The Impact of Golden Square (IPSL) on Customers Purchase Decision in Five Star Hotels in Cairo

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ARTICLE INFO	ABSTRACT
Keywords: Golden Square (IPSL), Image, Positioning, Customer Satisfaction, Customer Loyalty, Purchase-decision	This study aims to identify the impact of Golden Square (IPSL)" image, positioning, satisfaction, and loyalty" on customers purchasing decisions in five-star hotels in Cairo and investigate the variables of each element of IPSL. Quantitative analysis was used based on a survey of 400 questionnaires distributed to the customers of (22) five-star hotels in great Cairo by using cluster sampling. A total of (380) usable questianaire were obtained after eliminating invalid and incomplete responses, representing an effective response rate of (95%). The results of this study revealed that the golden square IPSL explain 55.9 % of the hotel customers' purchasing decision, and revealed that customer loyalty, customer satisfaction, and positioning are important factors for a customer purchase decision. Furthermore, the study showed that image has a positive effect on the customer purchasing decision, while the study couldn't explain to what extent image impact the customer purchasing decision in Cairo five-star hotels, as (β= 0.018 and p>0.05) . The findings can be used to enrich the knowledge related to how hotels manager and marketers fully understand haw the golden square elements of marketing (IPSL) could used to influence on customers behavior and consequently improve their marketing campaigns according to that.

1- Introduction

In today's continuously changing and dynamic business environment, it is necessary for hotels managers to clearly understand and foresee how different types of customers behave when buying different products and services to fulfill their needs

(Shamsher, 2016).Thus, to became necessary to focus on hotel marketing. Hotel marketing is an umbrella term, which refers to the various marketing strategies, tools and techniques that hotels usually use to promote their business and make a positive impression on their customers (Hess, 2020).

The past decade has seen a paradigm shift in the marketing approaches. With the substantial development of marketing tools and formats, traditional marketing methods have suffered a setback (Kapoor and Kapoor, 2021). However, the core purpose remained unchanged, which was the need to connect and communicate with customers well to determine their requirements and position the respective brand or company as a potential choice. So, hotel managers have focused on creating favorable images about their brands in customers' minds to influence their purchase behavior (Shamsher, 2016). Customers'behavior emphasizes understanding the purchase decision process of individual customers and how they utilize their existing resources such as time, money, and effort to get a product or service (Furaiji et al., 2012). Hence, hotel managers should have knowledge about customers' characteristics and preferences as they play a significant role in forming purchase decisions. This information could foster their competitiveness and ensure their long-term survival (Hanaysha, 2018).

This study represents one of the important modern marketing tools that influence the purchasing decisions of customers; which is the golden square for marketing (IPSL), whose abbreviated letters represent the most critical four Words any successful marketer is in dire need to (them), for capturing the customer's mind in line with the modern marketing system. These words are Image (I), Positioning (P), Satisfaction (S), and Loyalty (L) (Ragm, 2019)

Accordingly, this study aims to identify the impact of Golden Square for marketing IPSL on customer purchase-related decisions in five-star hotels in Cairo.

2-Literature Review

According to Abdelkader, (2014); Mohamed and Mohamed, (2017), the golden marketing square IPSL symbolized the most critical four words upon which the marketer depends on successfully capturing the customer's mind and dealing with it in line with the modern marketing system. These words are Image (I), stabilization of the mental Image or what some call "position" (P), Satisfaction (S), and Loyalty (L). So, the following covers each of the four themes of the Golden Square of marketing (IPSL).

2-1 Image

Davies and Chun, (2012) mentioned that "Corporate image is the net result of all experiences, impressions; beliefs, feelings, and knowledge people usually have about a company." On the other hand, image is generally referred to as the sum of the customer's beliefs, ideas, and impressions towards a hotel (Han and Hyun, 2013), and according to Tran et al., (2015), corporate image is the tangible and intangible associations interlinked with the notion of reputationm it is the sum of feelings, ideas, beliefs, knowledge, impressions, and values towards a corporation.Also (Kneesel et al., 2010; Wu and Hsu, 2013) mentioned that To maintain customers' favorable behavioral intentions, the issue of a corporate image should not be ignored in the hotel industry.

