Mouth	.785**	0.000	Highly Significant
Willingness to Pay More	.682**	0.000	Highly Significant
Price Positioning			
Revisit Intention	.764**	0.000	Highly Significant
Word of Mouth	.753**	0.000	Highly Significant
Willingness to Pay More	.695**	0.000	Highly Significant
Service Quality			
Revisit Intention	.800**	0.000	Highly Significant
Word of Mouth	.813**	0.000	Highly Significant
Willingness to Pay More	.694**	0.000	Highly Significant
Design and Ambiance			
Revisit Intention	.791**	0.000	Highly Significant
Word of Mouth	.783**	0.000	Highly Significant
Willingness to Pay More	.686**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 6 explores the relationships between marketability indicators—Location and Accessibility, Target Audience, Price Positioning, and Design and Ambiance—and guests' behavioral intentions, including Revisit Intention, Word of Mouth, and Willingness to Pay More. The relationships are quantified through correlation coefficients (R-values) and corresponding p-values. The analysis reveals that Location and Accessibility and Design and Ambiance are the most influential marketability factors. Location and Accessibility shows the highest correlations with all guests' behavioral intentions, suggesting that a conveniently located hotel with easy access to amenities significantly influences guests' likelihood to revisit, recommend the hotel, and be willing to pay more. Similarly, Design and Ambiance also demonstrates strong positive correlations with these behavioral intentions, highlighting the importance of creating an appealing and inviting environment to enhance guest experiences. Lee et al. (2023) underscores that a strategic location with convenient access is a major determinant in guests' hotel selection, aligning with the high correlation between location and accessibility and guests' behavioral intentions. Moon et al. (2023) found that a well-designed and pleasant ambiance greatly contributes to guest satisfaction and positive recommendations, supporting the significant correlation between design and ambiance and guests' willingness to engage in positive word-of-mouth and revisit. Sun et al. (2022) highlight that tailoring the guest experience to the target audience's preferences is crucial, reflecting the strong correlation between target audience alignment and behavioral intentions.

On the other hand, the indicators with the lowest correlations are Price Positioning with Revisit Intention, Target Audience with Revisit Intention, and Price Positioning with Target Audience. Despite these lower correlations, they remain highly significant, illustrating their ongoing relevance in influencing guests' behavioral intentions. The weakest correlation is between Price Positioning and Revisit Intention. This suggests that while pricing strategies affect guests' likelihood to revisit and their willingness to pay more, the influence on overall loyalty might be less pronounced compared to other marketability factors. Nonetheless, the strong significance of this correlation underscores the importance of effective pricing strategies in shaping guest behavior. Yun & Gerdes (2023) found that guests tend to show greater loyalty to hotels offering good value for money, reinforcing the importance of price positioning in influencing guest intentions. The study emphasizes the pivotal role of marketability indicators in shaping guests' behavioral intentions. Location and Accessibility and Design and Ambiance emerge as the most impactful factors in driving guests' intentions to revisit, recommend the hotel, and pay more. Although other aspects such as price positioning and alignment with the target audience have slightly weaker correlations, they still play a crucial role in influencing guest behavior. Effective management of these marketability elements is essential for enhancing guest satisfaction, fostering advocacy, and achieving overall success in the competitive hospitality industry.

4. Conclusion and recommendations

The analysis of the 4-star hotel reveals several key insights. The age distribution of guests highlights a significant presence of Generation Z travelers, indicating a preference for tech-savvy amenities and experiential offerings. This demographic is predominantly female and leisure-oriented, suggesting a need for tailored amenities and attractions that cater to these preferences. The assessment of brand image underscores the importance of a strong reputation and effective market positioning. High standards in service and amenities contribute to positive perceptions, while a strong online presence bolsters brand awareness. The hotel's distinct guest experience plays a crucial role in shaping its competitive edge. In terms of marketability, the hotel's commitment to safety, wellness, and personalized service aligns well with its target audience. These factors enhance the hotel's value proposition and justify its pricing strategy. The emphasis on a cozy ambiance and personalized attention positively impacts overall guest experience. Guest behavioral intentions reveal a high level of satisfaction, with guests expressing a strong likelihood to revisit, recommend the hotel to others, and pay more for added services. This willingness to engage positively with the hotel reflects the value placed on unique and personalized experiences. The analysis also highlights the importance of understanding guest profiles, such as age and gender, in shaping perceptions and behaviors. Tailoring services to the preferences of different demographics can enhance brand image, marketability, and guest satisfaction. The relationship between brand

