



Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention



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ABSTRACT

This study developed a theoretical framework in which overall image, image congruence, and quality of physical environment, service, and food affect guests' satisfaction and intentions to revisit a luxury hotel restaurant and visit other restaurants of the same hotel by considering the influence of conspicuousness as a moderator. The measurement model assessment revealed that all items included an acceptable level of measurement quality. Results of the structural analysis indicated that the research variables were in general significantly associated; quality dimensions and satisfaction had a mediating role; and the impact of satisfaction and overall image on decision formation was greater than that of other variables. Moreover, the structural invariance model assessment indicated that conspicuousness acted as a significant moderator. Overall, our proposed theoretical framework was found to include a sufficient power in predicting patrons' intentions for luxury hotel restaurant products. Using this quantitative approach, our research objectives were wholly achieved.

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1. Introduction

The luxury segment of the restaurant industry has been rapidly grown over the past two decades (Hwang and Hyun, 2013; Hyun and Kang, 2014). Consistent with this phenomenon, in many hotels, luxury restaurants within the property are also becoming an important source of the hotels' revenues, particularly in the cities/destinations where luxury hotels are abundant (Kwon et al., 2014). Despite its popularity, the competition in the luxury hotel restaurant segment is getting fiercer than ever due to the enormous increase of new restaurant openings within hotels (Kwon et al., 2014) and the fast growth of the general luxury restaurant market (Hwang and Hyun, 2013). This hotel restaurant sector is now gradually reaching the maturity phase of its life cycle. Moreover, the re-visitation rate of the luxury restaurant sector is generally lower than other segments of the restaurant industry because of the high price involved in dining (Hwang and Hyun, 2013). As a result, retaining customers is one of the key challenges for luxury hotel restaurant operators. Unearthing those factors that are important and how such variables contribute to stimulating patrons' repeat

purchases for hotel restaurant products is becoming more and more crucial for the survival and success of every hotel restaurant business.

Certainly, many researchers have utilized a variety of perspectives to understand variables that enhance repeat customer patronage by minimizing the probability of switching incidents (e.g., Back and Lee, 2009; Han et al., 2016; Hwang and Hyun, 2014; Jamal and Goode, 2001; Kang et al., 2015). The general agreement made by these scholars is that product image, image congruity, quality, and satisfaction among diverse variables are the major concepts in explicating customer post-purchase decision formation. In other words, in their studies in various sectors, such constructs as image, image congruity, quality, and satisfaction are cited as key variables affirming patrons' intentions to continue/terminate the existing relation with a provider. Moreover, previous studies in the extant consumer behavior and hospitality literature have indicated that conspicuousness of product/service consumption plays an essential role in customers' post-purchase decision formation, particularly for luxurious products/services (Han et al., 2016; Truong et al., 2008). Conspicuous consumption is undeniably tied to luxury products and services (e.g., luxury cruise product, luxury restaurant product, and luxury branded items) as customers' economic power/achievement can be often shown through their expenditures on luxurious goods (Han and Hyun, 2013; Mason,

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1998; Piron, 2000; Truong et al., 2008). How to enhance public visibility and exhibit wealth publicly related to the consumption of luxury product/service is a vital issue for practitioners, particularly in the hospitality industry (Han et al., 2016). Given these, it is indisputable that discovering the associations among the research variables discussed above and exploring their role are of utmost importance in order to clearly identify the ways to increase customer repeat purchase decisions and behaviors.

In spite of their importance, the complicated interrelations among the research constructs have not been wholly uncovered and clearly understood. A simultaneous approach examining the impact of such relationships on behavioral intention is also rare. In addition, research that examines luxury hotel restaurant patrons' decision-making process and post purchase behaviors is not abundant. Moreover, despite its importance, conspicuousness consumption of luxury product and its moderating impact on hotel restaurant customers' decision-making process for repurchase of the product and purchase of other products within the same hotel property has been scarcely examined.

Filling these existing research gaps, the present study attempted 1) to explore how overall image of hotel restaurant, image congruence, quality factors (physical environment, service, and food), and satisfaction are interrelated and how such relationships influence intentions to revisit a particular restaurant in a hotel and to visit other restaurants of the hotel; 2) to identify which factor among the study variables plays a salient role in determining patrons' behavioral intentions; 3) to discover how conspicuousness moderates the magnitude of the relationship strengths among research variables; and 3) to identify if quality dimensions and satisfaction have a mediating impact within the proposed theoretical framework. A thorough review of the literature is presented in the following section, then methods and results are presented, and finally discussion and implications derived from the results of this study are provided.

2. Literature review

2.1. Overall image

An important predictor of behavioral intentions is overall image (Lee et al., 2010). In particular, a positive influence of overall image is reported on repeat purchase intention and recommendation intention (Brunner et al., 2008; Cronin et al., 2000). According to Brunner et al. (2008), image is the vital variable that plays an essential role in intention formation along with customer satisfaction, which is often regarded as having the strongest association with intention. Boosting the level of product/service image that customers have is likely to result in increased intention to be loyal (Ostrowski et al., 1993) either in a directly (Andreassen and Lindestad, 1998) or in an indirectly (Bloemer and Ruyter, 1998). Thus, it is often suggested that image together with other important variables need to be incorporated into the theoretical framework of customer decision-making (e.g., Brunner et al., 2008; Lee et al., 2010; Selnes, 1993). Keller (1993) defined overall image as one's general perception of a company as reflected in the relationships held in customer memory. Similarly, Assael (1984) described it as one's overall perception of a product/firm developed ultimately based on acquired and processed information. Furthermore, the clearest definition of overall image is provided by Kotler et al. (1993), who stated that overall image refers to the global set of consumers' beliefs, impressions, and ideas about a company, brand, product, service, or destination. Consistently, in the present research, overall restaurant image indicates that the set of beliefs and impressions that patrons have of a luxury hotel restaurant product and its attributes.