Many researchers have attempted to investigate the relationship between customer perceptions of image and behavior

and testing various approaches to measuring the image construct (Nguyen and Leclerc, 2011; Abdullah and Aziz, 2013; Jani and Han, 2014). This study uses the five significant factors (physical environment, contact personnel, quality of service, corporate identity, and CSR) to measure the image construct because most previous studies agreed on their influences on image formation, Summarizes table (1) image determintes commonly discussed in the literature.

Table (1) image determintes commonly discussed in the literature (Prepared by the researcher)

Determinants	Literature (extracts)	Description
The physical environment	Harris and Ezeh,(2008) Jang and Namkung, (2009) Jang etal., (2011) Shuang,etal., (2014) Han and Hyun, (2017)	- Interior design and decoration
	Han and Hyun, (2013)	- Air quality, temperature, odor and noise
		- Layout, allocations of spaces, spatial, arrangement
	Han and Hyun, (2017)	- Lighting
	Jang et al., (2011), Han and Hyun, (2013)	- Equipment, amenity
	González-Hernández and Orozco-Gómez, (2012)	- Exterior decoration and architectural style
		- Signage and surrounding areas
		- Landscape design
service quality	Rust and Oliver, (1994) Wilkinsetal., (2007) Rauch *et al.*, (2015)	- Service product (The room cleanliness , adequate interior space and room amenities)
		- The general atmosphere of the room temperature , ventilation, lighting and smell)
		- Food and beverage quality (Taste, Texture and Temperature)
		- Entertainment services (Internet, magazines, daily

Category	Reference	Description
		newspapers and health club and gym)
	Deloitte, (2017)	- Modern IT application
personal contact	Alwi and Da Silva, (2007) Zeithaml etal., (2017)	- The competence of service employees (Communication skill - Performance skill)
	Xie and Peng, (2009)	- Benevolence (helping customers to entertain them - Rejecting opportunistic behavior- adopt pro-customer attitudes)
	Grahe and Bernieri,(1999) DeWitt and Brady, (2003) Babin, (2013) Gabriel et al., (2015)	- Nonverbal communication (gestures, eye contact, facial expressions and body language)
Hotel identity	Cornelissen and Elving, (2003), Melewar and	- Corporate visual identity (logo, color and staff appearance)

Category	Reference	Description
	Karaosman oglu, (2006)	
	Balmer, (1998), Melewar and Karaosman oglu, (2006)	- Communication (Fonts, colors and designs used in advertisings)
	Ledford et al., (1995) Simoes et al., (2005)	- Philosophy, mission and value (culture, business, mission, language, ideologies, rituals and beliefs of personne)
Corporate social responsibility (CSR)	Torres et al., (2012) Kucukusta et al., (2013) Tingchi Liu et al., (2014) Hafez, (2018)	- environment protection programs,
	Pinney, (2001)	- Societal activities include, philanthropy, and public welfare contributions

Positioning

According to Asikhia, (2010) "Positioning is a process of crafting a firm's image and offering to dwell in a unique place in the mind of the aimed customer market with the attendant result of creating a buyer-concentrated value scheme that would ease customer purchases" Kotler and Keller, (2012) defined that positioning as arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target customers, also Blankson et al. (2013), mintioned that positioning is the proactive, deliberate, and iterative utilization of market-oriented strategies that modify consumer's perceptions about a hotel's offering.

Kotler and Keller, (2012), referred that the positioning provides a unique competitive edge for a company while making it difficult for competitors to copy a company's offerings positioning strategy. In addition, a unique position in the marketplace reduces customers' switching habits. (Fuchs and Diamantopoulos, 2010).

According to Fuchs and Diamantopoulos, (2010),it is the most comprehensive and realistic study that relies on a customer-based perspective to positioning effectiveness, where she focused on the perceived positioning of a brand. Accordingly, we define positioning effectiveness as the extent to which customers perceive a brand to occupy a favorable, differentiated, and credible position in customers' minds. We base the latter on the very purpose of brand positioning as "emphasizing the distinctive characteristics that make it different from its competitors and appealing to the public" (Kapferer, 2008). It also combines tangible and intangible features with direct and indirect benefits to the customer, brand image, and positioning, Summarizes table (2) positioning determintes commonly discussed in the literature.

