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THE INFLUENCE OF SERVICE QUALITY ON CUSTOMERS' RETENTION AND LOYALTY IN THE UAE HOTEL SECTOR WITH RESPECT TO THE IMPACT OF CUSTOMER' SATISFACTION, TRUST, AND COMMITMENT: A QUALITATIVE STUDY

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ABSTRACT
The coronavirus (Covid-19) epidemic is changing the business activities, systems, and operations around the world these days. Such a crisis makes all business institutions in a large number of business sectors shrink, suspend or close their business operations. One of the main problems that such institutions face is losing their customers and accordingly releases a large number of their employees. Accordingly, customer retention becomes one of the main business concepts that need to be studied again especially in the hotel sector. The research aims to explore the main factors that affect positively customer retention and loyalty in the hospitality industry, in particular, the hotels' sector in the UAE.

This study extends the literature by giving more light at the effects of service quality, customer satisfaction, trust, and commitment particularly in the hotels' sector in UAE that lead to empowering customer retention and loyalty of these hotels. A qualitative method is conducted to

this exploration and interviews were handled among hotel customers in the UAE to collect primary data. The data are analyzed through various steps involving the coding process and the categorizing process. The findings of this study ensure the significant effect of service quality on satisfaction, trust, and commitment, which influence effectively in return the retention and loyalty of customers.

INTRODUCTION

The United Arab Emirates has long been known as a leading tourism and leisure destination. These sectors become a key factor of the U.A.E.'s successful economic diversification strategy with rapid and sustained growth. Many international hotels such as Hilton, Hyatt, and Marriott invested heavily in the U.A.E hospitality industry. In addition, the U.A.E. has developed brand names such as Emaar, and Jumeirah. Every year, the country witnesses building a large number of international and local hotel resorts providing a higher standard of hospitality services. Also, the hospitality sector plays a great role in selecting a place for welcoming a large number of international and regional events such as conferences, seminars, training programs, annual meetings, and festivals. Gissing & Wallace (2014) indicated that hotels in the UAE become one of the most common places for people for meetings and discussions. Hotels that provide superior services at affordable prices and offer various facilities are more preferable among customers (Haque et al., 2014). Customer satisfaction in the service industry has been important for many years (Alshurideh, 2010a; Alshurideh et al., 2012). In 2017, the hospitality industry has contributed to the UAE country's GDP to about 4.6% and created the highest jobs opportunities for the country (UAE Business Council report, 2019). Many previous studies such as Al-dweeri et al. (2017) and Alzoubi et al. (2020) indicated the significant effect of service quality on customer satisfaction, delight, and trust as well as customer commitment, and it is an influence on customer retention and loyalty, but in the hospitality industry in UAE, it is still very limited. The research reviewed literature about the main targeted factors until presenting a framework with suggested propositions. Then, this study is unique because it targets the relationships among the targeted factors by applying the qualitative approach in collecting and analyzing data. Applying the interview method may help in standing for some insightful ideas about the effect of study constructs. At last, results are discussed and prepared with an appropriate conclusion.

RESEARCH QUESTIONS

UAE as one of the most visited destinations in the world has greatly benefited from the hospitality industry. According to the strong growth in the tourist arrivals, as well as increasing interest from locals and the resident in the country to for hotels services, hotels sectors has the priorities for development and concentration from UAE government. Therefore, there is a need to explore the main factors that could influence the success of this sector positively and enhance its performance. Thus, the research is aiming to answer this question; what is the relationship between service quality, customer satisfaction, customer trust, and customer commitment with customer retention and customer loyalty in the hospitality industry in UAE and particularly in the hotels' sector?

The main question of this research can be clarified more through some sub-questions as follow:

o   Is there any effect of service quality on customer satisfaction in UAE hotels?
o   Is there any effect of service quality on customer trust in UAE hotels?
o   Is there any effect of service quality on customer commitment in UAE hotels?
o   Is there any effect of customer satisfaction on customer retention in UAE hotels?
o   Is there any effect of customer trust on customer retention in UAE hotels?
o   Is there any effect of customer commitment on customer retention in UAE hotels?
o   Is there any effect of customer retention on customer loyalty in UAE hotels?

