Investigation of brand familiarity and brand recognition and their relationship with loyalty, repurchase intention, and brand recommendation with mediating role of brand reputation (Case Study: Esteghlal Hotel)

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Abstract

In this study, we investigated the relationship between brand familiarity and brand recognition and their relationship with loyalty, repurchase intention, and brand recommendation with the mediating role of brand reputation (Case Study: Esteghlal Hotel). This research is among applied research, the nature of the research has been descriptive and survey research, in terms of methodology, it is also considered in the correlation research category. The statistical population of this study is customers of Esteghlal Hotel in Tehran. The sample is 384 based on the Krejcie-Morgan table. The data collection tool was a questionnaire that was extracted and translated and localized according to the case study of this research with a slight change. To determine the reliability of the questionnaire by Cronbach's alpha test, SPSS and LISREL have been used to perform inferential analyzes to confirm or reject the hypotheses. The results of the data analysis showed that customer awareness including: brand familiarity and brand recognition had a significant and positive effect on brand reputation and the impact of brand reputation on brand performance included: brand loyalty, intention to buy (intention to read again) and brand recommendations were positive and significant. It was also found that the effect of brand familiarity and brand recognition on brand loyalty, repurchase intention and brand recommendation with a mediating role of brand reputation was positive and significant. All the research hypotheses were confirmed and accepted.

Keywords: Brand familiarity, Brand recognition, Brand reputation, Brand loyalty, Repurchase intention, Brand recommendation.

Investigação da familiaridade e reconhecimento da marca e sua relação com a lealdade, a intenção de recompra e a recomendação da marca com papel mediador da reputação da marca (Estudo de caso: Esteghlal Hotel)

Resumo

Neste estudo investigamos a relação entre familiaridade e reconhecimento de marca e sua relação com lealdade, intenção de recompra e recomendação de marca com o papel mediador da reputação da marca (Estudo de caso: Esteghlal Hotel). Esta pesquisa está entre as pesquisas aplicadas, a natureza da pesquisa tem sido descritiva e de pesquisa, em termos de metodologia, também é considerada na categoria de pesquisa de correlação. A população estatística deste estudo é de clientes do Esteghlal Hotel em Teerã. A amostra é 384 com base na tabela Krejcie-Morgan. A ferramenta de coleta de dados foi um questionário extraído, traduzido e localizado de acordo com o estudo de caso desta pesquisa, com uma pequena alteração. Para determinar a confiabilidade do questionário pelo teste alfa de Cronbach, o SPSS e o LISREL foram utilizados para realizar análises inferenciais para confirmar ou rejeitar as hipóteses. Os resultados da análise de dados mostraram que a conscientização do cliente, incluindo: familiaridade e reconhecimento da marca, teve um efeito significativo e positivo na reputação da marca e o impacto da reputação da marca no desempenho da marca incluiu: lealdade à marca, intenção de comprar (intenção de ler novamente) e as recomendações da marca foram positivas e significativas. Também foi constatado que o efeito da familiaridade e do reconhecimento da marca na lealdade, na intenção de recompra e na recomendação da marca com um papel mediador da reputação da marca foi positivo e significativo. Todas as hipóteses de pesquisa foram confirmadas e aceitas.

Palavras-chave: Familiaridade com a marca, Reconhecimento da marca, Reputação da marca, Fidelidade à marca, Intenção de recompra, Recomendação da marca

Investigación de la familiaridad y el reconocimiento de la marca y su relación con la lealtad, la intención de recompra y la recomendación de la marca con el papel mediador de la reputación de la marca (Estudio de caso: Hotel Esteghlal)

Resumen
En este estudio investigamos la relación entre la familiaridad y el reconocimiento de la marca y su relación con la lealtad, la intención de recompra y la recomendación de la marca con el papel mediador de la reputación de la marca (Estudio de caso: Esteghlal Hotel). Esta investigación se encuentra entre la investigación aplicada, la naturaleza de la investigación ha sido descriptiva y la investigación de encuestas, en términos de metodología, también se considera en la categoría de investigación de correlación. La población estadística de este estudio es clientes del Hotel Esteghlal en Teherán. La muestra es 384 basada en la tabla Krejcie-Morgan. La herramienta de recolección de datos fue un cuestionario que fue extraído, traducido y localizado de acuerdo con el estudio de caso de esta investigación con un ligero cambio. Para determinar la confiabilidad del cuestionario mediante la prueba alfa de Cronbach, se han utilizado SPSS y LISREL para realizar análisis inferenciales para confirmar o rechazar las hipótesis. Los resultados del análisis de datos mostraron que la conciencia del cliente, incluida la familiaridad de la marca y el reconocimiento de la marca, tuvo un efecto significativo y positivo en la reputación de la marca y el impacto de la reputación de la marca en el rendimiento de la marca incluyó: lealtad a la marca, intención de comprar (intención de leer nuevamente) y Las recomendaciones de la marca fueron positivas y significativas. También se descubrió que el efecto de la familiaridad y el reconocimiento de la marca sobre la lealtad, la intención de recompra y la recomendación de la marca con un papel mediador de la reputación de la marca fue positivo y significativo. Todas las hipótesis de investigación fueron confirmadas y aceptadas.

Palabras clave: familiaridad con la marca, reconocimiento de marca, reputación de marca, lealtad de marca, intención de recompra, recomendación de marca.