Table (2) positioning determintes commonly discussed in the literature. (Prepared by the researcher)

Variables	Literature (extracts)	Description
Positioning	Fuchs and Diamantopoulos, (2010)	- Favorability, differentiation, and credibility
	Dawes et al., (2009), Malik and Sudhakar, (2014)	- Prominence, distinctiveness, familiarity, and propensity,
	Sagar etal., (2006)	- Brand identity, image, personality, awareness, and communication
	Shafiee and Es-Haghi, (2017)	- Brand image
	Darling, (2001)	- Product features
	Pechmann and Ratneshwar, (1991)	- Advertising campaign

	Gitau, (2010)	- Customer experience, brand names, packaging, and communication channels
	Rajabi Moghaddam, (2011)	- Product, brand owners, brand personality, and brand identity
	Adina etal., (2015)	- Brand's origin
	Kim et al., (2004), Masiero and Nicolau, (2012), Roy etal., (2016)	- The price
	keller, (1993), Aaker, (1996) Dhar and Wertenbroch, (2000)	- Features (concrete attributes)
	Reynolds etal., (1995) Snelders and Schoormans, (2004)	- Abstract attributes
	Keller, (1993), Asker, (1996)	- Direct (functional) benefits
	Vriens and Hofstede, (2000) Tybout and Sternthal (2005)	
	Keller, (1993) Vriens and Hofstede, (2000) Tybout and Sternthal, (2005)	- In direct (experiential symbolic) benefits

1- **Customers Satisfaction**

Recently, the concept of customer satisfaction has attracted much attention. It has become a central concern for companies and organizations in order to improve product and service quality and to maintain customer loyalty (CL) within a highly competitive marketplace. Customer satisfaction is also generally assumed to be a significant determinant of repeat sales, positive word of mouth, and CL. Satisfied customers return and buy more, and they tell other people about their experiences (Turkyilmaz et al., 2013).

Numerous researchers have attempted to define satisfaction. However, it can be defined broadly as "the customer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption" (Tse and Wilton, 1988). Satisfied tourists are more likely to have the intention of revisiting and repurchasing if the service provider achieves or exceeds their expectations (Alam and Yasin, 2010). Notably, fulfillment and exceeding expectations (i.e., a positive

service quality evaluation) lead to greater satisfaction, generating greater retention of customers (Cheng et al., 2019).

In an attempt to consolidate extant literature on determinants of customer satisfaction in the hospitality sector, (Rhee and Yang, 2015) conducted a comprehensive review of past studies and put forth six hotel attribute categories, location, cleanliness, rooms, sleep quality, service, and value. Prior literature has also alluded to the effect of hotel star ratings on customer satisfaction. For instance, (Liu et al., 2016) found differences in the most important dimensions of customer satisfaction pertinent to hotels with different star ratings, while the work of (Albayrak and Caber, 2015) categorized cleanliness as a basic factor in determining customer satisfaction, Summarizes table (3) customer satisfaction determintes commonly discussed in the literature.

Table (3) customer satisfaction determintes commonly discussed in the literature (Prepared by the researcher)

Variables	Literature (extracts)	Description
Satisfaction	Chien-Hsiung, (2011) Mohajerani and Miremadi, (2012)	- Perceived image, service quality, and perceived value
	Oh, (1999)	- Staff service quality, room quality, and value
	Kim and Perdue, (2013)	- Brand name, price and service, and food quality), affective (entertaining and comfortable feeling), and sensory attributes (overall atmosphere and room quality
	Hua etal., (2009)	- Service quality
	Padma and Ahn, (2020)	- Food and beverage management, transportation convenience, value for money, and convenience to tourist destinations
	Torres and Kline, (2013) Tsai, (2014), Bowen, (2016)	- The staff ability and skills
	Rhee and Yang, (2015)	- Location, cleanliness, rooms, sleep quality, service, and value

	Bayraktar et al.,(2012) Turkyilmaz et al., (2013)	- Perceived quality (PQ), perceived value (PV), expectations of customers, and image
	Shoval, (2006), Lee and Jang, (2012), Li et al., (2013) Berezina et al., (2016) Yang et al., (2018)	- Location(such as close to attraction and accessibility with public transportation)