2.2. Image congruence

Image congruence is a concept related to a matching/comparison between customer self-image and product image/product-user image (Han and Hyun, 2013; Sirgy, 1985). Self-image, whose alternative term is self-concept, includes (1) actual self-image (i.e., how consumers actually see themselves) and (2) social self image (i.e., how consumers feel others see themselves), which are derived from self-consistency motive, as well as (3) ideal self-image (i.e., how customers would want to see themselves) and (4) ideal social self-image (i.e., how consumers would want others to see themselves) that rely on self-enhancement motive (Jamal and Goode, 2001; Kressmann et al., 2006; Sirgy et al., 1997). Image congruence consistently comprises actual self-image congruence, social self-image congruence, ideal self-image congruence, and ideal social self-image congruence (Back, 2005; Sirgy et al., 1997). Among these, social self-image and ideal social self-image congruities are important particularly for a highly conspicuous product/service (Back, 2005; Han and Hyun, 2013). Researchers agree that hospitality and tourism products/services include high conspicuous characteristics in nature as customers' consumption experience of these products/services is mostly shared with others (Back, 2005; Back and Lee, 2009). Conspicuousness of consumption becomes even greater when such hospitality and tourism products/services are luxurious (Han and Hyun, 2013). For instance, individuals who consider themselves to be living high status and luxury lifestyles are inclined to select a fine dining restaurant for certain occasions, especially when they want to impress others (Kwun and Oh, 2006). Given this, the utilization of social and ideal social-image congruence comprising social and ideal social self-images as constituents of image congruence can be adequate in the present research setting.

2.3. Quality and satisfaction

Quality has been defined in diverse ways. The conceptualization of quality that has achieved the greatest acceptance is that quality is customers' assessment of the excellence of a company's product/service and the performance of its main attributes compared to competing firms' product/service and its attributes performances (Taylor and Baker, 1994). In the same vein, Han and Hyun (2015) conceptualized quality as tourists' appraisal of the excellence in a particular tourism product and its performances against those offered by rival products. In many theoretical/empirical studies in hospitality, quality of physical environment, service (or interaction), and food (or outcome) are regarded to be the essential quality constituents (Chua et al., 2015; Mattila, 2001; Ryu and Han, 2010). Particularly, overall quality of a restaurant product encompasses tangible (i.e., physical facilities and foods) and intangible (i.e., employee services) experiences (Mattila, 2001; Ryu and Han, 2010).

Satisfaction has also been conceptualized in many ways. The conceptualization of customer satisfaction that has obtained the widest agreement/acceptance is that satisfaction is an evaluation of the affective responses/experiences following a cognitive expectancy disconfirmation process across prior expectation and perceived performance of a product/service and its attributes (Oliver, 1980). Dissatisfaction occurs when customers evaluate that the performance of the product/service differs from their expectation (Brunner et al., 2008; Oliver, 1999). Customers' decisions and purchasing behaviors rely heavily on the satisfactory evaluation of their overall affective experiences with a product/service and the performances of its attributes (Oliver, 1980).

2.4. Intentions

Behavioral intention, which is a vital aspect of loyalty, refers to “a stated likelihood to engage in a behavior” (Oliver, 1997, p. 28). Customers’ intention to repurchase is an essential part of behavioral intention along with word-of-mouth intention (Oliver, 1997, 1999). Warshaw and Davis (1985) described such repurchase intention as the degree to which an individual has formulated conscious plans to engage or not engage in a particular future action. Although repeat purchase behavior is derived from a favorable attitude toward a product/service, individuals also often engage in repurchase behaviors without a psychological bond (e.g., no loyalty/commitment) (Guiltinan, 1989). In this regard, Han et al. (2009) conceptualized repurchase intention as an affirmed likelihood to repurchase a specific product/service in both the presence and absence of a favorable attitude toward the product/service. In the present study, intention to revisit the restaurant refers to patrons’ stated likelihood to repurchase the hotel restaurant product regardless of the attitudinal issue. In the same vein, intention to visit other restaurants of the same hotel indicates their affirmed likelihood to purchase other restaurant products within the same hotel property.

2.5. Impact of image and image congruence on quality

Both product image and image congruence are regarded as important aspects of cognition (Han and Hyun, 2013; Lee et al., 2010). In the hospitality sector, these cognitive factors can be vital drivers of quality assessment (Back and Lee, 2009). For instance, Grewal et al. (2000) indicated that cognition positively affects customers’ evaluations of post-purchase perceptions of product/service quality. Campo and Yagüe (2008) conducted a research about traveler loyalty to tour operators. Their finding indicated that cognition exerts a significant impact on quality assessment which in turn, influences customer loyalty. Chua et al. (2016) also identified that customers’ perceived level of cognition triggers their favorable assessment of the cruise quality attributes, such as interactional quality with cabin crews (e.g., employee courteousness/politeness, dependable service, willingness to help, understanding of passenger wants and needs), quality of atmospherics within the cruise (e.g., size of ship, layout, interior and exterior décor, lighting, temperature, noise level), and core/outcome quality (e.g., food and beverage, entertainment, recreation and sports, supplementary facilities). The concepts of image and image congruence have been linked to the quality assessment process within a loyalty/intention generation framework (Back, 2005). Patrons are likely to visit a restaurant/coffeehouse/hotel that has a positive overall image (Ryu et al., 2008) and strongly reflects their self-image (Kang et al., 2015), and they tend to appraise its performances favorably (Back, 2005). In hotel restaurant decision-making, it would be true that patrons who have good image of the hotel restaurant product and have high image congruence with it are likely to evaluate quality attributes (food, service, physical environment) positively. Given these, the following hypotheses were developed:

H1. Overall restaurant image positively influences quality of physical environment in the luxury hotel restaurant context.

H2. Overall restaurant image positively influences quality of service in the luxury hotel restaurant context.

H3. Overall restaurant image positively influences quality of food in the luxury hotel restaurant context.

H4. Image congruence positively influences quality of physical environment in the luxury hotel restaurant context.

H5. Image congruence positively influences quality of service in the luxury hotel restaurant context.

H6. Image congruence positively influences quality of food in the luxury hotel restaurant context.

2.6. Impact of quality on satisfaction

According to Chua et al. (2015), diverse service quality attributes (e.g., outcome quality, physical environment quality, and interactional quality) are important drivers of customer satisfaction in the formation of loyalty. In the hospitality context, Lobo (2008) also confirmed that quality assessment on various product performances is significantly associated with customer satisfaction. Moreover, in their investigation of restaurant customers’ intention formation, Ryu and Han (2010) proposed and verified the significant association between quality dimensions of quick-casual restaurant product (quality of food, service, and physical environment) and customer satisfaction. Their findings also showed that such a relationship influences customers’ intentions to revisit and recommend it to others and that satisfaction mediates the impact of quality factors on intentions. Based on the evidence discussed above, it can be posited that patrons’ perception of physical environment, service, and food quality exerts a significant influence on their satisfaction with overall experiences in a luxury hotel restaurant. Therefore, we proposed the following hypotheses:

H7. Quality of physical environment positively influences satisfaction in the luxury hotel restaurant context.

H8. Quality of service positively influences satisfaction in the luxury hotel restaurant context.

H9. Quality of food positively influences satisfaction in the luxury hotel restaurant context.

