A Structural Model Analysis of Hotel Brand Personality Influencing Restaurant Loyalty Mediated through Restaurant Trust and Satisfaction

Ji-Eun Kim[¶]

Dep. of Hotel Management, Catholic University of Daegu[¶]

호텔 브랜드 개성이 레스토랑에 대한 신뢰와 만족을 매개로 하여 레스토랑 충성도에 미치는 영향에 관한 연구

김 지 은[¶]

대구가톨릭대학교 호텔경영학과[¶]

Abstract

This study aims to investigate whether hotel brand personality predicts restaurant loyalty mediated through trust and satisfaction. An experimental design is applied to test six hypotheses that reflect the research questions. The guests who have experienced dining in five star hotels in Seoul are targeted for sampling. A total of 184 faithful cases out of 250 cases have been analyzed. To analyze the data, descriptive statistics and multivariate analysis of variance, and structural equation modeling (SEM) are employed using the SPSS and AMOS 7. The findings indicate that hotel restaurant customers' loyalty is positively influenced by hotel brand's ruggedness and sophistication. Also, all the variables in brand personality except excitement have a positive impact on hotel restaurant customers' trust. Noticeably, hotel restaurant satisfaction is increased through brand sincerity and sophistication. Finally, both restaurant trust and satisfaction have a positive impact on restaurant loyalty. In conclusion, these findings suggest that hotel practitioners need to develop the influential variables of hotel brand personality to elevate the level of restaurant loyalty.

Key words: brand personality, restaurant trust, satisfaction, restaurant loyalty, hotel restaurant

Ⅰ. INTRODUCTION

From the perspective of consumers' brand loyalty, hotel restaurant is distinctive from other restaurants because the hotel brand itself influences the image of hotel restaurant. At the same time, hotel restaurants' competitors are not only branded as fine dining restaurants but also the other hotel restaurants in its class. Furthermore, Meyer A & Blumelhuber C(2000) suggest that due to the duplicative and abundant business outlets of the restaurant industry, maintaining current customers should be a priority over attracting new ones. In addition, Hill N & Alexander J(2000) induce that "a five percent increase in customer loyalty can produce profit increases of 25-85% across a range

of industries" (p.23).

In order to uphold and entice loyal customers, it is essential to differentiate the food-service operation from competitors by creating a niche. Therefore, hotel restaurants need to have valuable factors contrasting itself from other restaurants. Capable marketing strategies and market share retention is necessary, especially, in the competitive global environment where domestic and international restaurants are advancing their business world wide. According to Lim KJ & Kim YT(2009), customers' loyalty on business outlets in hotels are influenced by their cognition on hotel brand. Therefore, marketing strategies for hotel restaurants are closely related to those of hotel brand.

Brand personality, according to Marconi J(2000), is described as the different human characteristics which is affiliated with a brand. This brand personality may lead to strong brand loyalty when one publically identifies him or herself with one or more of the human characteristics; thus an important marketing tool(Aaker JL 1997). Based on this importance, Asperin AE(2007) suggest future studies need to continuously investigate the relationship between brand personality and the determinant variables such as trust, satisfaction, and loyalty in various food-service sectors.

Past researches have used brand image to investigate the relationship with consumer behaviors (e.g., Chon KS · Olsen MD 1991). However, Aaker DA and Joachimsthaler E(2000) suggests that because brand image is perceived with the brand's current associations, these associations can be short term and tactical. Brand personality, on the other hand, is more memorable(Aaker DA & Joachimsthaler E 2000), meaningful (O'Shaughnessy J & O'Shaughnessy NJ 2004), emotionally power-

ful(Temporal P 2001), long term(Temporal P 2001), and consistent(LePla FJ & Parker LM 1999). On this note, it is commended to research brand loyalty in relation with brand personality as loyal is defined as a long standing customer-bran relationship. Further, there are plenty of researches on the relationship between brand personality and consumer's loyalty in various industries(e.g., Kotler P 2003;Kim JS & Choi SH) and there are several studies focused on hotel brand personality such as Lim KJ & Kim YT(2009) and Park SH et al.(2005). The former examined the relationship between brand personality and the loyalty for hotel products and the latter had a research on the relationship between hotel restaurant brand personality and revisit intention. However, few studies have been conducted centered on hotel brand personality and its restaurant loyalty through some mechanism such as trust and satisfaction. The current study has been fashioned to further explore this ambiguous relationship and enrich the relationship marketing literature.

Based on the research background, this study explored the measurement of brand personality of hotel and its influence on the post purchase constructs of trust, satisfaction, and brand loyalty. The particular purposes of this study were as follows: It investigated (1) whether hotel brand personality result in higher level of overall restaurant satisfaction, trust, and ultimately, brand loyalty, (2) Aaker JL(1997)'s five dimensions of brand personality show the hierarchical influential level on the dependent variables (3) the structural model of the relationship between hotel brand personality and hotel restaurant loyalty through trust and satisfaction is established.

Ⅱ. LITERATURE REVIEW

1. Brand Personality and Customer Loyalty as a Consumer Behavior

As previously stated, brand personality involves "the set of human characteristics associated with a brand" but it also includes the different components related with employees, managers, and endorsers(Aaker JL 1997, p347). In addition, brand personality echoes how people feel about a brand(Keller 1998), defines for the consumer's emotions that can be experienced upon its consumption(Batra R et al. 1993), and what he or she expects the brand to do(Keller KL 1998).

Functional, experiential, and symbolic benefits are offered by brands(Keller KL 1993). According to Wee TTT(2004), the symbolic benefit is closely related to brand personality and influences consumer's behavior toward a brand. Furthermore, studies have provided evidence which support the relationship between consumer's preference and brands which correlate with their own personalities(Kotler P 2003). These findings indicate the significance of developing positive brand associations such as favorable, strong, and uniqueness in the consumer's mind (Keller KL 1993).