RESEARCH IMPORTANCE

Service quality's influence on the results of the service process such as loyalty, relationship, satisfaction, and trust has made it very common among scholars. The concepts of service quality are attracting increased attention in recent years as it can develop operational efficiency and profitability (Zeithaml, 2000; Alshurideh, 2010b). According to McAlexander et al. (1994), service quality is an integral and vital factor for the success of companies. Also, service quality is the research focus indicating customer perception on five basic dimensions of services which are reliability, responsiveness, assurance, empathy, and tangibility. Mohamed & Ahmadani (2011) stated, "the service quality is different from product quality as the former is tangible while the latter is intangible. Service quality implies the excellence of service (David & Baker, 2013). The availability of high-quality service will increase reputation, improve customer retention, attract new customers through word of mouth, improve achievement or financial performance, and raise profits (Beerli et al., 2004; Altamony et al., 2012; Alkalha et al., 2014). Satisfaction is affected by the perception of service quality (Alshurideh et al., 2016a). Brady & Cronin (2001) indicated that firms must be established with the objectives of providing a high level of service quality and merging the activities of different functional areas of the business to accomplish business success through customer satisfaction. However, retaining customers via customer satisfaction through superior service quality stills a challenging on-going task.

LITERATURE REVIEW

Service quality

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Customer Satisfaction

Satisfaction could be defined as "overall evaluation of performance based on all prior experiences with a firm" (Skogland & Siguaw, 2004). The literature defines satisfaction as based on the difference between what customers expect and what they get (Parawansa, 2018). In addition, satisfaction is an "overall customer attitude towards a service provider" (Levesque and McDougall, 1996, p. 14). Also, customer satisfaction in services has been defined as "the degree to which service performance meets or exceeds the customer's expectations (Santouridis & Trivellas, 2010). To add more, Danesh, Nasab and Ling (2012, p. 142) defined customer retention as "the future propensity of a customer to stay with the service provider". Thus, maintaining customer satisfaction involves providing a good service in the service's company (Akhbar & Parvez, 2009; Alshurideh et al., 2012). Kheng et al., (2010) stated that the companies that concern strongly on customer satisfaction can improve loyalty as well as build a positive image of their company. Customer will always search for services that only will satisfy their needs and wants and customers who receive what they expected in a hotel stay is most likely to be satisfied (Bowen & Shoemaker, 1998b; Al-Dmour & Al-Shraideh, 2008). Accordingly, the relationship between customer satisfaction and service quality can be drawn by the following proposition as:

P1: Customer satisfaction is positively related to service quality.

Customer Trust

As a vital factor in developing and retaining any shape of relationship, customer trust has attracted increasing attention from hospitality. Trust is one of the most broadly examined and confirmed constructs in relationship marketing research (Smith & Barclay 1993). Andaleeb (1992) stated that trust signifies the belief, attitude, or expectation of a party that the relationship partner's behavior or its results will be for the trusting party's advantages. Trust involves honesty, which means that the trusting party relies on the relationship partner being credible (Ganesan 1994; Doney & Cannon 1997) as well as the belief that the relationship partner has the competence to perform for the benefit of the relationship (Andaleeb

1992, Ganesan 1994). Thus, customer trust could be defined as the customer's belief in the provider's benevolence, honesty, and competence to perform in the best interest of the relationship. Berry and Parasuraman (1991) found that "customer-company relationships require trust" and the degree of trust is described as a "fundamental relationship building block". Moorman et al. (1992, p. 82) described trust as "a willingness to rely on an exchange partner in whom one has confidence". Accordingly, the relationship between customer trust and service quality can be drawn by the following proposition as:

P2: Customer trust is positively related to service quality.

Customer Commitment

Moorman et al. (1992) defined that commitment is the desire to maintain a long-term relationship between the customer and the company. The commitment describes the customer's desire to establish a long-term relationship with the company (Bloemer & Schroder, 2003; Ammari et al., 2017). Additionally, Garbarino and Johnson (1999) stated in their study that the dimensions that can be used in the commitment measurement are the personal introduction to the company, which indicates that a person becomes a part or member of the company. Another dimension is defined commitment as the extent of a person's feelings toward the success of the company in the future (ELSamen & Alshurideh, 2012; Al Kurdi et al., 2020). The commitment concept has proved valuable in the study of consumer relationships with service providers (Bansal et al., 2004). Fehr's (1999) prototyping study found that people can express being committed to more than 200 different direct including people, organizations, goals, pets, groups, and ideals. Accordingly, the relationship between customer commitment and service quality can be drawn by the following proposition as:

P3: Customer commitment is positively related to service quality.

