

An Overview of the Moderating Effect of Overall Satisfaction on Hotel Image and Customer Loyalty

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Abstract : Hotel image is a key business issue in today's hotel market. The current study points to develop and test a relationship of hotel image, overall satisfaction, and future behavior. This paper hypothesizes the correlations among four constructs, namely, hotel image, overall satisfaction, positive word-of-mouth, and intention to revisit. Moreover, this paper will test the mediating effect of overall satisfaction on hotel image and positive word-of-mouth and intention to revisit. These relationships are surveyed for a sample of 244 international customers staying budget hotel in Phuket, Thailand. The 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, loyalty, moderating

Conference Title : ICIT 2019 : International Conference on International Tourism

Conference Location : Paris, France

Conference Dates : April 18-19, 2019