

Measuring The Service Theater Model for Customer Experience of Millennials and Generation Z At Beach Resorts

Dr Aparna Jain¹, Dr. Ram Kishen. Y², Dr. I V Srinivas³, Dr. Chetan Kanjibhai Jiwani⁴, Dr. Amit Naik⁵

¹Associate Professor and HOD Department of Business Studies, Dr. Shantilal K Somaiya School of Commerce and Business Studies, Somaiya vidyavihar University

Email ID: aparna.jain@somaiya.edu

²Professor, K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai-400077,

Email ID: ramki@somaiya.edu

³Associate Professor, L N. Welingkar Institute of Management

Email ID: srinivas.veerabhadra@welingkar.org

⁴Assistant Professor, Dr. Shantilal K. Somaiya School of Commerce and Business Studies, Somaiya Vidyavihar University

Email ID: chetan.kj@somaiya.edu

⁵Assistant Professor, Dr. Shantilal K. Somaiya School of Commerce and Business Studies, Somaiya Vidyavihar University

Email ID: naik.a@somaiya.edu

Cite this paper as: Dr Aparna Jain, Dr. Ram Kishen. Y, Dr. I V Srinivas, Dr. Chetan Kanjibhai Jiwani, Dr. Amit Naik, (2025) Measuring The Service Theater Model for Customer Experience of Millennials and Generation Z At Beach Resorts. *Advances in Consumer Research*, 2 (3), 1068-1084.

KEYWORDS

Millennials, Gen Z, Revisit intention, Customer trust, Service theatre model.

ABSTRACT

The "services theatre model" is used in this study to comprehend customer service experience of millennials and Gen Z at seaside resorts. It is a conceptual structure that uses the three dimensions of actor, performance, and environment to define and analyze services using theatre as a metaphor (Grove et al., 1998). Staff members who collaborate to deliver services are referred to as the actor, the physical settings/environment wherein services are delivered is referred to as the setting. The collection of actions carried out in front of an audience and the evaluation of the service is called performance (Fisk et al., 2004; Grove et al., 1998; Grove & Fisk, 1992).

This research paper investigates how customer service influences the likelihood of millennials' and Gen Z's intention to revisit resorts. The study also investigates the mediating role of factors driving the desire to return. Data for this research was collected from 412 participants, predominantly millennials and Gen Z individuals. This study's findings provide valuable insights into the determinants of customers' intention to revisit resorts. It reveals the associations among physical environment, staff and customer interactions, trust, perceived value, and revisit intention. Additionally, the study underscores the mediating roles of related variables, revealing the intricate dynamics within the hospitality and travel sector. This paper augments theoretical and practical implications to improve customer experience in the travel and hospitality sector and highlights the impact of several aspects that drive customers' intention to revisit the resort. The framework introduced enhances the existing knowledge and serves as a basis for future research and practical applications in this field..

1. INTRODUCTION

The tourism and hotel industries have recently seen tremendous growth potential, especially in emerging markets like India. Academic research is now focusing on customer experience and how it can provide exhilarating services to customers.



Regardless of the importance of this topic, not many studies have been conducted on it. Travel and hospitality are one of the fastest-growing sectors in a developing market. It urges service providers to provide customers with a wonderful and remarkable experience (Ali et al., 2014). In addition, resort hotels are one of several types of visitor attractions with the highest growth (Ali et al., 2016b). Managing the customer is vital in the hospitality industry as the services are perishable. Moreover, delivering a positive customer experience enhances customer happiness and involves cooperation among service industry participants (Ali & Amin, 2014). The hospitality sector provides an abundance of opportunities both for social and physical interactions, which makes it an interesting field for studying customer experience (Cetin & Dinçer, 2014). Several studies have discussed customer experiences in the context of tourism, travel and hotel sectors (Sharma & Rather, 2015; Ali et al., 2018; Quiñones & Rojas, 2023; Trini & Salim, 2018).

The fundamental element of the service experience is an interactive process with several aspects, such as social dimension (interaction with staff, interaction with customer) and physical interfaces. Because of this, consumers are left with distinct memories of their experiences (Tran et al., 2020). An experience pre, post, or during a consumption encounter influences internal customer factors such as cognition and emotion. Enterprises may attempt to affect a customer's perceptions through external influences like interacting with staff or the physical environment (Alnawas & Hemsley-Brown, 2019). When it comes to serving customers and communicating with them, interaction is a crucial aspect of marketing activity (Chan, 2018).

Due to India's excellent tourism potential, the sector has forged ahead to be one among the most essential key economic drivers (Varma et al., 2021). Following the pandemic, domestic visitors are expected to support growth in this sector (IBEF, 2022). Modernization and improvement of technology have greatly boosted hotels and resorts to rise phenomenally (GrowthSource, 2020).