2.7. Impact of satisfaction on behavioral intentions

Customers often make a decision to purchase/repurchase after evaluating whether their experiences with a product/service are satisfactory/pleasurable (Ali et al., 2016; Kim et al., 2013; Jeon and Hyun, 2013; Prebensen et al., 2014). Assuring customer satisfaction can therefore be viewed as the capability of companies to meet customers’ expectations, with a high degree of satisfaction being a source of companies’ competitive advantages (Oliver, 1997, 1999). In their empirical research examining tourists’ behaviors, Prebensen et al. (2014) clearly showed that travelers’ satisfaction level plays a significant role in their loyalty formation. Similarly, Han et al. (2011) empirically demonstrated that customer satisfaction formed based on cognitive process determines commitment, and directly and indirectly engenders intention to revisit. When consumers feel satisfied, their favorable intentions for a product/service and their desire toward purchasing and experiencing it generally increase. In contrast, when consumers feel dissatisfied, their positive behavioral intentions and desire decrease (Han and Ryu, 2012). Based on this predominant view in the extant hospitality and consumer behavior literature, the following hypotheses were thus proposed:

H10. Luxury hotel restaurant customers’ satisfaction positively influences intention to revisit the restaurant.

H11. Luxury hotel restaurant customers’ satisfaction positively influences intention to visit other restaurants of the same hotel.

2.8. Conspicuousness of product consumption

Veblen (1899) conducted a seminal work in the arena of conspicuous consumption. His theory of the leisure class is regarded as

one of the most enduring frameworks for status-seeking customers' conspicuous consumption and leisure activities (Hillman, 2010). Based on Veblen's (1899) framework, Hillman (2010) successfully developed an independent theory of backpackers and demonstrated that Veblen's (1899) theory still applies today. Potluri et al. (2014) indicated that conspicuousness of consumption exhibits the affluent class buyers' socio-economic status. Conspicuousness consumption of product/service refers to customers' acts whereby they can exhibit their financial capability/wealth and display social status through spending more time for luxury leisure activities and more money for consuming a lavish product/service than others (Trigg, 2001). To conspicuous customers, sociologically, publicly displayed economic power (their income or accumulated wealth) is a method of maintaining their social status or attaining it (Han and Hyun, 2013; Potluri et al., 2014). Conspicuousness consumption of product is therefore unavoidably related to the consumption of luxurious or expensive goods/services and often provokes envious feelings of other people (Trigg, 2001; Truong et al., 2008). Consuming a luxury hotel restaurant product comprises exclusivity since it generally requires greater money expenditures than dining in other types of restaurants. These notions are supported by Back (2005), Hyun and Han (2015), and Sirgy and Su (2000) who asserted the conspicuous nature of the use of luxury/upscale hospitality products (e.g., hotels, restaurants, cruises, resorts).

In a luxury product consumption situation, it is crucial with whom an individual uses/consumes the product in that visible characteristics of other customers significantly influences his/her assessment of product experiences and decision-making process (Brocato et al., 2012). Previous research indicated that individuals who have high face-consciousness or pursue conspicuous consumption perceive greater social approval and feel greater status-enhancement compared to those who have low conspicuousness and are less likely to pursue conspicuous consumption (Liao and Wang, 2009; Piron, 2000). In a luxury cruise context, Hyun and Han (2015) identified that the magnitude of the relationship strength among diverse cognitive perception factors, which customers perceive, social values, and affective brand attachment in the formation of pay intention for price premium is dependent on the level of conspicuousness consumption. As compared to individuals with low conspicuousness consumption, customers who feel high conspicuous consumption are more likely to have social value and make favorable decisions as they tend to feel self-fulfilled and enhanced social status by showing their identity to others while consuming a luxury product (Hwang, 1987; Piron, 2000). Accordingly, in the present study, conspicuousness of the luxury hotel restaurant product consumption is expected to influence the formation of customers' post-purchase behavioral intention. Based on the above discussion, the following research hypotheses were proposed:

H12a. Conspicuousness significantly moderates the relationship between quality of physical environment and satisfaction (the link is stronger when patrons feel high conspicuousness) in the luxury hotel restaurant context.

H12b. Conspicuousness significantly moderates the relationship between quality of service and satisfaction (the link is stronger when patrons feel high conspicuousness) in the luxury hotel restaurant context.

H12c. Conspicuousness significantly moderates the relationship between quality of food and satisfaction (the link is stronger when patrons feel high conspicuousness) in the luxury hotel restaurant context.

H12d. Conspicuousness significantly moderates the relationship between luxury hotel restaurant customers' satisfaction and inten-

tion to revisit the restaurant (the link is stronger when patrons feel high conspicuousness).

H12e. Conspicuousness significantly moderates the relationship between luxury hotel restaurant customers' satisfaction and intention to visit other restaurants of the same hotel (the link is stronger when patrons feel high conspicuousness).

2.9. Research model

Given the significance of study variables and the feasible relationships among them, we proposed the theoretical framework displayed in Fig. 1. The model that presents the associations among overall restaurant image, image congruence, physical environment quality, service quality, food quality, satisfaction, conspicuousness, and intentions to revisit the hotel restaurant and to visit other restaurants in the hotel. These associations were formulated based on an extensive review of the existing literature described earlier. A total of twelve research hypotheses are also graphically presented in Fig. 1.

3. Methods

3.1. Measurement tools

The measurement instruments for data collection were adopted from existing multiple-item scales validated by previous studies (Back, 2005; Baloglu and McCleary, 1999; Bitner, 1992; Han and Hyun, 2013; Maxham and Netemeyer, 2002; O'Cass and McEwen, 2004; Oliver, 1980; Oliver and Swan, 1989; Ryu and Han, 2010; Ryu and Lee, 2017; Ryu et al., 2016; Taylor and Baker, 1994). The adopted measures were altered to be adequate in the present research setting. In particular, overall restaurant image was measured with three items (e.g., "Overall, I have a good image about this restaurant for dining out"), and image congruence was assessed with two items (e.g., "The typical passenger at this cruise line had an image similar to how other people see me"). Quality of physical environment (e.g., "This restaurant had attractive interior design and décor"), service (e.g., "I would say that this restaurant provided superior services"), and food (e.g., "The food was delicious") were measured with four items, three items, and three items, respectively. In addition, satisfaction was evaluated with three items (e.g., "Overall, I am satisfied with my experience at this restaurant"); and conspicuousness was assessed with three items (e.g., "Dining at this restaurant helps reveal my identity to others").