In mature market, the perception that hotel restaurants are all the same with minimum excitement, differentiation, and vigorness may exist in many consumers, especially due to the fact that many hotel restaurants share the same theme and menu concepts. Therefore, the only competitive advantage that remains in hotel restaurants may be the price. Aaker DA(2004) implies that this trend will not lead to consumer brand loyalty and that brand differentiation is critical to gain competitive advantage. However, product differentiation may not always be possible for many operations. In

such a case, rather than the functional benefits the brand has to offer, the symbolic benefits and experience with that particular brand becomes more valuable (O'Shaughnessy J & O'Shaughnessy NJ 2004). For instance, many functional aspects such as menu items, product extensions, services, or loyalty programs may be easily duplicated. However, an unique brand personality is owned, distinctively designed to differentiate, and not as easily copied by competitors(Aaker DA 2004).

According to Lannon J(1993), what constitutes a well fashioned brand personality is (1) deliberately coordinated elements of brand marketing mix within the brand, (2) competitively distinctive and desirable personality, and (3) keeping consistent over time and media. In addition, the most frequently employed brand personality in existing researches is Aaker JL(1997)'s sub-factors including sincerity, competence, ruggedness, sophistication, and excitement.

Brand loyalty has been conceptualized, defined, and measured through several researchers. Especially, Oliver RL(1999) asserted brand loyalty as a commitment which causes repurchasing or patronizing behavior of the same brand over a long term period. This repetitive behavior constantly occurs despite situational influences and marketing efforts to alternate brand preferences.

According to Dick AS & Basu K(1994), loyalty can be approached by specifying three antecedents(cognitive, affective, and conative). Applying these antecedents in terms of phases (Oliver RL 1997) can enhance the understanding of brand loyalty. Firstly, cognitive loyalty is the consumer's loyalty based on the knowledge about that particular brand. This knowledge can be anything from the brand's image to the product/service performance in the market. Secondly, affective loyalty is

the consumer's loyalty based on emotional fondness regarding that particular brand. Fondness may be determined by past experiences. Lastly, conative loyalty is the consumer's loyalty based on the consumer's motivation or desire to maintain the relationship with the brand by continuous purchasing and positive word of mouth . This is also known as behavior intention. Prolonging this study, Yi YJ and La S(2004) have proposed action loyalty as an additional antecedent. Action loyalty is what converts the consumer's behavior intention to the willingness to act upon such desires.

In examining the definition for brand loyalty, it is noticeable that brand loyalty is customers' deep commitment to a specific brand. Marcorni J(2000) depicts that a strong brand loyalty can be led by the building of a public identification such as brand personality. Further, Aaker JL(1999) mentions brand preferences can be predicted by brand personality.

Based on these discussions, the current study will investigate brand personality influences on consumer loyalty through the hypothesis addressed below.

H1: Hotel brand personality is positively associated with restaurant loyalty.

H1-1: Competence in hotel brand is positively associated with restaurant loyalty.

H1-2: Sincerity in hotel brand is positively associated with restaurant loyalty.

H1-3: Ruggedness in hotel brand is positively associated with restaurant loyalty.

H1-4: Sophistication in hotel brand is positively associated with restaurant loyalty.

H1-5: Excitement in hotel brand is positively associated with restaurant loyalty.

2. Relationship among Brand Personality, Trust, and Brand Loyalty

It is widely accepted in marketing literature that one of the fundamental components in framing a successful relationship is trust(Garbarino E & Johnson MS 1999). Trust occurs when one individual is confident on another individual's reliability and believes in their integrity (Henning-Thurau T & Hansen U 2000). Based upon this description of trust, the current study will view customer's trust in the similar manner in relation with the business's quality and reliability of services.

A framework for trust has also been introduced by Sargeant A & Lee S(2004). These scholars suggest two concepts in viewing trust. The first concept perceives trust as confidence, one party holds, in the trustworthiness of the other. The second concept perceives trust as behavioral intention that is derived from the reliability of the other. Established on these conceptualizations, consumer trust can be defined as "expectations held by the consumer that the service provider is dependable and can be relied on to deliver on its promises" (Sirdeshmukh D et al. 2002, p.17).

"Branding is the art of trust creation"(Upshaw LB 1995, p9). Therefore, in order to stimulated trust in brands, the stability and trustworthiness of brand identity must firstly be well constructed. Furthermore, a well designed brand personality can increase consumer trust and brand loyalty(Fournier S 1994). The current study seeks evidence that supports the inclination of trust in restaurants as brand personality increases as follows.

H2: Hotel brand personality is positively associated with trust in hotel restaurants.

H2-1: Competence in hotel brand is positively associated with trust in hotel restaurants.

H2-2: Sincerity in hotel brand is positively associated with trust in hotel restaurants.

H2-3: Ruggedness in hotel brand is positively associated with trust in hotel restaurants.

H2-4: Sophistication in hotel brand is positively associated with trust in hotel restaurants.

H2-5: Excitement in hotel brand is positively associated with trust in hotel restaurants.

Several renowned studies(Garnarino E & Johnson MS 1999; Chaudhuri A & Holbrook MB 2001) have all underlined the importance of identifying trust as a determinant and foundation of customer retention and loyalty. In addition, there has been claims that, indeed, trust is an omnipotent relationship marketing tool supporting the idea that loyalty and relationship quality can be reinforced when trust is present(Berry L 2000).

Furthermore, it is assumed that in the presence of trust, perceived risk and vulnerability to the service provider can be reduced(Berry L 2000). Also, customers like to keep consistent business with a specific brand through trust(Sirdeshmukh D et al., 2002). Based on the discussions, the current study predicts that increased level of trust results in increased level of restaurant loyalty.

H3: Trust in hotel restaurant is positively associated with restaurant loyalty.

3. Relationship among Brand Personality, Trust, Satisfaction, and Brand Loyalty

Generally, marketing literature have associated "an evaluative, affective, or emotional response" when defining the satisfaction construct(Oliver RL 1989, p1). In determining satisfaction, scholars have compared the expected performance of a product or service to the perceived perform-ance(Oliver RL 1997). For instance, when the gap between the expected performance and the perceived performance is large, quality of the product or service is rated low and results in negative satisfaction.