2- Customer loyalty

Loyalty has been recognized as an essential indicator of marketing success in various industries, including without limitation to hospitality (Rather, 2018). It emerged as one of the most imperative goals of marketing activities and proved to be one of the central drivers of profit (Popp and Woratschek, 2017). It is reflected by a combination of both attitudes and behaviors (Van Lierop and El-Geneidy, 2016). For hospitality firms to retain old customers and attract new ones, loyalty incorporates their revisit/repurchase intention (behavioral loyalty) and their willingness to recommend the company to others, and positive tendency (attitudinal loyalty) (Martínez and Del Bosque, 2013).

Loyalty is defined as deeply held commitment to rebuy or patronize a preferred product or service consistently in the future,

despite situational influences and marketing efforts having the potential and momentum to cause switching behavior (Kandampully, Zhang and Bilgihan, 2015).

The antecedents of customer loyalty have been widely explored and investigated by both academia and practitioners (Allaway et al., 2011; Wang, 2010) because the factors leading to customer loyalty might be crucial ingredients for a firm's sustainability and competitiveness (Berezan et al., 2013). In an attempt to provide an overall picture of how to achieve customer loyalty and uncover latent relationships among its antecedents, summarizes table (4) customer loyalty determintes commonly discussed in the literature.

Table (4) customer loyalty determintes

commonly discussed in the literature

(Prepared by the researcher)

Variables	Literature (extracts)	Description
Loyalty	Uncles et al., (2003), Magatef and Tomalieh, (2015), Wang et al., (2016) Ahn and Kim, (2017)	- Loyalty program (membership cards or rewards programs)

	Lee et al., (2001)	- Perceived switching costs
	Yoon and Uysal, (2005)	- Customer satisfaction
	Gonzále z et al., (2007)	- Service quality
	Little and Dean, (2006)	- Commitment
	Chen and Hu, (2010)	- Customer perceived value
	Doorn et al., (2010)	- Customer engagement(custo mer engagement to include a vast array of behaviors, such as WOM, recommendations, helping other customers, blogging, writing reviews and so forth)
	Saks, (2006)	- Employee engagement
	Wang, (2010)	- Corporate and brand image
	Choi and La, (2013)	- Customer trust
	Iglesias et al.,(2011)	- Brand experience

	Delcourt et al., (2013)	- Rapport between customers and employees
	Chen and Hu,(2010)	- Relational benefits

3- Research Methods

3.1 Population and Sampling

A quantitative research approach was adopted to examine the hypothesized model The study targeted customers in five-star hotels in great Cairo as one of the most important touristic destinations in Egypt, which enjoy a large number of five-star hotels and receive many types of tourists annually. the researcher used the cluster sampling method by dividing the population (customers in five-star hotels in Cairo) into smaller groups known as clusters (customers in each hotel); to select customers from each hotel randomly to form the study sample. since we aimed to identify the impact of Golden Square for marketing IPSL on customer purchase-related decisions in five-star hotels in Cairo.

The questionnaire was distributed using two methods:

-The traditional method: copies distributed on hotels customers in five star hotels in great Cairo.

-The electronic method: due to COVID 19 procedures an electronic copy was made and sent to customers via E-mail and Whatsapp application.

For more validity, the research targeted 400 customers using cluster sampling in Cairo in five-star hotels. The study survey was distributed and collected by the researcher from January 2021 to May 2021.

A total number of 380 usable replies were obtained after filtering the complete responses, where the effective responses rate reached 95% of the survey sample. The sample size of the study is calculated according to (Yamane, 1973).

3.2 Questionnaire development

This thesis used a structured questionnaire from for collecting the useded data. The questionnaire was formulated in the English and Arabic languages using terminology that the respondents could easily understand. The final questionnaire form was divided into two parts as follows:-

- Part one includes the socio-demographic questions that aim to know the basic information of respondents, such as their gender, age, nationality, income level.