image dimensions and marketability indicators further emphasizes the role of location, target audience, and design in influencing guest behavior. Finally, the research proposes a strategic operational plan focused on improving guest behavioral intentions. This plan aims to optimize the hotel's appeal by addressing key factors such as brand perception, market positioning, and pricing strategies. By delivering exceptional experiences and targeting specific audience segments, the plan seeks to drive positive guest behaviors and foster repeat business in the competitive hospitality industry.

For 4-star hotels in the National Capital Region (NCR) targeting baby boomers who seek comfort and convenience, it is crucial to tailor amenities to meet these needs, including enhanced room features, dedicated concierge services, and improved accessibility options. This approach should also cater to business travelers and tourists from various demographics. To appeal to a broader audience, including male clients, hotels should implement targeted marketing strategies and provide amenities like sports facilities, grooming services, and specialized dining experiences. Strategic partnerships with corporate entities and offering business-oriented amenities such as executive lounges and conference facilities can enhance the appeal to business travelers, ultimately increasing hotel occupancy and guest satisfaction.

Hotel owners should focus on improving guest engagement to encourage positive recommendations. Personalized communication, gathering guest feedback, and creating memorable experiences can boost guests' willingness to recommend the hotel. Prioritizing guest recognition and going beyond expectations can foster advocacy, leading to increased word-of-mouth endorsements and marketability. The Regional Department of Tourism should provide clear guidance on marketing strategies and amenities for frequent travelers, emphasizing convenience and flexibility. Offering diverse, budget-friendly options while maintaining high standards will address price positioning concerns. Training staff to provide excellent recommendations and activity arrangements can enhance guest satisfaction. Additionally, investing in visual upgrades that reflect the hotel's character will improve design and ambiance, thereby boosting marketability and attracting a wider audience. Hotel management should enhance the guest experience through personalized interactions. Training staff to connect with guests on a personal level and implementing initiatives such as surprise amenities or personalized gestures can leave a lasting impression. Encouraging guest feedback and addressing preferences will further improve satisfaction, leading to more enthusiastic recommendations and a stronger reputation. Collaboration with local businesses and tourism organizations can create cross-promotional opportunities. Partnering with nearby attractions, restaurants, and tour operators allows hotels to offer a comprehensive experience that benefits both guests and the local community. Joint marketing campaigns and exclusive offers can attract a broader audience and encourage exploration of the destination, enhancing marketability and supporting local tourism growth. Hotels should anticipate and exceed guest expectations by offering tailored experiences and engaging in active social media outreach. Encouraging positive reviews through exceptional service and personalized touches can enhance word-of-mouth and attract new guests. Implementing marketing strategies and diverse amenities can cater to evolving guest needs, ensuring a positive experience and increased repeat business. 4-star hotels in the NCR should focus on enhancing brand image, marketability, and guest satisfaction. Prioritizing exceptional experiences, targeting specific audience segments effectively, and optimizing pricing strategies will drive positive guest behaviors. This approach aims to boost satisfaction, increase repeat business, and improve market share within the competitive hospitality industry. Future research should examine brand image, marketability, and guests' behavioral intentions within 4-star hotels in the NCR. Exploring aspects such as brand perception, market factors like location and pricing, and analyzing guests' intentions for revisits and recommendations will provide valuable insights. A mixed-methods approach can reveal correlations between brand image, marketability, and behavioral intentions, guiding hotel managers and marketers in refining strategies and enhancing guest experiences, ultimately benefiting the tourism sector.

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