There are two illustrations of restaurant satisfaction. The first is transaction specific measure where satisfaction is perceived with a current dining experience. The second is cumulative evaluation measure where satisfaction is perceived with a particular brand of restaurants over time. According to Jones M & Suh J(2000), when overall satisfaction is low, transactional satisfaction becomes a good predictor of behavioral intention. When overall satisfaction is high, however, consumers tend not to largely affected by a single dissatisfying experience. In a word, consumers constantly evaluate the abilities of restaurants, which deliver benefits to them.

Researchers depict that products or services reinforces customers' self-concepts when the relevant brand delivers specific personalities. According to previous studies, this strengthen satisfaction because ideal self-concepts are related to the social consistency and social approval framework(Back KJ 2005). According to the social consistency framework, people instinctively react in ways which are consistent with social norms. Similarly, the social approval framework suggest that people behave according to other people's expectations(Back KJ 2005). Furthermore, value congruence have a positive relationship with satisfaction(Gwinner KP et al. 1998). In other words, when the customer's values are congruent with the service provider's the consumer-producer relationship quality and satisfaction is amplified. On this note, it is predicted that when brand personality commitment is high, the tendency for the customer

to be satisfied with the service or product will be higher.

H4: Hotel brand personality is positively associated with restaurant satisfaction.

H4-1: Competence in hotel brand is positively associated with restaurant satisfaction.

H4-2: Sincerity in hotel brand is positively associated with restaurant satisfaction.

H4-3: Ruggedness in hotel brand is positively associated with restaurant satisfaction.

H4-4: Sophistication in hotel brand is positively associated with restaurant satisfaction.

H4-5: Excitement in hotel brand is positively associated with restaurant satisfaction.

Customer trust in brand increases the tolerance levels of service failures(O'Shaughnessy J & O'Shaughnessy NJ 2004). As a result, the overall satisfaction of the guest may not be affected. Additionally, high degree of confidence and trust customers have in the service provider can reduce the amount of anxiety related to the relationship and ultimately increase satisfaction(Henning-Thurau T et al. 2002). On this note, the following relationship is hypothesized.

*H5: Trust in the hotel restaurant is positively associated with restaurant satisfaction.*

Considerable number of evidence indicating a positive relationship between brand loyalty and satisfaction exist in marketing literature(Oliver RL 1997). In addition, overall satisfaction is found to be a superior predictor of repurchase intention (Jones M & Suh J 2000) and repurchase intention leads to brand loyalty(Yi YJ & La S 2004). The current study proposes that restaurants which are able to fulfill the customers expectations for quality food and service will be favored over other competing restaurant brands.

H6: Restaurant satisfaction is positively associated with restaurant loyalty.

Ⅲ. METHODOLOGY

1. Settlement of Proposed Model

Based on the propositions developed from the literature review, a conceptual model is proposed to explain the relationship among hotel brand personality, restaurant trust, satisfaction, and restaurant loyalty as illustrated in Figure 1.
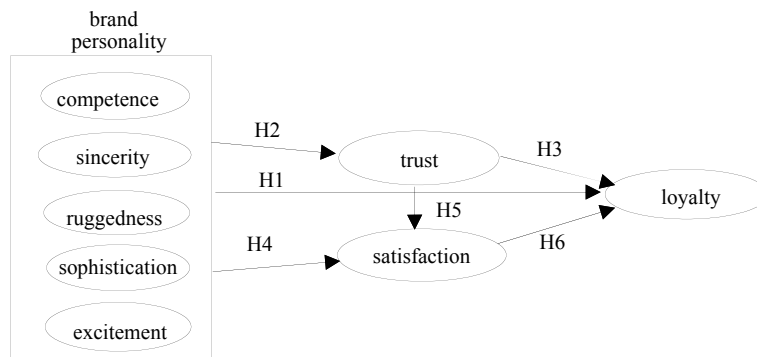
〈Fig. 1〉 A proposed research model

2. Measurement

1) Brand Personality

Brand personality involves human characteristics such as competence, sincerity, ruggedness, sophistication, and excitement. These five components were measured through the total of Park YB et al.(2009)'s 20-item scale modified from Aaker JL(1997)'s 42-item brand personality scale (BPS). Respondents rated their cognized brand personality on 5-point scales ranging from "not at all descriptive "(1) to "extremely descriptive" (5).

2) Trust in Hotel Brand

This study defines trust in hotel brand as a confidence on hotel brand's business quality and reliability of services. To measure the degree of trust that respondents have felt toward the hotel restaurant, Morgan RP & Hunt SD(1994)'s four items were used. They responded on a five-point scale with anchors of "not at all descriptive"(1) and "extremely descriptive"(5).

3) Restaurant Satisfaction

Restaurant satisfaction is the emotional response toward restaurant experiences occurred from difference between expectation and perceived performance. This variable was assessed with a 3-item five point semantic-differential scale developed by Jones M & Suh J(2000). The three items of anchors were unsatisfied/satisfied, unpleasant/pleasant, and unfavorable/favorable.

4) Restaurant Loyalty

Restaurant loyalty is the degree of patronizing a specific restaurant regardless of the alternative restaurants' beneficial marketing strategies and so on. Five items developed by Oliver RL(1997) were

used to measure the extent to which a respondent patronize the experienced hotel restaurant. Respondents rated their management on five-point Likert type scale ranging from "strongly disagree "(1) to "strongly agree" (5).

3. Data Collection and Sampling Frame

The targeted people for this study were the hotel restaurant guests. After a drafting survey questionnaire had been drawn, preliminary survey centered on S and H hotel was executed. The researcher personally mailed the total of fifty cases after the research purpose was explained throughly to the hotel restaurant managers. Additionally, they were asked to dictate any inadequate and unclear items in the survey. This was conducted from April 15th to May 5th in 2011.

Since then, to measure the relationship between associated hotel brand personality and attitudinal preference toward restaurant, the participants, who have dined in five-star hotel restaurants, were surveyed; the convenience sampling was selected including S, H, M, and W in Seoul Metropolitan area. This main survey was conducted through mail survey through each hotel manager May 20th to Jun 23rd in 2011 after each hotel manager's approval had been given. The number of 250 cases were surveyed. Further, total number of 209 responses had been collected and cases with missing value were subsequently dropped from the data analysis. Finally 184 faithful cases had been analyzed.