Introduction

Brand, is one of the most valuable assets of a company (Clink & Smith, 2001). Brand value grows in creating loyalty, positive attitudes and perceptions, the ability to attract new customers and demand higher prices, ease of entry into the new market, and the impediment of new competitors (Clare, 2003).

The success of a business is undoubtedly the result of the brand's performance of that business (Dichernaton, 2004). The need to measure the performance of a company from different perspectives has often been considered in the marketing literature as a dependent

variable, therefore, there is a view to evaluate the performance through the products and services offered by the company, which is called brand performance (Chirani et al., 2014). In other words, there are often two main questions in mind when discussing brands: "What Causes Brand Power"? And how can we create a powerful brand"? To answer these questions, the broad concept of brand performance is introduced (Clare, translated: Batahai, 2012). Brand performance has a variety of dimensions, according to researchers Forodi (2018), in its research, defines brand performance as: brand loyalty, brand repurchasing and brand recommendation (Forodi, 2018).

Marketing and branding is at a stage where companies are no longer just thinking about finding new customers, rather, one of the most important marketing goals today is to manage demand by driving customers to loyalty. Increased customer awareness of the market and access to information make customers less loyal to the company. Companies have realized that brands are a key and effective indicator of attracting attention and respect in today's increasingly competitive marketplace. Efficient and Proper Brand Management In addition to encompassing the brand all-round, it is very effective in achieving goals such as: brand familiarity and brand recognition or, in general, customer awareness of the brand (Syddanesh et al., 2012).

A strong brand is based on customer loyalty, and customer loyalty to the brand is one of the components of brand performance. Lack of customer loyalty to the brand and as a result of poor brand performance will challenge the company that is, it is losing market share and there is no guarantee of long-term profit for the company. Customer loyalty to the brand is similar to the marathon shortcut that makes them sustainable for brands that deliver on their promises, which have the right values, images and definitions. Strong brands develop and excel as customers' needs and demands change (Ghandchi Zadeh, 2012).

The importance of the brand goes back to corporate marketing strategies and its role in attracting, retaining and supporting customers. Brands play a strategic and important role in gaining competitive advantage and strategic management decisions of companies (Simon, 1993). When customers show loyalty to the brand, it will be a good benchmark for evaluating the long-term impact of marketing decisions. One of the important concepts in marketing is "customer loyalty in the name and trademark" which is one of the subdivisions of brand performance. This concept plays an important role in creating long-term benefits for the company, because loyal customers do not need extensive promotional efforts, they are willing to pay more for the benefits and quality of their favorite brand. In addition, customer loyalty also has a competitive edge in the trademark market. In particular, in competitive markets,

brand loyal customers can guarantee the life of a company or the customer's lack of loyalty to the brand could destroy that company. Therefore, evaluating brand performance by focusing on building brand loyalty, repurchasing a brand and recommending the brand to others helps companies to strategize for the future and compete effectively with other companies and their competitors that have conquered the market (Forodi, 2018). Therefore, it is essential for companies to be aware of their brand role and performance in order to grow and expand their market presence and examine what aspects of the brand enhance the firm's brand performance (Modi et al., 2015).

Tadin and Mackie (2018) conducted a study on brand reputation in consumer intention. In this study, the effect of brand reputation on consumers' purchase intention is investigated. The research method is descriptive-survey and is considered as a correlation study. The statistical population includes students of Islamic Azad University of Chalus Branch who use a specific brand. Data analysis was performed using LISREL software and structural equation modeling method. Data analysis showed that brand reputation had a significant and positive effect on consumers' purchase intention. Finally, considering the key and strategic role of brand reputation, suggestions were made to make appropriate decisions regarding brand management and create competitive advantage for organizations.

Tabatabai Naseb and Avarpour (1396) conducted a study to investigate the interaction between the four factors affecting brand reputation and its role on brand recommendation. The purpose of this study was to investigate the influence of factors affecting brand reputation such as: Customer satisfaction with the product, trust in the expertise, responsibility of the company, and continued commitment has also impacted the combined brand reputation and reputation of the brand in the automotive industry (in particular, the Samand brand). The research method is survey and correlational studies. The required information was collected through questionnaire and a statistical sample of 194 persons was collected from Samand car owners in Isfahan. According to the research findings, economic responsibility has the most influence on brand reputation Also, the company's reputation for brand reputation; it has a greater impact on brand recommendation. Also, the product history moderator variable affects the relationship between trust in expertise and brand reputation.

Ansari et al., (1396) conducted a study on the effect of brand awareness on customer loyalty and determining the role of mediators in the case study: Yazd Railway Administration. The purpose of this study was to investigate the effect of brand awareness on customer loyalty

with regard to the role of the mentioned mediating factors. Research Method This research is applied in terms of purpose and is considered as causal research method. Information was collected by library and field method; Using the questionnaire and survey method, the data required by simple random method and the sample number required by the proposed method of Chen (2011) were collected from the rail freight customers by Yazd Railway Administration. Cronbach's alpha was used for reliability of the questionnaire. In this study, inferential statistics section, data were analyzed using Smart PLS software; Confirmation of relationships between variables and factors through confirmatory factor analysis and structural equation modeling technique using Smart PLS software to test hypotheses to measure simultaneous, direct or indirect relationships between variables used, the results show that brand awareness has a direct and significant effect on customer loyalty with regard to mediating factors. Perceived quality, perceived value and brand personality have no significant relationship with customer loyalty and also, according to the research findings, brand awareness through intermediary variables could not have a positive and significant effect on customer loyalty. According to the findings of this study at Yazd Railway Administration, trust has had an impact both on brand image and on customer loyalty.