-part two includes the questions was used to measure the relationship among the variables of the study, which are the determinants of IPSL in Cairo five-star hotels and is impact on customer's purchasing decision. This part cincludes of 35 statment that was divided into four sections used to measure the four elements of the golden square of marketing (IPSL), and the data was analyzed using SPSS 25.0 to test hypotheses (the relationships among IPSL and purchasing decision).

3-3 Statistical Analyses

Pearson correlations were computed for the measured variables using SPSS version 25 and Regression analyses were conducted to examine the extent to which the golden square IPSL positively or negatively influenced customer purchase decision.

3-4 Reliability and validity

A pilot study was conducted with n=30. Moreover, and revealded that the participants understood all questions and agreed to have face validity. In addition, academics in the field of hospitality management, and five-star hotel managers examined the research. They provided comments and some modifications to help this research to be reliable and valid.

To test the internal consistency of the data for all the participants. Cronbach's alpha was used to evaluate the quality of the scale and show the reliability and adequacy of the questionnaires used. The following table present the obtained results.

Table (5): Cronbach's alpha values

Reliability Statistics	
Cronbach's Alpha	N of Items
.967	35

The results presented in Table 5 indicate that the Cronbach's alpha coefficient for the variables was $\alpha = .967$ these values show the high level of consistency and reliability among the statements for each variable.

3- Results

4-1 Correlation Test

Table (6) shows the results of the correlation coefficient using Pearson correlations and indicates the presence of a moderately significant correlation between image and purchase decision (P=.675: Sig= .000). While there was a strong significant correlation between Customer satisfaction and purchase decision (P=.712: Sig= .000), followed by Customer loyalty (P=.710 Sig= .000) and positioning (P=.706: Sig= .000). Also, There was a Positive, strong correlation statistically between IPSL and the purchase decision at correlation value (p=731: Sig= .000) . This means that IPSL is the most

effective tool for customers' purchase decisions of five-star hotels in great Cairo**.**

Table (6):- Correlations between IPSL variables and the purchase decision.

Variables	Image	Positioning	Customer satisfaction	Customer loyalty	I P S L
Pearson Correlation	**.675	**.706	**.712	**.710	**.731
Sig. (2-tailed)	.000	.000	.000	.000	.000
Correlation is significant at the 0.01 level (2-tailed**)					

Table (7) shows the results of the correlation coefficient using Pearson correlations between image variables and the purchase decision and indicates the presence of a moderately significant correlation between image variables and purchase decision where correlations range from a minimum of (P=.549: Sig= .000) to a maximum of (P=.654; Sig= .000).

Table (7):- Correlation between image variables and the purchase decision.

Variables	The physical environment	Service quality	Personal contact	Hotel identity	Corporate social responsibility (CSR)
Pearson Correlation	**.555	**.597	**.654	**.567	**.549

Sig. (2-tailed)	.000	.000	.000	.000	.000
Correlation is significant at the 0.01 level (2-tailed**).					

Also, According to the study, each positioning variable correlated with the dependent variable of purchase decision, and all variables have a strong positive relationship with a purchase decision, where correlations range from a minimum of (p=.552: Sig= .000) to a maximum of (p=.658: Sig= .000) see table (8).

Table (8):- Correlations between positioning variables and the purchase decision.

Variables	Pearson Correlation	Sig. (2-tailed)
The hotel has a suitable price	**.599	.000
hotel Building, furniture, and Equipment suitable to the hotel star category	**.552	.000
The hotel provides a Creative and innovative service	**.618	.000
Staying at this hotel provides you with a set of direct benefits (such as comfortable, time, effort, pleasure, Avoid risks, and Creating a compelling experience)	**.658	.000

Staying at this hotel provides you with a set of indirect benefits (such as self-fulfillment, esteem, and distinctive social status)	**.607	.000
Correlation is significant at the 0.01 level (2-tailed).**		

In addition, table (9) revealed that there are a strong positive significant correlation between the customer satisfaction variables and purchase decision, where correlations range from a minimum of (p=.168: Sig= .000) to a maximum of (p=.726: Sig= .000).

Table (9) Correlations between customer satisfaction variables and the purchase decision.