4. Data Analysis

The Collected data was analyzed using SPSS 15.0 and AMOS 7 software program. Through these programs, descriptive statistics, multi-variate analysis of variance, and structural equation mod-

eling(SEM) are utilized. Frequency analysis, reliability analysis after using Cronbach's alpha, and confirmatory analysis were operated. Furthermore, in order to understand different relationship between variables, the correlation analysis was conducted. To vtrufy the hypotheses and model of the study, confirmatory factor analysis was used to examine conformity of the causal relationship among each factor and covariance structure analysis was used to investigate a path coefficient.

Ⅳ. EMPIRICAL RESULTS

1. Demographics

As presented in <Table 1>, 46.2 % of respondents were male, and about 53.8% were female. The majority of the respondents (20~29: 28.3%. 30~39:33.2%, 40~49:29.9%) were between 20-49 years of age. Moreover, the majority of the respondents (67.9%) had a degree of four-year university or higher level. Also, the married consist of 83 people (45.1%) and the single consist of 101

people (54.9%). At the same time, their current occupations were as follows; specialized job(22.8%). administrative position (36.4%), technical post (4.9%), service industry (16.3%), individual proprietor (7.6%), student (4.9%), housewife (3.3%) Finally, about most of the respondents' average monthly income was in the category of four million or more (4 million~4.99 million: 34.2%, 5 million or more: 36.4%)

2. Analysis of Validity and Reliability

1) Results of Reliability and Validity

As the survey items are adapted from different streams of studies, it is important to ensure construct reliability and validity. Cronbach's coefficient alpha was calculated to determine reliability of the measurement.

As indicated in <Table 2>, Conbach's *a* of each construct in measurement model is ranged from 0.858 to 0.910, significantly a scale with high level of reliability; this value is adequate at Cronbach's

<Table 1> **Result of the demographic analysis of the respondents**

Respondent Characteristics	Items	Frequencies (Percentages)	Respondent Characteristics	Items	Frequencies (Percentages)
Gender	Male	85(46.2)	Marriage Status	Married	83(45.1)
	Female	99(53.8)		single	101(54.9)
Age	20~29	52(28.3)	Current Occupation	specialized job	42(22.8)
	30~39	61(33.2)		administrative position	67(36.4)
	40~49	55(29.9)		technical post	9(4.9)
	50 or more	16(8.7)		service industry	30 (16.3)
				individual proprietor	14(7.6)
				student	9(4.9)
				housewife	6(3.3)
				others	7(3.8)
Education	High School	6(3.3)	Household Average Income	Less than 2M(won)	3(1.6)
	2-year collage	16(8.7)		2M~2.99M	8(4.3)
	4-year university	125(67.9)		3~3.99M	43(23.4)
	Master or more	37(20.1)		4~4.99M	63(34.2)
				5M/more	67(36.4)
The Total		184(100)	The Total		184(100)

a >0.70(Hair JF et al. 2006).

If construct reliability reaches above 0.7, convergent validity or internal consistency is secured Kim KS 2007). Also, convergent validity is procured as long as AVE reaches above 0.5 and (Kim KS 2007). In terms of construct reliability, the values of eight constructs are ranged from 0.9 to 0.93.9 At the same time, as illustrated in <Table 3>, factor loading of each variable is above 0.728, showing a moderate to high construct validity. Further, each average variance extracted(AVE) reaches between 0.718 to 0.806.

Discriminant validity was established using the procedures outlined by Fornell C and Larcker DF(1981). <Table 2> shows the correlations between the latent variables and the average variance extracted (AVE) of each construct. Fornell C and Larcker DF(1981) prescribe that the squared correlation between constructs must be less than the AVE of each underlying construct in order for the constructs to have discriminant validity. As suggested in <Table 2>, each AVE is ranged from 0.718 to 0.806 while squared correlations are

ranged from 0.1 to 0.74. These outcomes established discriminant validity. As a result, these values represent all eight constructs and it is significant to analyze the relationship between those constructs.

2) Results of Confirmatory Factor Analysis

The confirmatory measurement model was assessed to evaluate the construct validity of the measurement used in this study. As noted by Noar SM(2003), confirmatory factor analysis(CFA) procedures can provide confirmation that psychometric properties a scale are satisfactory that extend beyond exploratory analytic technique.

It was noted that CFA can add further information about dimensionality of scale by testing a variety of models against one another(Noar SM 2003). In this study, the confirmatory factor analysis was completed with maximum likelihood estimation.

CFA was applied to all the items and chi-square of 515.698, degree of freedom of 418,

〈Table 2〉 **Measurement model**

Inter-construct correlations[a]										
Variables	Means	SD	1	2	3	4	5	6	7	8
Competence	3.714	0.72	1							
Sincerity	3.289	0.763	0.485**	1						
Ruggedness	3.23	0.776	0.361**	0.323**	1					
Sophistication	3.617	0.689	0.649**	0.571**	0.438**	1				
Excitement	3.305	0.803	0.430**	0.657**	0.358**	0.472**	1			
Trust	3.645	0.626	0.646**	0.597**	0.459**	0.737**	0.473**	1		
Satisfaction	3.692	0.675	0.571**	0.648**	0.397**	0.727**	0.486**	0.858**	1	
Loyalty	3.548	0.682	0.554**	0.571**	0.455**	0.739**	0.514**	0.848**	0.800**	1
Cronbach's a			0.900	0.885	0.910	0.858	0.912	0.866	0.879	0.909
Construct Composite Reliability			0.916	0.904	0.926	0.901	0.920	0.915	0.924	0.933
AVE[b]			0.770	0.718	0.771	0.731	0.763	0.750	0.806	0.767

** significant at p<0.01 (two-way)
a Two standard-error interval estimate of correlation does not include value 1. b=AVE (average variance extracted)

and p-value of 0.001($p<0.01$). Further, the value in chi-square/df should be less than three to secure overall goodness of fit(Kim KS 2007). The value of chisqure/df shows 1.234 so that overall goodness of fit is identified.