Customer Retention

Stauss et al. (2001) defined customer retention as "the customers liking, identification, commitment, trust, willingness to recommend, and repurchase intentions, with the first four being emotional-cognitive retention constructs, and the last two being behavioral intention". Customer retention could be defined also as "a commitment to continue to do business or exchange with a particular company on an ongoing basis" (Zineldin, 2000, p. 28). Additionally, customer retention means "retaining customers," since finding new customer could cost more than the cost of retaining an existing one (Alshurideh, 2014a; Alshurideh, 2016a). Long-term customers purchase more, encourage new customers, take less of the service providers' time, and are less sensitive to price (Reichheld, 1996), so costs in retaining customers are less compared with the costs of attracting new customers (Keiningham et al., 2007; Alshurideh, 2016b) as well as enhancing customer retention will lead to profit growth and increase company value (Al-Dmour et al.,

2014; Alshurideh et al., 2019). Customer retention could be influenced by various elements such as service quality, trust, and satisfaction. To enhance the levels of customer retention, hotel managers need to understand how customers' satisfaction affects customer retention (Sim, Mak, & Jones, 2006; Alshurideh, 2019). Accordingly, the relationship between customer retention and customer satisfaction, trust, and commitment can be drawn by the following propositions as:

P4: Customer retention is positively related to customer satisfaction.
P5: Customer retention is positively related to customer trust.
P6: Customer retention is positively related to customer commitment.

Customer Loyalty

Bowen & Shoemaker (1998a) defined customer loyalty as "the likelihood of a customer's return to a hotel". A loyal customer could have an emotional attachment to the hotel (Griffin, 1995). Moreover, Kandampully and Suhartanto (2000) stated that customer loyalty is the embodiment of customer loyalty to the company. Little attention has yet been given to a model that operationalizes the latent factor of customer retention with the perceived loyalty of customers (Sim, Mak, & Jones, 2006, p. 11). Companies emphasize "customer loyalty" as a key to sustaining long-term business success (Oh, 2002; Alshurideh et al., 2020). A Customer who has a good experience will encourage others to buy to share the experience (Alshurideh et al., 2015; Ghannajeh et al., 2015). Also, customer loyalty is a major objective of service providers, since loyal customers are less likely to be influenced by negative news or information about the services (Deng et al., 2010; Alshurideh et al., 2017). If the customers have positive experiences toward service, this will impact customers positively to be loyal customers to such service providers. Thus, retaining existing customers is essential for service providers and the service quality and customer retention will always be applied in the form of attractive activities by the companies for the improvement of a long-term relationship with its customers (Kandampully and Duddy, 1999; Caruana, 2002; Alshurideh et al., 2015). Accordingly, the relationship between customer loyalty and customer retention can be drawn by the following proposition as:

P7: Customer loyalty is positively related to customer retention.

RESEARCH MODEL

Figure 1 shows an overview of the research factors and the logical proposed relations among each of them.
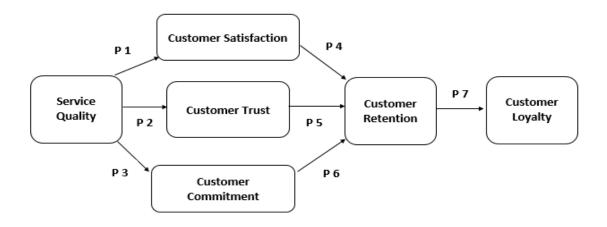
Figure 1. The Proposed Research Model

RESEARCH METHODOLOGY
The qualitative research approach is more appropriate for the research with an exploratory nature of questions. "Qualitative inquiry deals with human lived experience. It is the life-world as it is lived, felt, undergone, made sense of, and accomplished by human beings that is the object of study" (Schwandt, 2001, p. 84). As Polkinghorne (2005, p.138) mentioned also, methods designed to study physical objects are not a good fit for the study of experience. Qualitative methods are specifically constructed to take account of the particular characteristics of human experience and to facilitate the investigation of experience (Polkinghorne, 2005). So, based on the exploratory nature of these research questions, the research applied a qualitative method to achieve its purpose. Twenty semi-structured interviews were being conducted in this research to collect primary data directly in individual (personal) interviews from whose participants whom they are considered as hotels' customers in UAE. The research tends to explore the views, experiences, beliefs and/or motivations of individuals on what factors could influence customer retention and loyalty in hotels basically in UAE. Thus, the interview is more appropriate to obtain deep understanding and especially where detailed insights are required from individual participants and to discover relationships between such constructs (Gill et al., 2008, p.292). Mainly, six factors were selected to be formulated and explored in this research in the hospitality industry in UAE and interview questions are designed on these factors. The interviews' questions were prepared based on basic literature and previous scholars' methods, questions, and surveys.