Pahlavani and Saeedinia (2017) conducted a study on the impact of manufacturer image, perceived quality, and brand familiarity on the intention to buy Iranian handmade carpets (Case Study: Customers of Japan, Tokyo). This study sought to investigate the impact of three factors of image-making, perceived quality, and familiarity with the brand name of Iranian Handmade Carpet customers in Japan. This research is applied in terms of purpose. It is cross-sectional in the way of collecting survey information and in terms of exploring the relationships between variables, it is a correlation type. The statistical population of this study is customers of Iranian handmade carpet stores in Japan - Tokyo city. The statistical sample of the research is 385 individuals using Cochran formula and random sampling method. The results of testing the hypotheses using SPSS software show the effect of each variable in terms of familiarity with the brand, perceived quality and image of the constructing country for the purchase of Japanese customers.

Haddadian et al. (2016), conducted a study to investigate the effect of brand awareness on customer loyalty through the mediating role of perceived quality and brand communication (Case study: Ansar Bank customers). In this study, the role of brand awareness, perceived brand quality and brand communication on brand loyalty in the banking industry has been investigated. Therefore, this study is a descriptive-correlational one based on the purpose of the

study. The statistical population of the study consisted of customers of Ansar Bank Mashhad and the sample consisted of 320 customers. The data collection tool was a questionnaire and the data were analyzed using structural equation method and AMOS software. The results show that brand communication and perceived quality of the brand have a positive and significant effect on brand loyalty. Also, brand awareness directly and through the mediating role of perceived quality and brand communication has a positive and significant effect on brand loyalty.

Izadi (2016) has conducted a research on the role of brand reputation on customer loyalty to Mellat Bank brand. In this study, the relationship between brand reputation as an independent variable with resistance to other brands, loyalty commitment and customer satisfaction as dependent variables was investigated. The statistical population in this research is all customers of Mellat Bank of Khorramshahr city, 302 of whom were selected by stratified random sampling. The data collection tool was a standard questionnaire which was localized according to the environmental conditions of the banks of the country. Structural equation modeling is used to analyze the information and test the hypotheses. In this study, all hypotheses were confirmed and the results show that there is a positive and significant relationship between brand reputation and customer loyalty to the brand.

Forodi (2018), examines the impact of brand attitude, brand signature, and customer awareness on brand performance with the mediating role of brand reputation. The purpose of this study was to investigate the effect of brand attitude, brand signature and customer awareness on brand performance on the mediating role of brand reputation in the hotel industry. The statistical population of the study consists of customers who booked a hotel in one of the UK hotels during the past year (2017). The data collection tool was a standard questionnaire and finally, 520 questionnaires were evaluated. Structural equation modeling was used to analyze the data and test the research hypotheses using Amos software. The results of the data analysis showed that brand signature (brand name) had a positive and significant effect on brand attitude and the brand logo (text, design and color) has a positive and significant impact on customer awareness of the brand. Also, it was found that brand attitude (brand empathy and brand belief) had a positive and significant effect on brand reputation (brand reliability and brand benevolence) and customer awareness of brand (brand familiarity and brand recognition) has a positive and significant effect on brand attitude and customer awareness of the brand has a positive and significant impact on brand reputation. Finally, the results showed that brand

reputation had a positive and significant effect on brand performance (brand loyalty, brand repurchase and brand recommendation).

Kim et al. (2018) conducted a study examining the impact of a celebrity sponsor on brand awareness, perceived quality, brand image, and brand loyalty. The purpose of this study was to investigate the influence of a well-known sponsor on customer awareness of brand, perceived quality, brand image and brand loyalty. The research method is descriptive survey and is a correlation study. Questionnaire was used for data collection. Data analysis was performed using structural equation modeling with LISREL software. The results and findings showed that the reputation of the famous supporter has a positive and significant effect on customer awareness of brand, perceived quality, brand image and brand loyalty.

Razak et al. (2018) conducted a study examining the effect of brand awareness on the intention to repurchase with the mediating role of attitude toward the brand. The purpose of this study was to investigate the effect of customer awareness of brand on intention to repurchase with the mediating role of attitude toward brand. This research is of applied type and is in the category of descriptive and survey research. Questionnaire was used to collect data; the validity and reliability of the questionnaire were confirmed. Data were analyzed using LISREL software and Structural Equation Modeling (SEM). Findings showed that customer awareness of brand has a positive and significant effect on attitude toward brand and a positive attitude toward the brand has a significant and positive impact on the customer's repurchase intention.

Tarik et al. (2017), conducted a study to investigate the impact of electronic word-of-mouth advertising and brand awareness on the intention to buy customers with the mediating role of brand image. The purpose of this study was to investigate the effect of electronic word of mouth advertising and brand awareness on the intention to buy customers with the mediating role of brand image. The statistical population of the study consisted of mobile phone users in Rawalpindi and Islamabad cities. The data collection tool was a questionnaire which was distributed among 300 questionnaires and finally, 262 questionnaires were completely returned. Structural equation modeling was used to analyze the data and test the research hypotheses using LISREL software. The results and findings showed that electronic word of mouth advertising has a positive and significant effect on brand image. It was also found that brand awareness had a positive and significant effect on brand image and the positive and significant impact of brand image on customers' purchase intention was demonstrated.