In assessing model fit, the following indices were employees: GFI (Goodness-of-fit index: desirable at $\geqq 0.90$), AGFI (Adjusted Goodness of fit Index: desirable at $\geqq 0.90$), RMR (Root Mean Square Residual: desirable at $\leqq 0.05$), NFI (Normed fit index: desirable at $\geqq 0.90$), CFI (Comparative fit index: desirable at $\geqq 0.90$), x^2 (chi-square: desirable at >0.05), TLI (Tucker-Lewis Index: desirable at $\geqq 0.90$), RMSEA (Root Mean Square Error of Approximation: desirable at < 0.05) As presented in <Table 3>, GFI(0.857), AGFI(0.820), and NFI(0.894) was found to be unfilled indices, however, RMR(0.037), CFI(0.978), TLI(0.974), and RMSEA(0.036) indicated a reasonable fit. It seems that these may not cause any gigantic problems to presume the relationship among the latent variables(Bae BR 2007).

〈Table 3〉 **Fit indices of measurement**

Factor	Items	Estimate	S.C.	t-value	p-value	Fit Indices
Competence	this hotel is technical	1.000	0.814			
	this hotel is reliable	1.059	0.903	14.618	***	
	this hotel is successful	1.029	0.820	12.988	***	
	this hotel is a leader	0.934	0.730	10.937	***	
Sincerity	this hotel is friendly	1.000	0.869			
	this hotel is honest	0.772	0.751	12.025	***	
	this hotel is family-oriented	0.968	0.851	14.712	***	
	this hotel is sentimental	0.867	0.781	12.828	***	
Ruggedness	this hotel is outdoorsy	1.000	0.795			
	this hotel is masculine	1.109	0.871	13.386	***	
	this hotel is tough	1.154	0.905	14.121	***	x^2 (df:418)=515.698
	this hotel is rugged	0.995	0.815	12.444	***	p=0.001.
Sophistication	his hotel is upper-class	1.000	0.728			CMIN/df= 1.234
	this hotel is feminine	0.936	0.745	9.748	***	GFI= 0.857
	this hotel is charming	1.043	0.821	10.696	***	AGFI=0.820,
	this hotel is glamourous	1.146	0.814	10.658	***	RMR=0.037,
Excitement	this hotel is unique	1.000	0.824			NFI=0.894,
	this hotel is spirited	0.897	0.821	13.079	***	CFI= 0.978,
	this hotel is exciting	1.016	0.881	14.433	***	TLI= 0.974
	this hotel is trendy	1.024	0.875	14.322	***	RMSEA= 0.036
Trust	This hotel restaurant is reliable	1.000	0.764			***: 0.000
	I have confidence in this hotel restaurant	1.292	0.833	11.809	***	
	This hotel restaurant has high integrity	1.257	0.775	10.826	***	
	Overall I trust the restaurants in this hotel brand	1.252	0.772	10.753	***	
Satisfaction	unsatisfied/satisfied	1.000	0.857			
	unpleasant/pleasant	0.841	0.825	14.259	***	
	unfavorable/favorable	0.807	0.821	13.928	***	
Loyalty	This hotel restaurant is superior to the others in its class	1.000	0.792			
	I have grown to like this hotel restaurant more than others	1.117	0.829	16.426	***	
	I intend to continue dining at this restaurant in the future	1.161	0.812	12.189	***	
	When I have to go to a hotel restaurant, I dine only at this restaurant	1.160	0.825	12.373	***	
	Overall, I consider myself loyal to this restaurant.	1.274	0.844	12.742	***	

Further, <Table 3> presents standard estimates for a measurement model. As illustrated, factor loading of all measures were moderate(ranging from 0.728 to 0.903). The factor loadings showed that relevant measurement items performed moderately well in reflecting the designated underlying construct.

4. Test of Hypotheses

1) Results of Overall Measurement Model Testing

<Table 4> illustrated the strength of the relationships among the constructs, showing path coefficients and overall goodness of model fit indices. Overall, except GFI and AGFI, the model was acceptable fit;(x^2: df = 411)= 459.915 (p = 0.048), GFI = 0.869, AGFI = 0.832 RMR = 0.035,

NFI = 0.906, TLI = 0.987, CFI = 0.989, RMSEA= 0.026. As mentioned above, these sums of indices allow researchers to estimate the relationship among the latent variables (Bae BR 2007).

2) Results of Hypotheses Testing

These hypotheses were examined through investigating the path coefficients of the constructs in the final model.

Firstly, it was found that customers' cognized hotel personality partially influenced restaurant loyalty. For example, it depicts path coefficient of 0.103 for the impact of brand ruggedness on loyalty(t>1.96, p<0.05) and path coefficient of 0.160 for the impact of sophistication on loyalty (t>1.96, p<0.05). On the other hand, the rest of coefficients such as competence, sincerity, and excitement did not present any significance(t<1.96). Therefore hy-

<Table 4> **Parameter estimates in the structural model**

Hypothesis	Path	S.C.	S.E.	t-value	p-value	Result
H1-1	Brand Competence->Restaurant Loyalty	-0.041	0.058	-0.624	0.532	rejected
H1-2	Brand Sincerity->Restaurant Loyalty	-0.088	0.053	-1.205	0.228	rejected
H1-3	Brand Ruggedness->Restaurant Loyalty	0.103	0.043	2.025	0.043[*]	supported
H1-4	Brand Sophistication-> Restaurant Loyalty	0.160	0.074	1.988	0.047[*]	supported
H1-5	Brand Excitement-> Restaurant Loyalty	0.094	0.044	1.571	0.116	rejected
H2-1	Brand Competence-> Restaurant Trust	0.221	0.062	2.688	0.007[**]	supported
H2-2	Brand Sincerity--> Restaurant Trust	0.263	0.056	2.954	0.043[*]	supported
H2-3	Brand Ruggedness-> Restaurant Trust	0.128	0.046	2.010	0.044[*]	supported
H2-4	Brand Sophistication-> Restaurant Trust	0.381	0.075	4.008	0.000[***]	supported
H2-5	Brand Excitement--> Restaurant Trust	-0.004	0.050	-0.053	0.957	rejected
H3	Restaurant Trust-> Restaurant Loyalty	0.292	0.123	2.271	0.006[**]	supported
H4-1	Brand Competence->Restaurant Satisfaction	-0.104	0.076	-1.503	0.133	rejected
H4-2	Brand Sincerity->Restaurant Satisfaction	0.229	0.070	3.005	0.003[**]	supported
H4-3	Brand Ruggedness->Restaurant Satisfaction	0.027	0.058	0.487	0.627	rejected
H4-4	Brand Sophistication->Restaurant Satisfaction	0.221	0.099	2.490	0.013[*]	supported
H4-5	Brand Excitement->Restaurant Satisfaction	0.006	0.060	0.087	0.930	rejected
H5	Restaurant Trust-> Restaurant Satisfaction	0.552	0.145	5.604	0.000[***]	supported
H6	Restaurant Satisfaction-> Restaurant Loyalty	0.519	0.078	5.268	0.000[***]	supported
Overall Goodness of Model Fit Indices	x^2 (df = 411)= 459.915 (p = 0.048), CMIN/df= 1.119, GFI = 0.869, AGFI = 0.832 RMR = 0.035, NFI = 0.906, TLI = 0.987, CFI = 0.989 RMSEA=0.026					