Variables	The value of money you paid for the hotel service	The hotel service quality regarding Your expectation	The staff ability and skills	The hotel location
Pearson Correlation	**.708	**.726	**.666	**.168
Sig. (2-tailed)	.000	.000	.000	.000
Correlation is significant at the 0.01 level (2-tailed**)				

Finally, table (10) confirmed that all loyalty variables have a strong positive relationship with a purchase decision, where correlations range from a minimum of (p=.431: Sig= .000) to a maximum of (p=.718: Sig= .000).

Table (10):- Correlations between customer loyalty variables and the purchase decision.

Variables	The hotel offers various rewards for special customers such as membership cards, discounts, and free accommodation	You are confident in the hotel ability to offer good services	You have a good relationship with some members of the hotel staff
Pearson Correlation	**.431	**.718	**.666
Sig. (2-tailed)	.000	.000	.000
Correlation is significant at the 0.01 level (2-tailed**).			

4-2 Regression Test

Table (11) lists the results of the multiple regression analysis investigating whether image and positioning, customer satisfaction and customer loyalty significantly predicted customers purchase decision.

Table (11): Regression analysis to test IPSL variables of influence

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.847	.410		6.948	.000
Image	.018	.010	.118	1.715	.087
Positioning	.080	.033	.191	2.401	.017
customer satisfactions	.137	.042	.254	3.273	.001
customer loyalty	.155	.053	.231	2.955	.003
F-value=118.869, P-value=.000, R-square=.559 - Notes. *p< .05, **p< .01, ***p< .001.					

The results in Table 3 reveal that the R squared value of the model that tested the effect of IPSL on customer purchase decision was .559, indicating that the explanatory power of the regression model was 55.9%. This result means that 41.1% of the variation was unexplained; thus, adding other independent variables could improve the fit of the model. The F-statistic value, a measure for testing the statistical significance of a regression equation, was f= 118.869, showing that the model was significant at the 0.001 level. The regression coefficient of the subordinate factor customer positioning (β= .080 and p<0.05), customer satisfaction (β= .137and p<0.05), and customer loyalty (β= .155and p<0.05) . three subordinate factors of IPSL had a significant effect on customer purchase decisions, indicating that positioning, satisfaction, and loyalty were definitely critical factors for improving the purchase decision of customers in five-star hotels in Cairo while it couldn't explain to

what extend image impact on the customer purchasing decision in Cairo five-star hotels, as the value in the regression test was insignificant (β= -0.018 and p>0.05).

customer loyalty had the highest beta value (.155), followed by customer satisfaction (.137), positioning (.080), This result indicates that customer loyalty and customer satisfaction made the strongest contribution to Influencing a customer's purchase decision, followed positioning.

These β values provide a sense of the influence that each predictor had on the outcome when the effects of the other variables were held constant. Thus, if customer loyalty, customer satisfaction, and positioning increase by one unit, customers purchase decisions will be increased by 0.155 units, 0.137 units, 0.080 units, respectively. Based on the previous results, the final predictive model was: IPSL =2.847(0.155* customer loyalty)+ (0.137* customer satisfaction)+(0.080* positioning).

4-3 Discussion

This study investigated the effect of the golden Square of marketing IPSL on customer purchase decision in five star hotels in great Cairo. A strong positive relationship was found between the golden Square (IPSL) and purchase decision. The present study shows that image, positioning, satisfaction, and loyalty are important factor have significant impact on the customer's purchase-decision in five star hotels in Cairo.

This result is consistent with Lee et al., 2010, who found a positive relationship between image and purchase-decision, also, it is consistent with Blankson and Crawford, (2012), who found that argued for a direct correlate between positioning and performance and Customer intention to purchase. In addition, these results are

consistent with (Turkyilmaz et al., 2013: Cheng et al., 2019), who found that a statistically significant association between customer satisfaction and purchase decision. Also this results is consistent with (Woratschek, 2017 and Rather, 2018), who mentioned that loyalty is very significant to retain old customers and attract new ones.