Moreover, intention to revisit the restaurant was evaluated with two items (e.g., "I plan to revisit this restaurant to dine in the near future"), and intention to visit other restaurants of the same hotel was measured with two items (e.g., "I plan to visit other restaurants of the same hotel to dine in the near future"). A five-point Likert type scale, which anchored from strongly disagree (1) to strongly agree (7), was used for all of the questions. The respondents were also requested to provide their socio-demographic information. The survey questionnaire including the measures described above and demographic questions were pre-tested with eight graduate students and three faculty members whose frequency of luxury hotel restaurant visit is relatively high and improved accordingly. The questionnaire was furthermore reviewed and perfected by academic experts whose major is hospitality management and industry experts who are working in a luxury hotel restaurant.

3.2. Data collection and demographic characteristics

In order to collect data, a Web-based survey methodology was utilized. An Internet invitation was delivered to general Korean luxury hotel restaurant customers who were randomly chosen from a

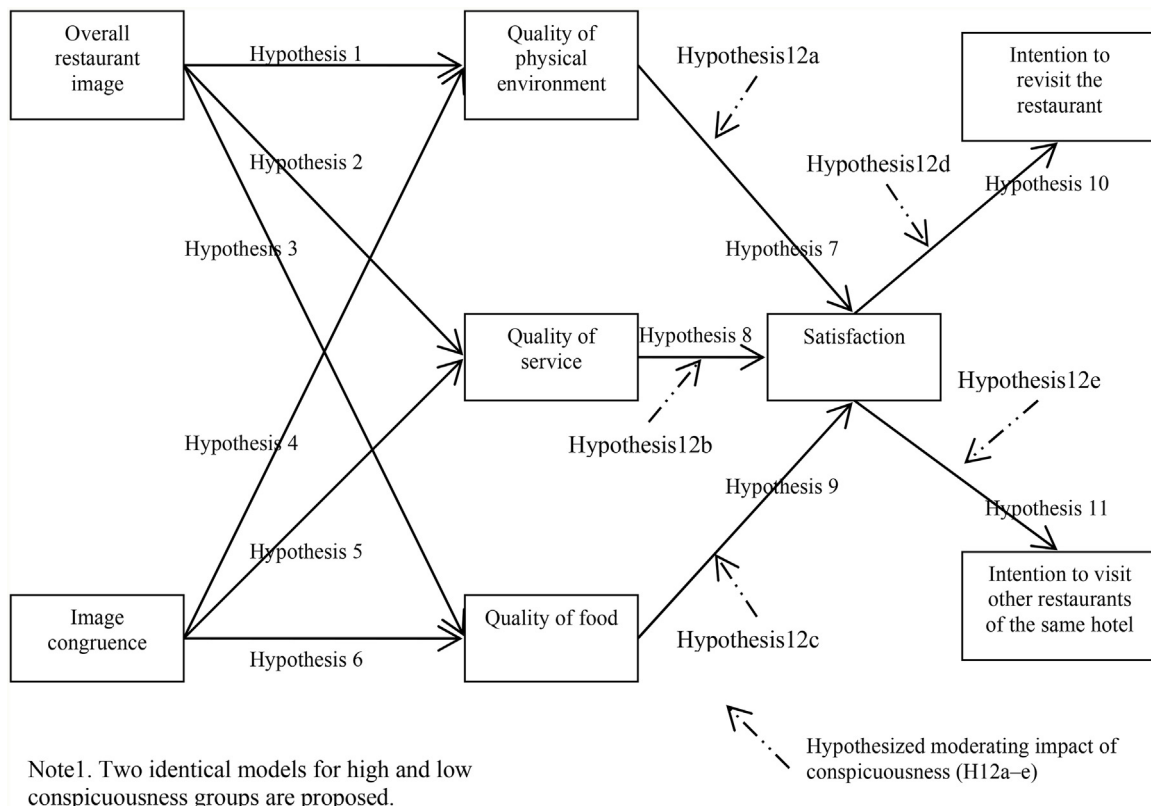


Fig. 1. Proposed theoretical model.

research company's database. This online survey approach allowed us to reach a wider sampling range and include a greater number of hotel restaurants compared to a field survey approach. Using a screening question, only those patrons who had dined at a luxury hotel restaurant in Korea within the last six months were asked to participate in our survey by clicking the URL link provided in the Internet invitation. A list of the luxury hotel names in Korea were provided in the introductory letter. All eligible survey respondents were instructed to read the study description carefully when accessing the survey, and were requested to fill out the questionnaire. The participants were also requested to indicate the name of the luxury hotel restaurant in which they most recently dined out. A total of 320 completed questionnaires were gathered through these processes. After the screening process by removing unusable responses and extreme cases, 308 usable responses were retained for data analysis.

The socio-demographic profile of the survey respondents was examined. Of 308 participants, 60.7% were males and 39.3% were females. In terms of age, the majority of the respondents were between 40 and 49 years old (46.4%), followed by 30–39 years (30.2%), 50–59 years (12.0%), 20–29 years (10.7%), and over 60 years (0.6%). Annual incomes between \$40,000 and \$79,999 were indicated by 44.8% of the participants. In addition, incomes under \$39,999 and incomes over \$80,000 were reported by 28.2% and 27.0% of the respondents, respectively. Among the respondents, 14.0% indicated that they visited the luxury hotel restaurant within the last one month, 43.5% reported their recent experience as having occurred within the past three months, and all participants' latest experience was within the last six months. About 33.3% indicated that they twice visited the specific hotel restaurant they indicated within the last year, followed by once (25.7%), three times (21.8%), four times (9.2%), five times (5.0%), and six or more times (5.0%). In addition, the participants were requested to report their

average frequency of dining at a luxury hotel restaurant a year. About 25.8% reported that their frequency of visitation is twice a year, followed by five times (16.7%), once (15.7%), three times (11.1%), and four times (8.8%). Moreover, about 21.9% indicated six or more times per year.

3.3. Data analysis

The collected data through the previously described data collection procedure was analyzed with SPSS and AMOS Version 20. A two-step process was employed (Anderson and Gerbing, 1988). In particular, a measurement model was initially evaluated by conducting confirmatory factor analysis (CFA). Subsequently, a structural equation modeling (SEM) was estimated. The hypothesized moderating impact of conspicuousness on the proposed conceptual model was tested by employing a series of the structural modeling tests for metric invariance.

4. Results

4.1. Measurement model evaluation

A measurement model comprising all of the construct measures and nine latent variables was generated via the CFA with a maximum likelihood estimation method. The goodness-of-fit statistics of the CFA revealed an adequate fit to the data ($\chi^2 = 605.88$, $df = 239$, $\chi^2/df = 2.54$, $p < 0.001$, RMSEA = 0.071, CFI = 0.90, IFI = 0.90, TLI = 0.87). All items were significantly loaded to their associated latent construct ($p < 0.01$). Table 1 presents the details of the CFA results. As reported in Table 1, the average variance extracted (AVE) of the constructs were greater than the 0.50 threshold suggested by Hair et al. (1988). The values ranged from 0.51 to 0.77. Thus, convergent validity for each construct was supported (Fornell and

Table 1
Measurement model assessment and correlations.