*** :significant at <0.001, **:significant at <0.01, *: significant at <0.05

pothesis 1 is partially nt did no. This finding is consistent with researches that Lim KJ & Kim YT(2009)'s sttdy indicating that ruggedness, sincerity, sophistication in hotel brand personality have a significant relationship with loyalty for hotel products.

In addition, it was found that customers' cognition on hotel brand personality had a partially significant impact on trust in restaurant. All the sub-factors of brand personality except excitement influenced trust in restaurant. For example, it depicts path coefficient of 0. 263 for the impact of sincerity on trust and 0.128 for the impact of ruggedness on trust (t>1.96, p<0.05). Further, it presents path coefficient of 0.221 for the impact of competence on trust and 0.381 for the impact sophistication on trust (t>1.96, p<0.01). Thus, hypothesis 2 is partially supported. Together with this, a stream of research proposed that consumers' trust in a specific brand can be increased by the brand personality(Fournier S 1994; Upshaw LB 1995).

Also, brand sincerity and sophistication was found to have a significant impact on restaurant satisfaction through this assessment. It depicts path coefficient of 0.229 for the impact of sincerity on restaurant satisfaction on and 0.221 for the impact of sophistication on restaurant satisfaction (t>1.96, p<0.05). As a result, hypothesis 3 is partially supported. This finding is consistent with the studies by Lee YK et al.(2008) and Park YB et al.(2009)

At the same time, customers' trust in hotel restaurant influence their satisfaction with restaurant based on the significance of the relationship between restaurant trust and satisfaction (path coefficient:0.552, t>1.96, p<0.001). Therefore, hypothesis 4 is supported. This is consistent with the existing research results presenting that customer

trust in brand is significant factors for restaurant satisfaction because this can increase tolerance level of service failure(e.g., O'Shaughnessy J & O'Shaughnessy NJ 2004; Henning-Thurau T et al. 2002).

Additionally, customers' trust in hotel restaurant was found to have a signigicant impact on their restaurant loyalty. It depicted path coefficient of 0292 for the impact(t>1.96, p<0.01). Therefore, hypothesis 5 is supported. This finding is consistent with the existing researches that identifying trust is a crucial determinant of loyalty(e.g., Sirdeshmukh D et al. 2002).

Finally, for the impact of customers' satisfaction with hotel restaurant on restaurant loyalty, it presented that satisfaction is a significantly strong antecedent of restaurant loyalty. It depicted that path coefficient of 0.519 (t> 1.96, p <0.001). Therefore, hypothesis 6 is supported. Like this, a stream of research indicates that customers' satisfaction is closely related to repurchase intention(e.g., Oliver RL 1997;Jones M & Suh J 2000).

V. CONCLUSION

1. Findings and Implications

This study has been aimed to research whether hotel restaurant customers' perceived brand personality are related to restaurant loyalty mediated through restaurant trust and satisfaction. The following summary discusses the findings of study.

Results of the study suggest hotel restaurant costumers' loyalty is influenced by perceived ruggedness and sophistication in brand personality. That is, hotel restaurant customers may feel hard to transfer to the other hotel brands in the same level if the hotel brand has a consistent characteristics of ruggedness and sophistication. Therefore,

hotel marketers need to as a conssophisticated and rugged brand personality of the relevant hotels through marketing communication with customers.

Secondly, it has been found that all the factors in brand personality except excitement has a significant relationship with trust in hotel restaurant. It seems that the implied human characteristics in hotel brand gives a confidence in the business outlets in that brand. Especially, sincerity(path coefficient: 0.263) and competence(path coefficient: 0.221) seem to have stronger impact on trust than the other factors. Brand personality can be delivered to customer through symbolic benefits(Wee TTT 2004). Symbolic brand personality can be established well by deliberately coordinated marketing mix, desirably unique personality, and its consistency over media and time(Lannon J 1993)

The third results impose hotel restaurant costumer are possibly more satisfied with hotel restaurant when they perceive sincerity and sophistication in hotel brand personality. That is, customers can tolerate minimal service failure through sincerity and sophistication in hotel brand. sophistication can be cognized through employees' appearance, overall atmosphere, and so on. Also, sincerity can be acquired through employees' attitude, communication, and overall organizational system toward customers.

Fourthly, trust in hotel restaurant is directly related to satisfaction with the restaurant as well. It seems that trust(path coefficient of 0.552) has a strong impact on satisfaction. That is, customers remember the more positive experiences through trust in hotel restaurants.

Fifthly, well-established trust in hotel restaurant increases the level of loyalty. That is, although competitors in the same level have a sales promotion to attract customers, customers may not easily change their choice of hotel restaurant if the loyalty is based on confidence in the restaurant brand.

Finally, the study result indicates that the more customers satisfied with hotel restaurant, the more they may patronize it. This is consistent with many other researches focusing on the other businesses in the hospitality industry such as family restaurant(Lee YK et al. 2008), hospital(Lee DH et al. 2011), and airline(Lee MH 2010) As a result, satisfaction in hotel restaurant is found to be a focal antecedent of customers' revisit.