These findings indicated that an increased likelihood of purchase decision was associated with higher values of customer-image factors. so the more value of the physical environment, service quality personal contact, hotel identity, corporate social responsibility (CSR) hotels use, the more image whose significant impact on the customer purchase-decision in five-star hotels in Cairo, This results is consistent with (Han and Hyun, 2017; Shuang et al., 2014) who referred that the physical environment is a significant factor impacts on purchase decision, and (Deneke, 2015: Costa, 2014)who confirmed that there was a significant positive correlation between the hotel's image and quality of service provided, and that service quality important factor in hotels to impacts on customer purchase decision. also agree with (AWang et al., 2016; Christoforou and Ashforth, 2015), who referred that may be used contacts personal to influence customer perceptions and their buying behavior. Furthermore, this result are consistent with (Balmer, 2015), who found that effective corporate identity management is significant for firms as it enhances their image, besides this (Hsu, 2012; Lai et al., 2010), who provided evidence that customer perceived CSR has a significant positive effect on company's image and purchase decision, and firms can use CSR initiatives as a tactical tool to create a positive image which in turn differentiates the firms from those of competitors.

Also, this results consistent with (oy et al., 2016;Fuchs and Diamantopoulos, 2010), who that indicated that variables related to positioning, such as the price, Features (concrete attributes), abstract attributes, direct benefits and indirect benefits hotels apply, are predictor factors that could lead to impact on customer purchase decision.

The results reveal that the the perceived value, high expectations of customers, staff skills and ability, and hotels Location are important factors to form customer satisfaction. These results are consistent with (Lim et al., 2014; Ryu et al., 2012), who suggested that customer perceived value can be accepted as a reliable predictor of customer satisfaction, and found that customer perception of product value is conducive to a positive purchasing attitude. And (Turkyilmaz et al., 2013), who found that the "customer expectations" have a direct and positive relationship with customer satisfaction and indirectly affect the purchase decision. Also (Bowen, 2016; Tsai, 2014), who has referred that The staff's ability and skills can be accepted as a reliable predictor of customer satisfaction and that customer satisfaction is conducive to a positive purchasing attitude. And (Yang et al., 2015; Lee and Jang, 2012), who confirmed that the location of a hotel is one of the determinants influencing customer's final choice.

Also, findings indicated that an increased likelihood of purchase-decision was associated with higher values of customer loyalty factors. This is to say, the more value of loyalty program, customer trust, and rapport between customers and employee's hotels enjoy, the more customer loyalty whose significant impact on the customer purchase-decision. These results are consistent with (Ahn and Kim, 2017), who mentioned that loyalty programs in the

form of membership cards or rewards programs, had direct influences on customer loyalty. And (O'Mahony et al., 2013), who found that trust and commitment have a strong positive impact on hotel customer's loyalty and purchasing behavior, Also, (Coelho and Henseler, 2012;), who found that enjoyable interaction between customers and employees is a key determinant of customer loyalty, and It is directly effects on purchasing behavior of customers.

5- Conclusions

This study aimed to identify the "the golden Square IPSL" dimensions that are perceived to be important by researchers in influencing the purchasing decision, and bridges the theoretical gap about this new concept "the golden Square IPSL", and to what extent IPSL variables impact on the customer purchase decision in five star hotels in Cairo.

Through examination and results of correlation and regression analysis of the study population, this study has revealed a significant impact of IPSL on customers purchasing decisions in five-star hotels in Cairo; and several conclusions can be drawn from these analyses.

1- It has been confirmed that customer positioning dimension has a positive effect on the customer purchase decision and that elements of positioning including suitable price, hotel building, furniture, and equipment, providing creative and innovative service, providing a set of direct benefits (such as comfortable, time, effort, pleasure, avoid you risks and creating a compelling experience) and providing a set of indirect benefits (such as self-fulfillment, esteem,

and distinctive social status) It contributes significantly to influence on the customer's perception of the hotel's position among competitors, and have a positive correlation on purchase decision, so, can depend on them to influence on the customer purchasing decision in five-star hotels in Cairo.

2- the results of the study also indicate that customer satisfaction has a positive effect on the customer purchasing decision, and the study assured the positive correlation between customer satisfaction variables and purchasing decision; therefore, we can rely on the customer satisfaction variables which include (The value of money they paid for the hotel service, The hotel service quality regarding customers expectation, the staff ability and skills, The hotel location (close to attractions and accessibility) to make customers more satisfied and to influence on the customer purchasing intentions in five-star hotels in Cairo.