	ORI	IC	QPE	QS	QF	S	C	IRR	IVORSH	AVE
ORI	–	0.29 ^b	0.23	0.31	0.30	0.42	0.32	0.26	0.09	0.54
IC	0.54 ^a	–	0.18	0.18	0.18	0.29	0.11	0.22	0.08	0.77
QPE	0.48	0.43	–	0.22	0.17	0.24	0.14	0.11	0.02	0.52
QS	0.56	0.42	0.47	–	0.22	0.30	0.41	0.14	0.10	0.51
QF	0.55	0.43	0.41	0.47	–	0.29	0.27	0.14	0.10	0.52
S	0.65	0.54	0.49	0.55	0.54	–	0.20	0.40	0.10	0.64
C	0.57	0.33	0.38	0.64	0.52	0.45	–	0.08	0.13	0.54
IRR	0.51	0.45	0.33	0.37	0.38	0.63	0.29	–	0.09	0.67
IVORSH	0.30	0.29	0.15	0.31	0.32	0.32	0.36	0.30	–	0.76
Mean	3.67	3.87	3.59	3.51	3.36	3.59	3.52	3.82	3.50	
SD	0.53	0.58	0.46	0.56	0.58	0.61	0.55	0.64	0.76	
CR	0.77	0.87	0.81	0.76	0.77	0.89	0.78	0.80	0.86	

Note 1: ORI=overall restaurant image, IC=image congruence, QPE=quality of physical environment, QS=quality of service, QF=quality of food, S=satisfaction, C=conspicuousness, IRR=intention to revisit the restaurant, IVORSH=Intention to visit other restaurants of the same hotel.

Note 2: Goodness-of-fit statistics: $\chi^2=605.88$, $df=239$, $\chi^2/df=2.54$, $p<0.001$, RMSEA=0.071, CFI=0.90, IFI=0.90, TLI=0.87.

^a Correlations between research variables are below the diagonal.

^b Squared correlations between research variables are above the diagonal.

Larcker, 1981). In addition, these AVE values exceeded the square of correlations between variables. Hence, discriminant validity was evident (Fornell and Larcker, 1981). Composite reliability was then calculated. Our calculation revealed that the values were equal to or higher than 0.76, confirming the adequate level of internal consistency among the items for each latent variable.

4.2. Structural model evaluation

Following the evaluation of the measurement structure, the SEM was conducted using a maximum likelihood estimation approach in order to validate the proposed theoretical framework and to test the hypothesized relationships among study constructs. As indicated in Table 2, the goodness-of-fit statistics showed the acceptable fit to the data ($\chi^2=495.57$, $df=197$, $\chi^2/df=2.52$, $p<0.001$, RMSEA=0.070, CFI=0.91, IFI=0.91, TLI=0.89). Overall, the model satisfactorily accounted for the total variance in patrons' intention to revisit the hotel restaurant ($R^2=0.58$), and explain the adequate amount of the variance in their intention to visit other restaurants of the same hotel ($R^2=0.17$). Satisfaction was also well accounted for by its predictors ($R^2=0.72$). Both overall restaurant image and image congruence explained about 53%, 67%, and 57% of the total variance in physical environment, service, and food qualities, respectively. The results of the SEM are exhibited in details in Table 2.

The hypothesized relationships were tested. Both Fig. 2 and Table 2 include the hypothesis testing results in detail. First, the proposed impact of overall restaurant image on quality factors was assessed. As expected, overall image exerted a positive and significant influence on quality of physical environment ($\beta=0.62$, $p<0.01$), service ($\beta=0.80$, $p<0.01$), and food ($\beta=0.72$, $p<0.01$). These results supported hypotheses H1, H2, and H3. The relationship between image congruence and quality factors was evaluated. Our findings revealed that quality of physical environment ($\beta=0.14$, $p>0.05$), service ($\beta=0.03$, $p>0.05$), and food ($\beta=0.05$, $p>0.01$) was not a significant function of image congruence. Thus, hypotheses H4, H5, and H6 were not supported. The effect of quality dimensions on satisfaction was then assessed. As hypothesized, the influence of physical environment quality ($\beta=0.21$, $p<0.05$), service quality ($\beta=0.44$, $p<0.01$), and food quality ($\beta=0.34$, $p<0.01$) on satisfaction was positive and significant. Therefore, hypotheses H7, H8, and H9 were supported. The proposed effect of satisfaction on intentions was tested. Our findings indicated that the relationships between satisfaction and intention to revisit the hotel restaurant ($\beta=0.77$, $p<0.01$) and between satisfaction and intention to visit other restaurants of the same hotel

($\beta=0.41$, $p<0.01$) were significant. This result supported hypotheses H10 and H11.

Next, the indirect impact of research variables was assessed to identify the mediating role of quality dimensions and satisfaction. As reported in Table 2, our examination revealed that overall restaurant image significantly affected both intentions indirectly through quality factors and satisfaction ($\beta_{ORI \rightarrow QPE, QS, \& QF \rightarrow S \rightarrow IRR}=0.55$, $p<0.01$; $\beta_{ORI \rightarrow QPE, QS, \& QF \rightarrow S \rightarrow IVORSH}=0.29$, $p<0.05$). Our results also indicated that overall image has a significant indirect influence on satisfaction ($\beta_{ORI \rightarrow QPE, QS, \& QF \rightarrow S}=0.72$, $p<0.01$). Quality of service ($\beta_{QS \rightarrow S \rightarrow IRR}=0.34$, $p<0.05$; $\beta_{QS \rightarrow S \rightarrow IVORSH}=0.18$, $p<0.05$) and food ($\beta_{QF \rightarrow S \rightarrow IRR}=0.26$, $p<0.05$; $\beta_{QF \rightarrow S \rightarrow IVORSH}=0.14$, $p<0.05$) significantly influenced intention to revisit the restaurant and intention to visit other restaurant of the same hotels indirectly through satisfaction. Overall, these findings implied that quality dimensions and satisfaction acted as significant mediators in our proposed conceptual framework.