There are several theoretical and practical implications for hotel restaurant operators and marketing professionals. This finding support the idea that brand personality, satisfaction, and trust are important antecedents of customer loyalty. Further, this result follows a stream that the factors of brand personality hierarchically predict the determinant variables. Also, this study gives an idea that customers add the values on the different factors of brand personalities depending on the industries, which may provide different services, products, and price-value.

Practically, existing hotel operations can modify their market positioning, services, or products to increase brand personality of sophistication, ruggedness, and sincerity with the ultimate goal of increasing brand loyalty and satisfaction. At the same time, the instrument of brand personality may be used to segment target markets. Especially, as more hotel chains expand globally, they can include the scale in their feasibility analysis to see whether their personality are influential to their prospective host. Hotel operators can identify the target market segments that would most likely be a loyal customer base. This evaluation help hotel marketers understand what factors of brand personality are important according to different target

markets based on age, gender, and area of residence.

2. Limitations and Supplements

There were several theoretical and methodological limitations that should be addressed in future studies. First of all, the sample of this study is limited to the respondents who has experienced five star hotel restaurant in Seoul Metropolitan Area. It should be considered that the results may have been influenced by target respondents. That is, in order to ensure and generalize the result, replication studies with wider, random samples should be selected.

In addition, future researchers who are to use Aaker JL(1997)'s scale to measure brand personality need to have the following considerations. Firstly, some of the items may give some different meanings for respondents over time, area, and cultures. Considering these factors, researchers could use the modified scale such as and Choi YH & Sohn SJ(2010). Secondly, as presented by Caprara GV et al.(2001), the richness of measurement needs to be improved by adding descriptive items such as economical, famous, or convenient. Thirdly, negatively descriptive items such as arrogant, or shy need to be added to increase the level of thoroughness(Sweeney JC & Brandon C 2006).

Finally, brand personality is associated with human characteristics such as Big Five dimensions of agreeableness, extroversions, and conscientiousness(Aaker JL 1997). A future studyof agexploreand personal dimensions of individual personality impactonal preference of s suifically characterized brands in hcs itality industry. At the same, a comparative studyof agbe conducted to braif onal dimensions of brand personality predictoture stus'gbehavior diversely depameing on the restaurant categories. Overall, the researches modeling the determinants and/or predictimpactonal preference of need to be continued to provideonal prman thrs information to keep). ng-term relationship with tureomers.

한글 초록

이 연구는 호텔브랜드 개성이 레스토랑에 대한 신뢰와 만족을 매개로하여 레스토랑 충성도에 영향관계를 규명하기 위하여 시행되었다. 연구배경을 바탕으로 실증적 연구를 위해 6개의 가설을 도입하였다. 본 연구의 대상은 서울지역 특1급 호텔 레스토랑을 이용한 경험이 있는 고객들이며 편의표본추출로 설문된 250부의 설문 중 184의 성실한 답변을 실제 분석에 활용하였다. 데이터 분석을 위해 SPSS와 AMOS 7을 이용한 구조모형방정식을 통해 연구가설의 유의성을 측정하였다. 그 연구결과는 다음과 같다. 첫째, 호텔 레스토랑 이용고객의 충성도는 호텔브랜드의 강인함과 세련됨에 의해 영향을 받았다. 또한, 호텔 레스토랑 고객의 신뢰성은 흥미성을 제외한 모든 브랜드 개성에 의해 영향을 받았다. 특히 주목할 만 한 점은 호텔 레스토랑에 대한 만족도 인지는 브랜드의 성실함과 세렴됨에 의해 많은 영향을 받는다는 점이다. 아울러 레스토랑에 대한 신뢰와 만족도 모두 레스토랑 충성도의 선행요인이 되었다. 이러한 결과를 통해, 호텔 레스토랑에 대한 충성도를 높이기 위해 호텔 자체의 브랜드 개성의 영향력 있는 변수들을 고객이 인지할 수 있도록 마케팅 커뮤니케이션 툴을 통해 발전시켜 나가야 함을 시사하고 있다.

REFERENCES

Aaker JL (1997). Dimensions of brand personality. *J Marketing Res.* 34(3):347-356.

Aaker JL (1999). The malleable self: The role of self-expression in persuasion. *J Marketing Res*

36(1):45-57.

Aaker DA · Joachimsthaler E (2000). Brand Leadership. Free Press, New York, 234.

Aaker DA (2004). Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity. Free Press, New York, 45-47.

Asperin AE (2007). Exploring brand personality congruence: Measurement and application in the casual dining restaurant industry. Doctoral dissertation, Kansas State University,1-5, Manhattan, Kansas.

Back KJ (2005). The effects of image congruence on customers' brand loyalty in the upper middle-class hotel industry. *J Hospitality & Tourism Res* 29(4): 448-467.

Bae BR (2007). AMOS Structural Equation Modeling. ChungRam, 58, Seoul.

Batra R · Lehmann DR · Singh D (1993). The brand personality component of brand goodwill: Some antecedents and consequences. In DA Aaker & A Biel (Eds.), Brand equity and advertising: 83-95. Lawrence Erlbaum Associates, Hillsdale, NJ.

Berry L (2000). Relationship marketing of services: Growing interest, emerging perspectives. In JN Sheth & A Parvatiyar (Eds.), Handbook of relationship marketing:149-170. Sage Publications, London.

Caprara GV · Barbarabelli C · Guido G (2001). Brand personality: How to make the metaphor fit? *J Economic Psychology* 22(1):399-395.

Chaudhuri A & Holbrook MB (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *J Marketing* 65(2): 1-20.

Dick AS · Basu K (1994). Customer loyalty: Toward an integrated conceptual framework. *J*

Marketing Res 6(1): 80-84.

Choi YH · Sohn SJ (2010). Exploratory study on the establishment of a hotel image according to the measurement of the brand personality. *J Tourism Management* 24(6):249-269.

Chon KS · Olsen MD (1991). Functional and symbolic approaches to consumer satisfaction/ symatisfaction in tourism. *J International Academy Hospitality Res* 28(3):1-20.