Lorero et al. (2017) conducted a study to investigate the impact of brand reputation and brand consequences on customer loyalty to the brand in the automotive industry. The purpose

of this study was to investigate the impact of brand reputation and brand outcomes on customer loyalty to the brand (Case study: Tesla, Toyota and Volvo car brands). The research method is descriptive survey and is a correlation study. The data collection tool was a questionnaire which 327 questionnaires were analyzed. Data analysis was performed using structural equation modeling with LISREL software. Findings and findings showed that brand reputation and brand influence on increasing customer loyalty to brand.

Filier and Lin (2017), conducted a study examining the role of aesthetic, cultural, profitability, and brand value factors in the intention to repurchase Chinese young consumers from smartphone brands with the mediating role of brand reputation. The purpose of this study was to investigate the effects of aesthetic (design attractiveness), cultural, social (subjective norms), usefulness (perceived quality) and brand value (brand popularity) on consumers' intention to repurchase with the intermediary role of brand reputation. This research is a descriptive-survey research in terms of purpose and method. The statistical population of this study is young Chinese consumers of different smartphone brands. The data collection tool is a researcher-made questionnaire. The sample size is 321 people. Random sampling method was used to select the sample. The data were analyzed using structural equation modeling and least squares techniques. The results showed that aesthetic (design attractiveness), socio-cultural (subjective norms), usefulness (perceived quality) and brand value (brand popularity) factors influenced brand reputation and the intention to repurchase young Chinese consumers from smartphone brands has a positive and significant impact. Brand reputation has also had a significant positive impact on consumers' intention to repurchase.

One of the areas of brand stability is the creation of loyalty, positive brand attitude in minds and individuals. Companies need to use different approaches than competitors to succeed in this field, in order to be more successful in competing with other brands and to be able to create critical and vital components of brand loyalty. Given the increasing competition among service organizations such as Independence Hotel and the challenge of attracting new customers and maintaining current customers and loyalty to a particular brand, Esteghlal International Hotel should seek to identify the factors that influence Esteghlal's brand performance and implement the necessary strategies in this regard. Positive brand performance creates customer loyalty to the brand, a willingness to reapply, and a positive word of mouth recommendation and propaganda to others. Managers and executives at Esteghlal Hotel should keep in mind that boosting brand performance creates significant barriers to competitor entry, empowering

organizations to respond to competitive threats, generating more sales and revenue, and reducing customer sensitivity to competitor marketing efforts. Therefore, the researcher considered this issue necessary and necessary and investigated a study on brand familiarity and brand recognition and their relationship with loyalty, intention to repurchase and brand recommendation with the mediating role of brand reputation in Esteghlal Hotel.

Every company with every mission they have should do their utmost to satisfy and loyalty customers and increase their willingness to repurchase from the brand and recommend the brand to others in different dimensions. Therefore, it can be concluded that factors such as: customer familiarity with the brand, brand recognition and brand reputation play an important role in this context (Forodi, 2018). Esteghlal International Hotel, which is always trying to do something to satisfy and satisfy its customers, should pay attention to these issues. Therefore, according to the aforementioned findings, the researcher is trying to evaluate the impact of brand familiarity and brand recognition on loyalty, repurchase intention and brand recommendation with the mediating role of brand reputation in Esteghlal Hotel and to answer the question of how does brand familiarity and brand recognition affect brand loyalty, repurchase intention, and brand recommendation. What role does brand reputation play in this regard?

Conceptual model
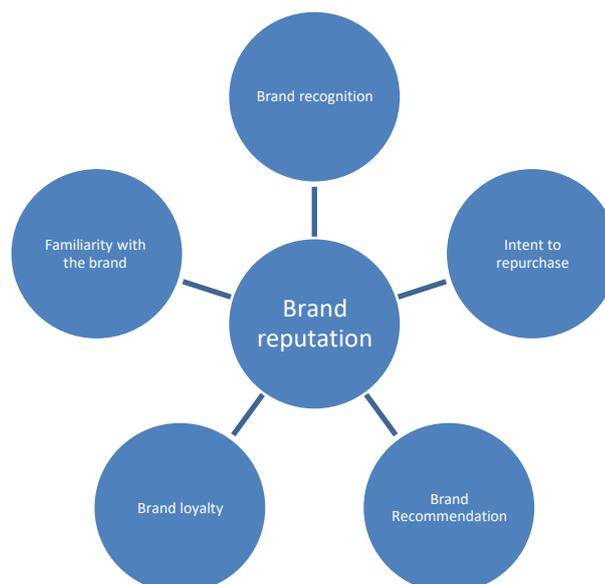
Figure 1. Conceptual model of research
(Retrieved from Forodi Research (2018))

Methodology

The present research is in the field of applied research, the method of research is in the field of descriptive and non-experimental research (field and survey) and it is also in the field of correlation research. The statistical population of this research includes customers of Esteghlal Hotel in Tehran. According to the Krejcie-Morgan table, the sample is considered to be 384 for communities over 100,000 (unlimited). To be sure, 430 questionnaires are distributed among the members of the statistical population. Sampling Method This research is a simple random sampling. Two methods of library (internet, books, articles, theses and reports) and field (questionnaire tools) are used for data collection. In this research, the data collection tool is a questionnaire. The questionnaire used in this study is the standard questionnaire from the Landing Paper (2018), which includes 35 questions and three dimensions of brand awareness, brand reputation and brand performance, and in a 5-point Likert scale. The questionnaire was translated and localized according to the case study. Since the questionnaire used in this study is standard and approved by experts including supervisor, it has validity and reliability. In this study, Cronbach's alpha method was used to determine the reliability of the test and it was shown that the questionnaire used was reliable or in other words reliable. Descriptive statistics were used by Excel software to analyze general and demographic data collected from the subject (such as age, gender, education, etc.). Structural equation modeling using LISREL software is used to confirm or reject the hypotheses.