The total impact of the study constructs on two dependent variables was examined. Our findings revealed that the total influence of satisfaction on patrons' intention to revisit the hotel restaurant ($\beta=0.77$, $p<0.01$) was the greatest among variables, followed by overall image ($\beta=0.55$, $p<0.01$), service quality ($\beta=0.34$, $p<0.05$), and food quality ($\beta=0.26$, $p<0.05$). Results of this study also indicated that the total effect of satisfaction on patrons' intention to visit other restaurants of the same hotel was the greatest ($\beta=0.41$, $p<0.01$), followed by overall image ($\beta=0.29$, $p<0.05$), service quality ($\beta=0.18$, $p<0.05$), and food quality ($\beta=0.14$, $p<0.05$).

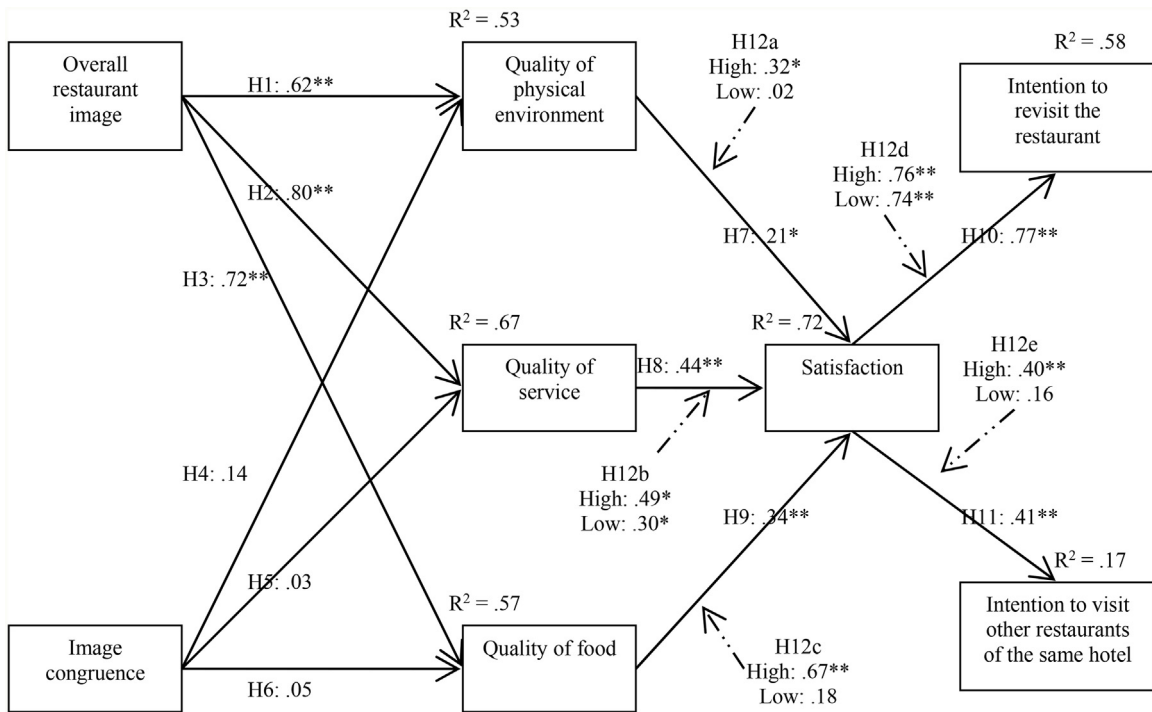
4.3. Test for metric invariance

Prior to testing the proposed moderating impact, a grouping based on responses for conspicuousness was done. Based on the results of the K-means cluster analysis, all responses were clustered into high ($n=161$) and low ($n=147$) conspicuousness groups. A baseline model where all factor loadings are restricted to be equivalent across high and low groups and all paths linking study variables are freely estimated was initially generated. Results indicated that the goodness-of-fit statistics of this baseline model were adequate ($\chi^2=883.56$, $df=408$, $\chi^2/df=2.17$, $p<0.001$, RMSEA=0.062, CFI=0.83, IFI=0.83, TLI=0.81) (see Table 3 and Fig. 2). This model was then compared to nested models in sequence in order to assess the moderating effect of conspicuousness. A specific link of interest in each nested model was constrained to be equal between high and low conspicuousness groups.

Table 2
Structural model assessment.

Hypothesized linkages	Coefficients	t-values
H1: Overall restaurant image → Quality of physical environment	0.62	4.96**
H2: Overall restaurant image → Quality of service	0.80	6.75**
H3: Overall restaurant image → Quality of food	0.72	6.58**
H4: Image congruence → Quality of physical environment	0.14	1.34
H5: Image congruence → Quality of service	0.03	0.30
H6: Image congruence → Quality of food	0.05	0.54
H7: Quality of physical environment → Satisfaction	0.21	2.30*
H8: Quality of service → Satisfaction	0.44	3.46**
H9: Quality of food → Satisfaction	0.34	3.54**
H10: Satisfaction → Intention to revisit the restaurant	0.77	10.94**
H11: Satisfaction → Intention to visit other restaurants of the same hotel	0.41	6.38**
Variance explained:		
R ² (IRR) = 0.58	Total effect on IRR:	Indirect effect:
R ² (IVORSH) = 0.17	β _S = 0.77**	β _{QPE→S→IRR} = 0.16
R ² (S) = 0.72	β _{QPE} = 0.16	β _{QS→S→IRR} = 0.34*
R ² (QPE) = 0.53	β _{QS} = 0.34*	β _{QF→S→IRR} = 0.26*
R ² (QS) = 0.67	β _{QF} = 0.26*	β _{QPE→S→IVORSH} = 0.09
R ² (QF) = 0.57	β _{ORI} = 0.55**	β _{QS→S→IVORSH} = 0.18*
	β _{IC} = 0.05	β _{QF→S→IVORSH} = 0.14*
Goodness-of-fit statistics:		
χ ² = 495.57, df = 197, χ ² /df = 2.52,	Total effect on IVORSH:	β _{ORI→QPE, QS, & QF→S→IRR} = 0.55**
p < 0.001, RMSEA = 0.070, CFI = 0.91,	β _S = 0.41**	β _{IC→QPE, QS, & QF→S→IRR} = 0.05
IFI = 0.91, TLI = 0.89	β _{QPE} = 0.09	β _{ORI→QPE, QS, & QF→S→IVORSH} = 0.29*
	β _{QS} = 0.18*	β _{IC→QPE, QS, & QF→S→IVORSH} = 0.02
	β _{QF} = 0.14*	β _{ORI→QPE, QS, & QF→S} = 0.72**
	β _{ORI} = 0.29*	β _{IC→QPE, QS, & QF→S} = 0.06
	β _{IC} = 0.02	

Note: ORI=overall restaurant image, IC=image congruence, QPE=quality of physical environment, QS=quality of service, QF=quality of food, S=satisfaction, C=conspicuousness, IRR=intention to revisit the restaurant, IVORSH=Intention to visit other restaurants of the same hotel.