According to interviewees, they are selected based on various standards. "Participants and documents for a qualitative study are not selected because they fulfill the representative requirements of statistical inference but because they can provide substantial contributions to filling out the structure and character of the experience under investigation" (Polkinghorne, 2005, p.139). The selected interviewees are various among different cities in UAE (Abu Dhabi, Dubai, Sharjah, and Kalba) and all of them were customers with rich experience with

UAE's hotels as "individuals who can provide relevant descriptions of experience are primarily those who have had or are having the experience" (Polkinghorne, 2005, p.140). The contact was carried out by telephone call and email and the interviewees had been informed about the nature and the purpose of the study with need assurance for informational confidentially. Later on, an e-mail was sent with detailed information about the interviews containing time, date, and for some of them, the location of the interviews. The interviews were carried using different methods, 16 face-to-face and four by phone and lasted between 30 and 45 minutes. The interviews had been taken place during January and March 2020. The interviewees were asked to fill out some background and demographic information before interviewing. 70% of the interviewees were females and 30% were males. All of the interviewees' participants are holding bachelor degrees and their experiences were distributed between 3 and 5 years. Their ages were distributed between 30 and 40 years. The interviews were recorded by iPhone and through calling with the consent of the interviewees, and then the recordings were copied to MacBook Air to ensure having additional copies and to enable transcription, coding and analyzing processes.

DATA ANALYSIS AND RESULTS
There are several approaches for analyzing qualitative data. Content analysis is one of these approaches and it is used in many studies. Content analysis is a method that may be used with either qualitative or quantitative data as well as using it in an inductive or deductive method based on the research question and the purpose of the research (Elo & Kyngäs, 2008, p. 109). An approach based on inductive data moves from the specific to the general, so that particular instances are observed and then combined into a larger whole or general statement (Chinn & Kramer 1999). The process starts by identifying the key variables as initial coding categories (Potter & Donnerstein, 1999). Then, operational definitions for each variable were determined. An open-ended question was used, followed by a group of targeted questions for each predetermined category. The research tried to apply this approach and the processing steps are illustrated by Shapiro & Markoff (1994) and Alshurideh (2014b). The questions of the interview are prepared based on literature through various steps and all questions were reviewed by other scholars working for the University of Sharjah and some modifications were done to them. Moreover, after printing out interviews' transcripts and gathering different notes from some reports as well as some demographics data about participants, the researcher tended to review the collected data and also sent it to another independent researcher for more reviewing. This analysis procedure aimed to read collected data, possibly several times, re-examine them to get a sense of what it contains and keep notes about some related thoughts, ideas, or any questions that might occur.

The coding process was conducted manually through simple procedures since coding is dependent on the research questions (Alshurideh, 2014b). Through the coding process, the researcher allocated two letters as signs to represent the main study factors. The coding process was done manually and as shown in Table 1, six key factors are predetermined for this research with heading as seen in table 1.

These processes were validated via many scholars such as (Kunz, Kleijnen, & Antes, 2003).

Table 1. Summary of study factors and related codes

N0.	Factors	Code
1-	Service Quality	SQ
2-	Customer Satisfaction	CS
3-	Customer Trust	CT
4-	Customer Commitment	CC
5-	Customer Retention	CR
6-	Customer Loyalty	CL

The lists of categories are classified under higher-order headings (Burnard 1991). The purpose of grouping data is to minimize the number of categories by allocating those that are similar or dissimilar into broader higher-order categories (Burnard 1991). The purpose of creating categories is to provide a means of describing the phenomenon, increase understanding and to generate knowledge. The contingency table was prepared as seen in Table 2, and it involves study items, codes, positive and negative incidents, and the balance between positive and negative values (Hsieh & Shannon, 2005; Alshurideh, 2014b; Ghannajeh et al., 2015; AlMehrzi et al., 2020). The differences in the frequency of the positive and negative incidents towards the targeted factors are highlighted in the analysis summarized in Table 2.