Fornell C · Larcker DF (1981). Evaluating structural equation models with unobservable variables and measurement error. *f Marketing Res* 18(1):39-50.

Fournier S (1994). A consumer-brand relationship framework for strategic brand management. Doctoral dissertation, University of Florida, 5-10, Gainsville, Florida

Garbarino E · Johnson MS (1999). The different roles of satisfaction, trust, and communication in customer relationships. *J Marketing* 63(2): 70-87.

Gwinner KP · Gremler DD · Bitner MJ (1998). Relational benefits in services industries: The customer's perspective. *J Academy Marketing Sci* 26(2):101-114.

Hair JF · Black WC ·Babin BJ · Anderson RE · Tatham RL (2006). Multivariate Data Analysis (6th ed.). Upper Saddle River, Prentice Hall, New Jersey, 770-843.

Hill N · Alexander J (2000). Handbook of Customer Satisfaction and Loyalty Measurement (2nd ed.). Gower, Vermont, 19-45.

Henning--Thurau T · Gwinner KP · Gremler DD (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. *J Service Res* 4(Feb.): 230-247.

Henning-Thurau T · Hansen U (2000). Relation-

ship marketing-some reflections on the state-of-the-art of the relational concept. In T. Henning-Thurau & U Hansen (Eds.), Relationship marketing: Gaining competitive advantage through customer satisfaction and customer retention: 3-28. Springer, Berlin, New York.

Jones M · Suh J (2000). Transaction-specific satisfaction and overall satisfaction: An empirical analysis. *J Ser Marketing* 14(2):147-159.

Keller KL (1998). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Prentice Hall, Upper Saddle River, NJ, 56-80.

Keller KL (1993). Conceptualizing, measuring, and managing customer-based brand equity. *J Marketing* 57(1):1-22.

Kim KS (2007). AMOS 16.0 Analysis of Structural Equation Modeling, Hannarae, Seoul, 346-429.

Kim JS · Choi SH (2011). A study of effects of brand individuality of specialty coffee shops on brand personality. *Korean J of Culinary Res* 17(1):124-141.

Kotler P (2003). Marketing Management (11th ed.). Pearson Education Ptd. Ltd., Delhi, India, 34-45.

Lannon J (1993). Asking the right questions: What do people do with advertising? In DA Aaker & A Biel (Eds.), Brand equity and advertising: 162-176. Lawrence Erlbaum Associates, Hillsdale, NJ.

Lee DH · Chung SH · Choi KH (2011). The impact of perceived organizational support on service quality, customer satisfaction, and customer loyalty in the health care service. *J Ser Management* 12(1): 133-154.

Lee MH (2010) :A study on the effect of airline service quality on value, satisfaction, and loyalty. *J Tourism Management* 25(5):101-122.

Lee YK · Yoon YJ · Kim EJ (2008). Effects of brand personality on Customer's emotion, satisfaction, and loyalty in family restaurant setting: A Comparison of Outback and VIPS. *J Foodservice Management Soc Korea* 11(3): 193-216.

LePla FJ · Parker LM (1999). Integrated Branding: Becoming Brand-driven through Companywide action. Quorum Books, Westport, CT, 23-25.

Lim KJ · Kim YT (2009). A study on the brand personality and brand loyalty with the type of hotel products. *Korean J Hospitality Administration* 18(4):41-57.

Meyer A · Blumelhuber C (2000). Relationship marketing success through investments in services. In T Henning-Thurau & U Hansen (Eds.), Relationship marketing:Gaining competitive advantage through customer satisfaction and customer retention: 3-28. Springer, Berlin New York.

Marconi J (2000). The Brand Marketing Book: Creating, Managing, and Extending the Value of Your Brand. NTC Business Books, Lincolnwood, IL, 17-20.

Morgan RP · Hunt SD (1994). The commitment-trust theory of relationship marketing. *J Marketing*, 58(3):20-38

Noar SM (2003). The role of structural equation modeling in scale development. *Structural Equation Modeling,* 10(4): 622-647.

Oliver RL (1997). Satisfaction: A behavioral perspective on the consumer. McGrwaw-Hill, New York, 1-9.

Oliver RL (1989). Processing of the satisfaction response in consumption: A suggested framework and research propositions. *J Consumer Satisfaction, Dissatisfaction & Complaining*

Behavior, 2(1): 1-16.

Oliver RL (1999). Whence consumer loyalty? *J Marketing* 63(1): 33-44.

O'Shaughnessy J · O'Shaughnessy NJ (2004). Persuasion in Advertising. Routledge, New York, 75-80.

Park SH · Kim TH · Kim JS (2005). A study on the impacts of hotel restaurant brand personality on the quality of the customer-brand relationship and revisit. *J Hospitality Administration* 14(4): 99-115.

Park YB · Ahn DH · Lee SW (2009). A study on the effect of brand personality, relationship quality on the customer satisfaction, loyalty in the food-nd pers industry. *J Foodservice Management Soc Korea* 12(5): 187-204.

Sargeant A · Lee S (2004). Trust and relationship commitment in the United Kingdom voluntary sector: Determinants of donor behavior. *Psychology & Marketin*g 21(8):613-635.

Sirdesmukh D · Singh J · Sabol B (2002). Consumer Trust, value, and loyalty in relational exchange. *J Marketing* 66(1): 15-37.

Sweeney JC · Brandon C (2006). Brand personality: Exploring the potential to move from factor analytical to circumplex models. *Psychology & Marketing* 23(8):639-663.

Temporal P (2001). Branding in Asia: The creation, development and management of Asian brands for the global market. John Wiley & Sons (Asia) Pte Ltd., Singapore. 92-114.

Upshaw LB (1995). Building Brand Equity: A Strategy for Success in a Hostile Market Place. John Wiley & Sons, Inc., New York, 9.

Wee TTT (2004 April). Extending human personality to brands: The stability factor. *J Brand Management* 11(4): 317-330.

Yi YJ · La S (2004). What influences the relationship between customer satisfaction and repurchase intention? *Psychology & Marketing* 21(1): 351-373.