Results
Results of demographic studies
Gender

The following table and the following descriptions describe the gender variable status of the study sample:

Table 1
the distribution and frequency of subjects on the basis of gender

	Frequency	Frequency percentage	Cumulative abundance
Man	245	63.8	63.8
Woman	139	36.2	100
Total	384	100	

As shown in Table 1, out of a total of 384 statistical samples, 245 were male and 139 were female. In other words, it can be stated that the sample members consist of 63.8% male and 36.2% female.

Marital status:

The following table and the following descriptions describe the marital status variable in the study sample:

Table 2
Distribution and Frequency Percentage of Marriages

	Frequency	Frequency percentage	Cumulative abundance
Married	261	67.9	67.9
Single	123	32.1	100
Total	384	100	

As shown in Table 2, out of a total of 384 statistical samples, 123 are single and 261 are married. In other words, it can be stated that the sample members consist of 67.9% married and 32.1% single.

Age:

The following table and the following descriptions describe the age variable status of the study sample:

Table 3
Distribution and Frequency Percentage Related to the Age Group of the Subjects

	Frequency	Frequency percentage	Cumulative abundance
less than20	33	8.4	8.4
34-20	156	40.6	49
50-35	115	29.9	78.9
Higher than 50	81	21.1	100
total	384	100	

As shown in Table 3, out of a total of 384 statistical samples, 32 were younger than 20, 156 were between 20-34, 115 were aged between 50 and 35, finally, 81 people are over 50 years old. In other words, of the total sample members, 8.4 percent are under 20, 40.6 percent are between 20-34, 29.9 percent are between 35-50, and 21.1 percent are over 50.

Education:

The following table and the following descriptions describe the variable status of education in the study sample:

Table 4

Distribution and Frequency Percentage of Subjects by Education

	Frequency	Frequency percentage	Cumulative abundance
Undergraduate and Diploma	59	15.4	15.4
Associate	101	26.3	41.7
BS	125	32.5	74.2
MA and Ph.D.	99	25.8	100
Total	384	100	

As shown in Table 4 out of the total sample of 384, 59 are undergraduates and diplomas, 101 are undergraduates, 125 are undergraduates, 99 are masters and PhDs. In other words, it can be stated that the sample members consist of 15.4% of undergraduate and postgraduate education, 26.3% of associate degree, and 32.5% of undergraduate, 25.8% of postgraduate and doctoral degree.

Analysis of statistical test results (inferential statistics) using structural equation modeling

In this section we analyze and analyze the research hypotheses in accordance with the conceptual model of research using LISREL software.

Normality test:

Before testing the hypotheses, the data are normalized using the normality test:

Kolmogorov-Smirnov test was used to check the normality of the data because the sample size is more than 100 individuals. The reason for this test is that the LISREL software is sensitive to data normalization and will produce unrealistic results if not normal.

Table 5
Normality test for variables

	Sample number	Kolmogorov Smirnov	Significance level
Getting to know the brand	384	0.152	0.052
Brand recognition	384	0.176	0.060
Brand reputation	384	0.149	0.063
Brand loyalty	384	0.182	0.059
Intent to repurchase	384	0.164	0.063
Brand Recommendation	384	0.155	0.074

According to Table 5, we conclude that the data are normal given that the level of significance for variables is greater than 0.05.

KMO index; Bartlett test and factor loadings

In this study, factor analysis was performed for questionnaire questions. The following is the KMO index and Bartlett's test and factor loadings extracted from SPSS software. It should be noted that the Bartlett test is a test that is used to investigate the adequacy of samples in exploratory factor analysis.

Table 6
KMO and Bartlett test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.729
Bartlett's Test of Sphericity	Approx. Chi-Square	1623.54
	df	1285
	Sig.	0.002

Given the above table, since the level of significance is less than 1%,

Therefore, it can be inferred that at the error level of 1% or the confidence level of 99% the null hypothesis is unverified and, therefore, the assumption of one means that the model adequacy is accepted. The table also shows the Kaiser-Meier index. A numerical value above 0.7 for this

index indicates adequate sampling adequacy for exploratory factor analysis. The factor loadings table of the questionnaire questions is as follows:

Table 7
Factor Loads

Question	Factor load	Question	Factor load	Question	Factor load	Question	Factor load	Question	Factor load	Question	Factor load
1	0.80	8	0.82	15	0.79	22	0.94	29	0.66	35	0.79
2	0.76	9	0.85	16	0.99	23	0.76	30	0.75	36	0.83
3	0.81	10	0.88	17	0.98	24	0.56	31	0.81	37	0.89
4	0.90	11	0.95	18	0.97	25	0.80	32	0.80		
5	0.79	12	0.90	19	0.85	26	0.78	33	0.82		
6	0.77	13	0.89	20	0.64	27	0.86	34	0.79		
7	0.83	14	0.86	21	0.74	28	0.87	35	0.80		

Given the above table and the factor loadings of the questionnaire questions since they are greater than 0.5 for all factor loadings, it can be said that the extracted factors represent the research variables better.