Table 2. The Contingency frequency table

No.	Study Items	Code	Incident			Balance between Positive & Negative values
			Positive	Negative	Total	
1-	Service Quality	SQ	294	7	301	286
2-	Customer Satisfaction	CS	273	21	294	252
3-	Customer Trust	CT	140	56	196	84
4-	Customer Commitment	CC	112	21	133	91
5-	Customer Retention	CR	133	7	140	126
6-	Customer Loyalty	CL	133	21	154	112

DISCUSSION
This study is conducted to support the UAE hotel industry in their effort to improve its performance, attract more customers as well as retain customers especially loyal

ones through the efficient use of resources and applying effective strategies and procedures. As explained in the literature review, previous research on customer retention and loyalty within the context of hotels did not outline the main factors that impact customer retention and loyalty within the UAE hotel industry. Therefore, this research was conducted to discover these factors as discussed previously. Though applying qualitative methods and tools in collecting and analyzing data, the research results in many efficient findings. Moreover, counting the frequency of each factor and finding the balance between positive and negative counted values helps determine the impact of each factor on customer retention, either positively or negatively.

From frequency figures in Table 2, it is obvious that the main factor with the significant positive effect is service quality with counted value for about 301 incidents. Followed by customer satisfaction construct, which counted value of 294 related incidents, and customer trust of about 196 related incidents. Customer commitment seems also to have a good limited influence with about 133 related incidents. Moreover, customer retention has a good influence on customer loyalty with about 140 related incidents. Overall, the four factors have a positive impact on customer retention as well as a positive influence on loyalty which has 154 related incidents. Also, the balance between positive and negative counted SQ related incidents is 286 with about 294 positive related incidents and only 7 negative related incidents. Therefore, service quality affects customer retention positively. "Service quality is the art of creating customer satisfaction that enables an organization to survive in the long run" (Hafeez & Muhammad, 2012). For example, the participant number 5 revealed positively that "*For the three mentioned hotels previously, I'm satisfied with the staff who able to deal with customers and their performance*" and one other participant mentioned that "It depends on the quality of service and the cleanliness of the room, and the three mentioned hotels previously it's Excellent". In addition, and as an evidence of the positive influence of good quality of service on retaining customers and gain their loyalty, what mentioned by the participant number 11 as "*No staff has been employed without training, at many of hotels that I visit, I recognized that the high performance that the staff has is behind the high number of hotels' loyal customers*". "The service quality and customer retention will always be done in the form of attractive activities by the company for the development of a long-term relationship with its customers" (Kandampully & Duddy, 1999; Caruana, 2002). Participant number 14 indicated clearly that the quality of the hotel service plays a vital role in making the customer satisfied and encourage him to retain to this hotel much time and mentioned: "*Cleanliness, services, price, location, and décor could attract me to visit a particular hotel many times*".

Customer satisfaction also plays a very efficient and effective role in influencing customer retention and loyalty as a result. "The goal of customer satisfaction thereby is to keep the customers stay loyal to the product or company, as customer retention will lead to the achievement of business objectives" (Parawansa, 2018). As it is clear from frequency counted in Table 2. CS has a positive impact on CR

as well as CL with about 294 related incidents for about 273 positive incidents comparing to 21 negative incidents. Díaz (2017) indicated that customer satisfaction enhances the loyalty of customers, which reflects in their intention of repurchase or remain consuming the service provided by the same provider. The participant number17 declared that *"Size of the rooms and room services, breakfast and view are most features that make me satisfied with the service of one hotel than other. In addition to giving special treatment for returning customers"*.

At the same time, customer trust whenever it is high with the service provided by the hotel and its policies and procedures, the hotel will maintain its customer and gain his loyalty. Andaleeb (1992) indicated, "the trust represents the belief, attitude or expectation of a party that the relationship partner's behavior or its outcomes will be for the trusting party's benefit". As shown in Table 2, frequency counted of customer trust is about 196 related incidents where 140 of them are positive and 56 related incidents are negative. One participant mentioned, "The hotels' policies and practices are trustworthiness, as they are loyal by applying the hotels' policies concerning their customers, their customers are loyal too to trust on them". However, the participant number 6 mentioned that *"Hotel policies are done to make things in order and avoid problems It's a way to avoid misunderstanding, but according to me I'm not sure"*, and also the participant number 13 mentioned from his experience that *"I don't think if I will stay with a particular hotel, I will save my money since the hotel is a high range hotel"*.

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Customer commitment is another factor that is conducted in this research to find out its impact on CR. Moorman et al. (1992) stated that commitment is the desire to perpetuate a long-term relationship between the customer and the service provider. As mentioned before, the findings of this study indicate a good effect of SQ on customer commitment in the hotel sector as well as an effect of CC on customer retention. As shown in Table 2, customer commitment has about 133 frequency values counted of 112 positive incidents and 21 negative related incidents. To confirm this, participant number 1 said "*I do not tend to build a long-*

term relationship because personally, I like experiencing different hotels" and the participant number 15 said, *"I do not have a strong sense of belonging with a particular hotel*".

