Testing the Moderation Effect of Hotel Ambience on the Relationships among Social Comparison, Affect, Satisfaction, and Behavioral Intentions

Author(s)

Dev Jani

Heesup Han

Abstract

This study incorporated the social service environment in the hotel guest affect-satisfaction-behavioral intention model in order to elucidate the effect of social comparison on consumption-based affect by factoring in the moderation effect of hotel ambience on relationships. Structural equation modeling of survey data from hotel guests revealed that social comparison significantly influences hotel guests' affect, and that affect has a critical role in inducing satisfaction and behavioral intentions. Hotel ambience moderates the model's relationships - high ambience strengthens the relationships more so than low ambience. Results affirm the inclusion of social environments in predicting hotel guest experiences and shed light on managerial implications for bettering service provision.

Keywords

Social comparison,
Hotel ambience,
Affect,
Behavioral intentions