

Effect of Customer Loyalty, Innovative Management, Knowledge Management and Marketing Management on Business Performance of Three Stars Hotel in Eastern Region of Thailand.

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- **Abstract:** The current study objective was to test the effect of customer loyalty, innovative management, knowledge management and marketing management on business performance of three stars hotel in eastern region of Thailand. For this purpose, the current study had applied the quantitative research approach and use the cross-sectional research design and data was collected from the 340 respondents. The Structural Equation Modeling (SEM) results have shown that customer loyalty has a positive and significant relationship with the business performance. In the same vein, innovation management also has a positive and significant relationship with the business performance. In addition, the marketing management also significantly and positively influence to business performance. Similarly, knowledge management also significantly and positively effect to the business performance s. All the proposed hypothesis of the study had been supported therefore following predictor's customer loyalty, innovation management, marketing management, and knowledge management are considered to be important predictors to increase the business performance of the three stars hotel in eastern region of Thailand. Based on these findings, the current study could contribute to provide help to the researcher to conduct a new insight of research in future. In addition, the research could be helped to the policy makers and owners to know the importance of the predictors to increase their business performance. The study limitations and future directions were also discussed at the end of the study.
- **Keywords:** customer loyalty, innovative management, , knowledge