Note1. Goodness-of-fit statistics for the structural model: χ² = 495.57, df = 197, χ²/df = 2.52, p < .001, RMSEA = .070, CFI = .91, IFI = .91, TLI = .89

Note2. Goodness-of-fit statistics for the baseline model: χ² = 883.56, df = 408, χ²/df = 2.17, p < .001, RMSEA = .062, CFI = .83, IFI = .83, TLI = .81

High = high conspicuousness group
Low = low conspicuousness group

Hypothesized moderating impact of conspicuousness (H12a-e)

Fig. 2. Structural model and invariance test results.

Table 3
Invariance model assessment.

Paths	High conspicuousness group (n = 161)		Low conspicuousness group (n = 147)		Baseline model (freely estimated)	Nested model (equally restricted)
	β	t-value	β	t-value		
QPE → S	0.32	2.41*	0.02	0.14	χ^2 (408) = 883.56	χ^2 (409) = 887.61 ^a
QS → S	0.49	2.43*	0.30	2.34*	χ^2 (408) = 883.56	χ^2 (409) = 885.82 ^b
QF → S	0.67	4.12**	0.18	1.43	χ^2 (408) = 883.56	χ^2 (409) = 888.03 ^c
S → IRR	0.76	7.83**	0.74	7.71**	χ^2 (408) = 883.56	χ^2 (409) = 886.21 ^d
S → IVORSH	0.40	4.68**	0.16	1.87	χ^2 (408) = 883.56	χ^2 (409) = 884.39 ^e
Chi-square difference test:	Hypothesis testing result:		Goodness-of-fit statistics for the baseline model: $\chi^2 = 883.56$, $df = 408$, $\chi^2/df = 2.17$, $p < 0.001$, RMSEA = 0.062, CFI = 0.83, IFI = 0.83, TLI = 0.81 * $p < 0.05$, ** $p < 0.01$			
^a $\Delta\chi^2$ (1) = 4.05, $p < 0.05$	H12a: supported					
^b $\Delta\chi^2$ (1) = 2.26, $p > 0.05$	H12b: not supported					
^c $\Delta\chi^2$ (1) = 4.47, $p < 0.05$	H12c: supported					
^d $\Delta\chi^2$ (1) = 2.65, $p > 0.05$	H12d: not supported					
^e $\Delta\chi^2$ (1) = 0.83, $p > 0.05$	H12e: not supported ^a					

Note: QPE = quality of physical environment, QS = quality of service, QF = quality of food, S = satisfaction, C = conspicuousness, IRR = intention to revisit the restaurant, IVORSH = Intention to visit other restaurants of the same hotel

^a While the S-IVORSH link for the high group was significant, the S-IVORSH path for the low group was not significant. Thus, although chi-square difference across groups was not dissimilar significantly, the difference in this link between groups can be meaningfully interpreted.

When comparing the baseline model to the first nested model where the link from quality of physical environment to satisfaction is equally restricted, there was a significant difference across high and low groups ($\Delta\chi^2$ [1] = 4.05, $p < 0.05$). Therefore, hypothesis 12a was supported. However, results of the comparison between the baseline model and the nested model restricting the relationship between quality of service and satisfaction revealed no significant statistical difference between two groups ($\Delta\chi^2$ [1] = 2.26, $p > 0.05$). Thus, hypothesis 12b was not supported. Next, when comparing the chi-square difference between the baseline model and the nested model in which the linkage from quality of food to satisfaction is constrained to be equal, the high and low groups were significantly different ($\Delta\chi^2$ [1] = 4.47, $p < 0.05$). Accordingly, hypothesis 12c was supported. Subsequently, the results of the comparison between the baseline model and the nested models constraining the associations between satisfaction and intention to revisit ($\Delta\chi^2$ [1] = 2.65, $p > 0.05$) and between satisfaction and intention to visit other restaurants ($\Delta\chi^2$ [1] = 0.83, $p > 0.05$) across groups indicated no statistical difference, respectively. Hence, hypotheses H12d and H12e were not supported.

5. Discussion

Taking a vital step by fulfilling gaps in the existing hospitality literature, our study findings can be importantly viewed in the four ways. First, image and image congruence in hospitality are crucial in customers' decision formation. Nonetheless, the research contribution of these concepts in a luxury hotel restaurant sector was lacking. Our research findings offered a valuable foundation concerning the associations between these variables and three dimensions of quality in the formation of intentions. Second, there is a dearth of empirical research regarding the investigation of the combined role of physical environment, service, and food quality. This research provided useful information pertinent to how these core quality dimensions form satisfaction, which is crucial in generating patrons' positive intentions for hotel restaurants. Third, every research construct in the present study was employed and integrated into our theoretical framework due to its importance in marketing and consumer behavior. This research was the first simultaneous approach comprising all of these important variables for the clear explication of luxury hotel restaurant customers' behaviors. Fourth, despite its importance, research attention to conspicuousness consumption was lacking. The present research, which successfully demonstrated the impact of the conspicuousness of patrons' product consumption in luxury hotel restaurants,

provided an important insight for subsequent research with the associated topic. In sum, the objectives of the present study were wholly attained.

Results of the present research indicated that overall image played an essential role in luxury hotel restaurant patrons' repurchase intention formation. These findings are consistent with the results of previous studies in hospitality (Lee et al., 2010), marketing (Brunner et al., 2008; Selnes, 1993), and consumer behavior (Andreassen and Lindestad, 1998; Bloemer and Ruyter, 1998). While studies that integrate overall image into a decision-making model exist, the function of overall image that patrons have about a luxury hotel restaurant has been neglected. Finding of the present study provides a clear understanding of the role of image in directly increasing patrons' physical environment, service, and food quality perceptions and in indirectly contributing to satisfaction and intention generation. Since customers' overall image about a luxury hotel restaurant product is decisive in their decision-making process, practitioners need to be more aware of its importance. Providing impeccable services and developing distinctive novel menu items would generate a reliable image of the restaurant and increase its reputation.

Previous studies indicated that image congruence is a crucial factor that affects guest' decision formation and boosts loyalty in a lodging sector (Back, 2005; Han and Back, 2008). Thus, the significant role of the image congruence between self-image and hotel restaurant product image was posited in this study. However, unlike the findings in previous studies, our results indicated that image congruence was not a significant determinant of quality factors within the proposed theoretical framework. One of the possible reasons may be that more tangible cues are available in hotel restaurants (e.g., food taste, tableware, menu variety, food quantity, dining table/chair, interior design/décor, and innovative menu item) compared to other places of a hotel. Thus, patrons' assessment of quality could be less likely to rely on image congruence. Indeed, some researchers indicated that image congruence is particularly important when tangible characteristics of a product are scarcely available (Back and Lee, 2009; Han and Hyun, 2013).