3- This study confirmed that customer loyalty has a positive effect on the customer purchase decision; therefore, it can be said that Loyalty programs, Customer trust in the hotel, Rapport between customers and employees are critical for customer decision.

4- the study showed that image has a positive effect on the customer purchasing decision, while it couldn't explain to what extend image impact the customer

purchasing decision in Cairo five-star hotels, as the value in the regression test was insignificant (β= -0.018 and p>0.05). But the study showed that is a positive correlation between image and purchase decision, so we can depend on the image variables (physical environment, contact personnel, quality of service, corporate identity, and CSR)to influence the customer purchasing decision in five star hotels in Cairo.

6-Managerial Implications

Implications for the hospitality industry where this study can be helpful will be presented as below:

- The present study has important implications for hospitality industry practitioners in investigating the impact of IPSL on future customers' behavior. Since customer image, positioning, satisfaction, and loyalty become a vital factors to provide a unique competitive edge for hotels, it would be an efficient way for hotels to increase their brand awareness and build their positioning in the hotel market. IPSL is also essential to hotels in their efforts to understand the customers buying behavior, and to improve their marketing campaigns or products accordingly.

- The study may be helping marketers in the hotels to create a new strategy for managing IPSL depending on the variables and determinants mentioned in the study. This strategys to impact of hotel customers can then be used to accomplish such tasks as

enhancing image, positioning, satisfaction, and loyalty, through using determinants that contribute positively to creating a solid image and positioning, customer satisfaction and loyalty, also managing IPSL to purposes of revenue generation due to its significant impact on the customers purchasing decision.

7- Recommendations
- **Recommendations for hotel managers:**

Hotels managers should bear in mind that IPSL has a significant impact on the customers purchasing decision, so they should stimulate and manage IPSL activity in the hotel. Also, they must draw particular attention to the image, positioning, satisfaction, and loyalty, Because of their importance in hotels businesses. It is necessary to hotel managers enhance customer satisfaction by creating a satisfaction strategy based on the evaluation of customer expectations permanently. Such expected future quality is critical to the overall customer satisfaction process, ensuring providing suitable service value Compared to the money paid, continuous improvement to the staff ability and skills, and different factors are evaluated to find the suitable location for hotels.

- **Recommendations for marketing and sales department**

In the case of the hotel industry, the formation of the image in the customer's mind is difficult to emphasize pinpoint because of the intangibility of the service itself. For this reason, hotels marketers have to the tangible elements associated with the service, such as physical environment, service employees, quality of service, hotel

identity, and CSR, which may be used to make the image more concrete and easily perceived to influence customers' perceptions and behavior. Additionally, the study demonstrated that customer positioning has a significant role in IPSL influence, so the hotel marketing department should use a positioning strategy to create buyer-focused value offers and working at arranging for the hotel product to occupy an apparent, distinctive, and desirable place relative in the minds of target consumers compared to competing products. Thus contributing to provide a unique competitive edge for a hotel. Also hotels that offer various rewards for Special customers such as membership cards, discounts, and free accommodation quality service are more likely to become loyal customers of such hotels. For this reason, hotels marketers have to give paramount importance to loyalty variables, which may help in increasing the impact of IPSL on customer purchasing decisions.

8- Limitations and future research

Similar to other studies, this study has some limitations which may guide the future research. Firstly, the study focused on only four dimensions (image, positioning, satisfaction, and loyalty) that effect on the purchase decision. The image, positioning, satisfaction, and loyalty may not be sufficient to affect customer purchase decisions. So future studies can include different types of variables that may affect the customer purchase decision of the hotel industry. This can give managers and marketing analyst's greater insight into their customer base and what areas need improvement. Secondly, data in this study was collected from customers of one type of hotel (Five-star Hotels). It might be more meaningful to concentrate on different types of hotels to understand the relationships of the variables

more deeply. Finally, because the hotels included in this study were five-star hotels in Cairo, this information cannot be generalized to different industries, or different locations. Therefore, studies such as ours should be repeated in other service contexts and different areas. Conducting this type of research will allow marketers to understand the importance of IPSL and assist in their marketing strategies. Different locations might also create the need for different factors to be included.

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