

A Structural Model to Examine Hotel Image and Overall Satisfaction on Future Behavior of Customers

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Abstract : Hotel image is a key business issue in today's hotel market and has been increasingly been recognized as a valuable and inimitable source of competitive advantage by many hotel. The current study attempted to develop and test a relationship of hotel image, overall satisfaction, and future behavior. Based on the above concepts, this paper hypothesizes the correlations among four constructs, namely, hotel image and overall satisfaction as antecedents of future behavior that positive word-of-mouth and intention to revisit. This study surveyed for a sample of 244 international customers staying budget hotel in Phuket, Thailand and using a structural equation modeling identified relationship between hotel image, overall satisfaction and future behavior. The major finding of structural equation modeling indicates that hotel image directly affects overall satisfaction and indirectly affects future behavior that positive word-of-mouth and intention to revisit. In addition, overall satisfaction had significant influence on future behavior that positive word-of-mouth and intention to revisit, and the mediating role of overall satisfaction is also confirmed in this study. Managerial implications are provided, limitations noted, and future research directions suggested.

Keywords : hotel image, satisfaction, word-of-mouth, revisit

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