Structural Equation Modeling:

Structural equation modeling method was also used to investigate the relationships in the conceptual model of research; The LISREL 8/8 software was used to fit the model. The schematic of the mathematical model was computed using the relationship between the research variables and then the fit indices of the measurement model were calculated and evaluated. Fit indices such as chi-square, chi-square (/ df2x) were used. Most scholars consider the chi-squared fit between 1 and 5 to be a good fit for the model (Giles, 2002).

The values obtained for the indices are shown in the following table.

Table 8
Structural model fit indices

| Fit Indicators	Indicator values
2χ	2666
sig	0.000
df	923
$/df^2\chi$	2.89
RMSEA	0.07
GFI	0.91
AGFI	0.90
CFI	0.96
NFI	0.94
NNFI	0.95
PNFI	0.92
RFI	0.91

Based on the above table, the fit indices showed that the chi-square for the measurement model was 2.89, indicating acceptable model fit with the data. Adaptive fit index (CFI) was higher than 0.90, fit index (GFI) was 0.91 and adjusted fit index (AGFI) was 0.90 and RMSEA equal to 0.07, respectively. Based on the obtained values for the rest of the indices, it can be said that the model of the present study fits well with the data.

The conceptual model including path coefficients is as follows:
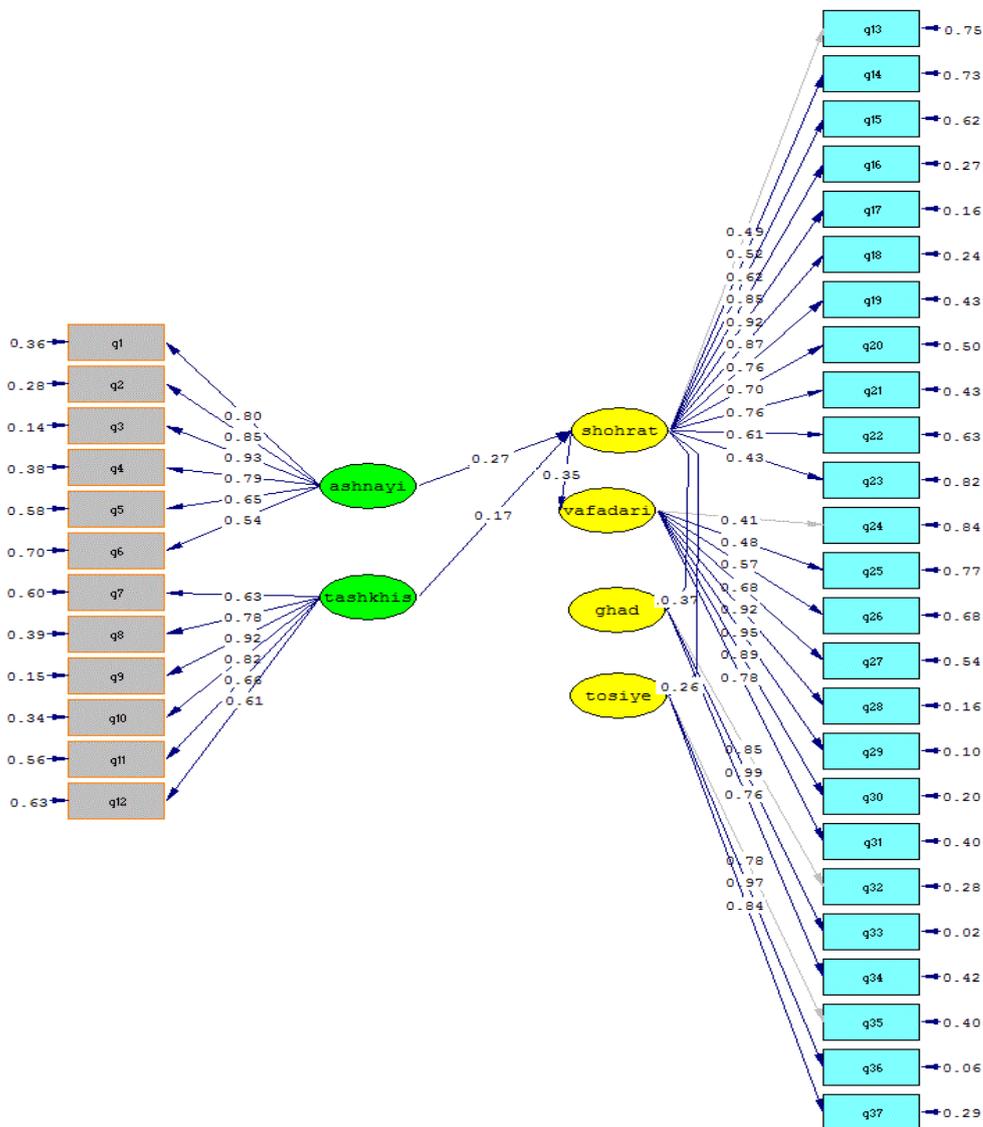
Chi-Square=2666.78, df=923, P-value=0.00000, RMSEA=0.070