Additionally, the study findings indicate the good impact of customer retention (CR) on customer loyalty (CL). Turhan (2014) stated that customer retention and customer loyalty have been used interchangeably in the field of marketing and consumer studies. In this research, from 140 related incidents that are founded and displayed in Table 2. of frequency, 133 incidents are positive and only 7 negative incidents highlight the positive influence of CR on CL which counted 154 related incidents with 133 positive values counted and 21 negative values. Participant number 20 mentioned that *"Services of hotel encourage me to retain to visit it with other factors also such as cleanliness, and location"* and number 3 said that *"Definitely I could recommend some hotels that I had a good experience with"* and also participant number 8 mentioned that *" I will encourage friends and relatives to come to that hotels, as they are having very quiet spaces for relaxation and even the locations are in the middle of Dubai which means it will be easy to reach Sharjah and the surrounded cities".* On the other hand, some limited negative incidents are counted from some of the participants. The interviewee number 9 revealed that *"Currently, I don't feel that I'm dedicated to a particular hotel, as many hotels are growing and competing in the hotels' industry, but in the end, I will return as a loyal client to Rove Hotels".* Also, another negative incident came from the participant number 13 who mentioned that *"I do not tend more to build a long-term relationship with a particular hotel since I like to try new hotels, have a new experience, and at the same time, it depends on my work directions".* "if organizations want to increase the loyal behavior of their customers, they must pay attention to the simultaneous management of different aspects of the customer experience" (Keiningham et al., 2007), as outstanding customer service and customer satisfaction are core competencies of hotel businesses (Tabaku & Kruja, 2019, p.2). To end this, it is obvious that all targeted factors are influencing customer retention positively and loyalty as well even of different range or degree.

CONCLUSION
The international tourist visits are expected to grow also, which will result in a strong and sustain growth in the hotel sector over the coming years. The study focused on the country UAE and in particular UAE's hotel sector. This study is aimed to first investigate the impact of the quality of service on customer satisfaction, trust, and commitment. Second, it explores the influence of these factors on increasing positively customer retention and loyalty in terms of the hotels' sector in the UAE. The study highlights the contribution of literature on explaining and exploring these factors until developing a framework with 7 suggested propositions that guide this research investigation process. A qualitative approach was applied to twenty semi-structured interviews to collect relevant data. Through the analysis process, the data were reviewed; coded, and organized as well as main categories were identified. The main findings of this research are that the majority of participants emphasize strongly the significant importance of hotel

service quality as well as customer satisfaction. It is obvious that whenever hotel services and performance are trustworthiness with high assurance the customers will be more satisfied, commitment, and have more desire to retain the hotel and encourage his loyalty to the hotel and its services as well as building long-term relationships with these hotels.

LIMITATIONS
Limitation in this research is the concern on the difficulty of generalizing with a limited number of participants, which are only twenty interviews in this study, so this sample cannot represent all of the population. Thus, further research is recommended to expand the participant with more interviews and enrich data collected by emerging another qualitative method such as focus group, in addition to some valuable secondary data from hotels themselves. Therefore, further studies are necessary to achieve more generalizable conclusions. Another limitation of this study is the limitation of resources, particularly time. If the researcher did not face time, it would also enable the researcher to employ a more advanced methodological approach such as a combination of the qualitative and quantitative methods whereby, the methodology would not solely be based on a qualitative method but quantitative method could have also been employed. Further research will provide deeper insights beyond overall evaluation for understanding and managing the process through which satisfaction perceptions are formed in the mind of consumers, thereby resulting in customer retention.

IMPLICATIONS
The study contributes to the attempt of recognizing and investigating the valuable keys that enhance the success of the hotel industry in the UAE. Customer retention and loyalty are some of the main keys that the hotel should heavily pay attention to gain profitability and keep sustainable improvement. In this study, with a qualitative approach, the findings reported the importance of service quality in UAE hotel industry, so for hotels to satisfy their customers, they need to understand and take in their consideration the influence of the quality of service with its various dimension that the customer concern with such as tangibility, empathy, and responsiveness. In addition, the service quality and customer retention will always be made in the form of attractive activities by the companies for the improvement of a long-term relationship with its customers (Kandampully and Duddy, 1999; Caruana, 2002). Moreover, the study emphasizes the impact of customer trust on increasing customer retention and loyalty as well as customer commitment that encourages customers to build a long-term relationship with certain hotels than others. The additional finding suggests that focusing on both customer retention and customer loyalty can significantly add value to the hotels' industry.

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