Our results revealed that high quality of staff services and food play an important role in increasing customers' satisfactory experiences in a luxury hotel restaurant, which in turn enhances their intentions to repurchase the restaurant product and buy other restaurant products within the same hotel property. This finding helps luxury hotel restaurant operators and the hotel management better comprehend how quality perception contributes to satisfaction generation and positive decision inducement. In this vein,

practitioners should pay enormous attention to restaurant employees' interpersonal skills and work proficiency and food quality. In addition, providing delicious and nutritious foods, serving the foods at the right temperature, making food presentation appealing, and using the fresh food ingredients would be also essential for patron satisfaction and intention enhancement.

Patrons' satisfaction with their overall experiences in a luxury hotel restaurant was identified to have a greater total influence on intentions than that of other research variables within our proposed theoretical framework. This research confirmed the salient role of customer satisfaction in determining behavioral intentions. Our result is coherent with a considerable numbers of studies in a variety of contexts that stressed the prominence of customer satisfaction (e.g., Brunner et al., 2008; Musa et al., 2012; Ting, 2004). Our finding implies that when patrons are wholly satisfied, they express strong intentions to repeatedly visit the restaurant in a hotel and visit other restaurants of the same hotel. Accordingly, in order to generate these positive post-purchase intentions, practitioners should seek to improve patrons' overall satisfaction level by boosting diverse hotel restaurant attributes.

Our results from the test for the metric invariance revealed the significant moderating role of conspicuousness on the quality of physical environment – satisfaction link and the quality of food – satisfaction linkage. In particular, as expected, the strength of the association between physical environment quality and satisfaction (high group: $\beta_{QPE-S} = 0.32$, $p < 0.05$ vs. low group: $\beta_{QPE-S} = 0.02$, $p > 0.05$) and between food quality and satisfaction (high group: $\beta_{QF-S} = 0.67$, $p < 0.01$ vs. low group: $\beta_{QF-S} = 0.18$, $p > 0.05$) was significantly greater in the high conspicuousness group than in the low group. This finding implied that when the level of physical environment quality and food quality that luxury hotel restaurant patrons perceive is similar, those patrons who feel strong conspicuousness while consuming the product have stronger satisfaction level than those with low conspicuousness.

This result is theoretically important as the physical environment quality, food quality, and satisfaction relationships by considering the impact of conspicuousness consumption have been hardly unearthed. This research is one of the few studies that demonstrated the importance of customers' high conspicuousness while consuming a luxury hotel restaurant product. Our test and findings, regarding the intricate associations among these constructs that are especially important in a luxury foodservice sector, contribute to improving researchers' understanding of patrons' decision formation for luxurious hotel restaurant products. From a practical perspective, luxury hotel restaurant operators should make a strategy that help patrons feel stronger conspicuousness. For instance, according to O'Cass and McEwen (2004) and Shukla (2008), emphasizing exclusivity is an effective way to increase conspicuousness of product consumption. Luxury hotel restaurant operators should therefore stress exclusivity (wealth and achievement) rather than price when developing the advertisements of their product.

In the present research, the proposition regarding the difference of the relationship between satisfaction and intention to visit other restaurant across high and low groups of conspicuousness was not supported. Nonetheless, interestingly, this relationship was only statistically significant in the high conspicuousness group ($\beta_{S-IVORSH} = 0.40$, $p < 0.01$), but not in the low group ($\beta_{S-IVORSH} = 0.16$, $p > 0.05$). Therefore, albeit the chi-square difference between two groups was not different significantly ($\Delta\chi^2 [1] = 0.83$, $p > 0.05$), the dissimilarity in this linkage between groups should be meaningfully interpreted. Overall, our findings provide researchers and practitioners meaningful information that patrons' satisfactory experiences with a particular hotel restaurant elicit their willingness to visit other restaurants within the same hotel only when

they feel high conspicuousness while consuming the specific hotel restaurant product.

Our mediation analysis revealed that both quality dimensions and satisfaction played an important mediating role in generating patrons' behavioral intentions. In particular, these variables significantly mediated the impact of overall hotel restaurant image on intentions to revisit it and visit other restaurants of the same hotel within our proposed theoretical framework. This result is consistent with findings of the previous studies that emphasized the mediating role of these variables (e.g., Bloemer and Ruyter, 1998; Ryu and Han, 2010). As our result indicates, diverse efforts of increasing these mediators would be effective tools for exploiting the impact of overall image on its subsequent variables of patrons' positive post-purchase intentions for hotel restaurants.

Findings of the present research are not free of limitations. First, the proposed theoretical framework was evaluated with samples from one geographical area. Future studies should use a wider range of samples from diverse geographical areas to further verify the current research findings. Second, in this study, the role of such important control factors as job, income, age, gender, and education are not considered. These demographic variables often play an important moderating role in explicating consumer behavior (Hwang et al., 2015; Kara et al., 2012; King and Wan, 2014). Assessing the impact of these factors on the proposed research framework will be a meaningful extension in future research.

6. Conclusion

Increasing customers' repeat patronage in a hotel restaurant and their visitation to other restaurants within the same hotel are important challenges for every hotel firm since such an increase is directly associated with the company's profit increase and success. This research successfully examined the formation of patrons' intention to revisit a hotel restaurant and intention to visit other restaurants of the same hotel by considering the convoluted associations among restaurant image, image congruence, multiple quality factors, satisfaction, and conspicuousness in the hotel industry. The results from our assessment of the role of these key variables as direct contributors or as a moderator (conspicuousness) in building such intentions within our theoretical framework offers practitioners in luxury hotel restaurants and the hotel management valuable insights when planning, developing, and executing various strategies for higher retention rate, loyalty enhancement, and profit increase. These strategies can be related to the development/enhancement of the hotel restaurant image as well as to the improvement of atmosphere, service, and food quality, the increase of image congruence level, the improvement of satisfaction level, and the increase of conspicuous consumption level. This research was the first endeavor to explore the possible impact of the study variables employed in our conceptual framework and the first attempt to theorize the intricate decision-making process for hotel restaurant products using such variables. Our topic deals with the contemporary issue of customer retention with the findings and implications providing researchers and practitioners with important guidelines for maximizing repeat business pertinent to luxury hotel restaurants.

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