The conceptual model of the research with the significant numbers is as follows:
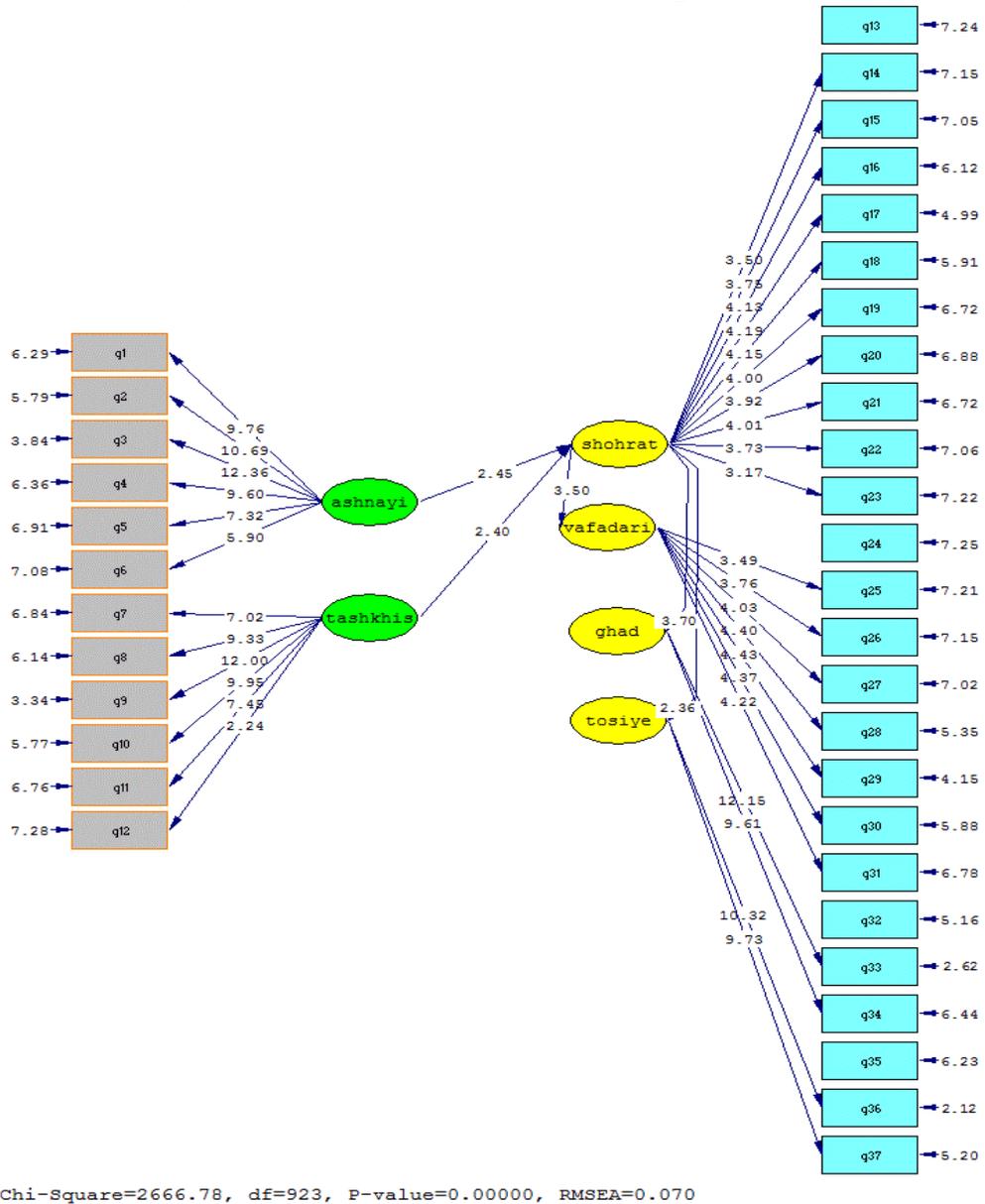
Figure 2: Conceptual model with significant numbers

The results and interpretations of the software output are as follows:

- The effect of brand familiarity and brand recognition on brand reputation (Hypotheses 1 and 2)

Table 9

Path coefficient, t test results for Hypotheses 1 and 2

Hypothesis	Independent	Dependent	Path coefficients	t	Result
1	Getting to know the brand	Brand reputation	0.27	2.45	Confirma
2	Brand recognition		0.17	2.40	Confirm

The table above shows the path coefficient and the statistic number t. This table shows that the effect of brand familiarity and brand recognition on brand reputation is positive and significant. The reason for this effect is significant is that t is higher than 1.96. The table also states that the impact of brand familiarity is greater on brand reputation. Therefore, the first and second hypotheses are confirmed.

- Influence of brand reputation on brand loyalty, repurchase intention (re-intention), and brand recommendation (Hypotheses 3 to 5)

Table 10

Path coefficient, t test results for Hypotheses 3 to 5

Hypothesis	Independent	Dependent	Path coefficients	t	Result
3	Brand reputation	Brand loyalty	0.35	3.50	Confirm
4		Intend to buy	0.37	3.70	Confirm
5		Brand Recommendation	0.26	2.36	Confirm

This table shows that the effect of brand reputation on brand loyalty, intention to buy (Intent to refer again) and brand recommendation is positive and significant. The reason for this effect is significant is that t is higher than 1.96. The table also states that the impact of brand reputation is greater on the intention to buy or repurchase. Therefore, the third to fifth hypotheses are confirmed.

- The effect of brand familiarity and brand recognition on brand loyalty, repurchase intention, and brand recommendation with the mediating role of brand reputation (main research hypothesis)

Table 11
Path coefficient, t-test results for the main research hypothesis (a)

Independent	Dependent	Mediator (intermediary)	Path coefficients	t
Brand familiarity	Brand loyalty	Brand reputation	0.095	5
	Intend to buy		0.10	5.55
	Brand Recommendation		0.07	2.91

This table shows that the effect of brand familiarity on brand loyalty, repurchase intention, and brand recommendation with the mediating role of brand reputation is positive and significant.

