

Jani, D. and Han, H. (2014). Personality, satisfaction, image, ambience, and loyalty: Testing their relationships in the hotel industry. *International Journal of Hospitality Management*, 37, 11-20.

This article appraises a theoretical model that relates personality, satisfaction, loyalty, ambience, and image in a hotel setting. The results of the structural equation modeling indicated that extraversion, agreeableness, and neuroticism among the Big Five Personality Factors significantly affect satisfaction. Satisfaction had a significant impact on hotel image and guests' loyalty. Compared to satisfaction, hotel image had a lesser impact on loyalty as well as being a mediator for the impact of satisfaction on loyalty. The moderating role of hotel ambience in the proposed theoretical framework was also identified. The results offer hoteliers potential strategies/tactics for loyalty enhancement.

Keywords: Hotel; Image; Satisfaction; Ambience; Personality; Loyalty