Table 12
Path coefficient, t-test results for the main research hypothesis (b)

Independent	Dependent	Mediator (intermediary)	Path coefficients	t
Brand recognition	Brand loyalty	Brand reputation	0.060	3.01
	Intend to buy		0.063	3.50
	Brand Recommendation		0.044	2.09

This table shows that the effect of brand recognition on brand loyalty, repurchase intention, and brand recommendation with a mediating role of brand reputation is positive and significant.

Conclusion

The results showed that the effect of brand familiarity and brand recognition on brand reputation was positive and significant. The significant effect of this effect is that the t-value was greater than 1.96. The results also showed that the effect of brand familiarity on brand reputation is greater. Therefore, the first and second hypotheses of the study were confirmed.

The results showed that the effect of brand reputation on brand loyalty, repurchase intention (Intent to refer again) and brand recommendation were positive and significant. The significance of this effect is that t is greater than 1.96. The results also showed that the influence

of brand reputation was greater on intention to buy or re-visit. Therefore, the third to fifth hypotheses were confirmed and accepted.

The results showed that the effect of brand familiarity and brand recognition on brand loyalty, repurchase intention and brand recommendation with mediating role of brand reputation was positive and significant. Therefore, the main hypothesis of the study was confirmed.

The results of data analysis showed that brand familiarity has a positive and significant effect on brand reputation (first hypothesis), which is in line with the results of Pahlavi and Saidnia (2017), Forodi (2018), and Helm (2011) and supports them. In addition, it was found that brand recognition had a significant positive effect on brand reputation (second hypothesis), which is in line with Forodi Research (2018) and Helm (2011).

The findings also showed that brand reputation has a positive and significant effect on brand loyalty (third hypothesis), which is consistent with the studies of Yazidi (2016), Forodi (2018), Lorrio et al. (2017), and Crystallis & Chrisucho, (2014) and supports them.

The results showed that brand reputation had a positive and significant effect on repurchase intention (hypothesis 4), Consistent with the findings of Tadin and Mackie (2018), Ebrahimi and Zinelli (2015), Frodi (2018), Filiri & Lin (2017), Jing (2016), and Bake & King (2010), in terms of the results obtained.

Finally, it was found that brand reputation has a positive and significant effect on brand recommendation (Hypothesis 5), which is in line with Tabatabai's and Avpour's (1396) and Forodi's (2018) research.

Suggestions

Based on the results of the research, some suggestions are made regarding the research subject for exploitation:

- Suggestion about the first hypothesis: Brand familiarity has a positive and significant impact on brand reputation.

Considering the positive and significant impact of brand familiarity on brand reputation, it is recommended that hotel branding managers focus more on the hotel's advertising strategies and, through various social media such as telegram, Instagram, etc., customers are well acquainted with hotel services and facilities. Details of Esteghlal Hotel services fully introduced to customers. It is suggested that the competitive advantages of Esteghlal Hotel be presented to customers. It is also recommended that the services provided at Esteghlal Hotel be up to date

with international standards. In addition, customer needs and needs should be well identified through surveys and provide services tailored to their needs and customization services tailored to customer requirements. Branding executives at Esteghlal Hotel should always keep in mind that consumer brand awareness acts as a buyer risk reduction strategy.

- Suggestion on the second hypothesis: Brand recognition has a positive and significant effect on brand reputation.

Given the significant and positive impact of brand recognition on brand reputation, it is suggested that: Esteghlal Hotel Branding Managers Design the hotel's advertising strategies in such a way that the brand of Esteghlal Hotel is recognizable and memorable in the customer's mind. It is recommended that Esteghlal Hotel Services be as distinct as possible from other hotels and that this distinction be addressed to customers, for example: Provide customized and budget-friendly menus; provide entertainment rooms for children. The suites, halls, and restaurant of the hotel provide independent and engaging short videos and clips and are displayed to customers on various communication channels (such as Telegram, Instagram, hotel reservation websites). Hotel Esteghlal has to differentiate its brand from other competitors through public relations and advertising to create proper brand awareness in the minds of its customers.

- Suggestions for Third, Fourth and Fifth Hypotheses: Brand reputation has a significant positive effect on brand loyalty, repurchase intention (re-intention), and brand recommendation. Given the significant and positive impact of brand reputation on brand loyalty, repurchase intention, and brand recommendation, it is recommended that: Hotel Esteghlal fulfills its promises and promises to its customers, Claims that it promotes hotel services and facilities are plausible, for the customer, to create a pleasant and pleasant experience of having the Esteghlal Hotel choose. It is also suggested that creativity and innovation in service delivery make customers feel special and different and to enhance their sense of pride in choosing the Esteghlal Hotel. It is also recommended that Esteghlal Hotel fulfill its obligations to increase customer confidence more seriously and while giving feedback to customers and meeting their needs and needs, ensuring that customers are important to this hotel and Esteghlal Hotel prides itself on being a customer and paying attention to their profit and satisfaction. It is also recommended for hotel staff to offer short-term and long-term customer relationship training courses and how we interact with customers includes: Teach them communication and behavioral skills, good listening and listening skills, speech skills, and how to handle a variety of clients in specific

situations (angry, hasty, pessimistic, etc.) and the Esteghlal Hotel always puts the customer at the top.

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