Millennials are perpetually searching for experiences, so they anticipate getting a good experience while visiting the resort (Ramgade & Kumar, 2021). By 2025, Millennials and Gen Z, it is anticipated, would constitute 50% of tourists. In addition, Generation Z has begun to assert its economic and social impact globally. The hotel industry should see the upcoming generations as its most significant assets (Ramgade & Kumar, 2021). Gen Z travelers desire more individualized experiences, unique locations, and greater involvement in local customs. India is seventh among the top 10 unconventional family destinations (Trend Watch, 2017).

This research was done in the hospitality sector (resorts) context. Building a setting that would promote and enhance a sense of happiness and well-being is the core notion behind the resort concept (Gee, 2000). After the pandemic, people are excited to travel to different places and visit different hotels and resorts to cheer themselves up. In order to relax, discover, and get away from their regular activities, many individuals now stay in hotels and resorts in magnificent and distant areas (Yang & Chan, 2010). Getting a better understanding of how millennials' and Gen Z's experiences with the resort's customer service (the "physical environment, social environment") affect their chances of revisiting is the primary purpose of current study. Moreover, location and outlets are two of the most crucial characteristics of hotels (Masa'deh et al., 2019). Based upon that the research questions investigates the following.

RQ1: What are the key components influencing customer service in seaside resorts?

RQ2: What factors mediate the relation between customer service and revisit intention?

This study seeks to contribute to the existing body of knowledge by presenting and empirically testing a comprehensive model that examines various aspects of the service experience in hotels, encompassing both the physical and social environment. Additionally, it delves into the intricate relationships between customer perception of value and trust within this context. To provide a more holistic perspective, this study takes into account both tangible and intangible factors that shape the service experience.

Furthermore, building upon the prior studies (Ali & Omar, 2014; Ali et al., 2016 a; Ali et al., 2018) which have indicated the need for further exploration in the areas of trust, and perceived value, this study bridges this gap by identifying the components and dimensions of the customer service experience specifically in the context of a seaside resort. This study analyzes how these elements collectively influence perceived value and the trust that patrons develop during their resort visit, subsequently impacting their inclination to return. Moreover, our research aims to enhance comprehension regarding the mediating roles played by perceived value and trust in connecting various independent and dependent variables within the hotel service industry. By shedding light on these intricate relationships, we contribute to a more nuanced understanding of the dynamics at play in the service experience. Finally, there are only few credible studies which have been undertaken on the application of the service theatre model in studies relating to the Indian hospitality industry



2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The review of the literature puts forth several components of customer experience. In this study consumer experience is intended to be a multifaceted and varied construct, evolved by various elements like (a) “the physical environment”, (b) “interactions with staff”, and (c) “interactions with other customers” within the tourist resort

2.1 Service Theatre Model

Grove (1998) developed the “Service Theatre Model”. It is a conceptual structure that uses the three dimensions of actor, performance, and environment to define and analyze services using theatre as a metaphor (Grove et al., 1998). Staff members who collaborate to deliver services are referred to as the actor, the physical settings/environment wherein services are delivered is referred to as the setting. The collection of actions carried out in front of an audience and the evaluation of the service is called performance (Fisk et al., 2004; Grove et al., 1998; Grove & Fisk, 1992). An essential first step to achieving service excellence is a thorough knowledge of the nature of services (Grove & Fisk, 2004). The company owns or maintains control over the physical environment. The service theatre's furnishings, decorations, and ambiance are considered the company's “physical environment”. (Grove & Fisk, 1992). Customers are especially influenced by the service theatre's interior design and furnishings. The audience is essential to the process of making decisions. The staff's performance and attitude are essential to the service theatre. Staff members will perform in a way that satisfies the customer's needs during a service engagement with the help of coordination (Awasthi & Shrivastava, 2014).

Grove & Fisk (1992), in their study, outlined the service theatre model from the marketer and customer perspectives, wherein focusing on the dramatic elements of a service delivery process may help the marketer regularly provide higher levels of customer delight. From the perspective of consumer researchers, the idea of service experience as theatre provides a novel way to categorize and evaluate customer service interactions. Few researchers have addressed that marketing products differs from marketing services (Sasser, 1976). Very few previous studies that have been done in the field of Service Theatre Model e.g., Fisk et al., (2004); Ali et al., (2016b); Ali et al., (2015).

2.2 Physical environment

The surroundings in the hospitality and tourism industry can influence whether or not customers consider or ignore (Ali & Omar, 2014) their choice of preferring resort/ hotel. The physical environment is a key differentiator when comparing enterprises and reaching out to customers (Özdemir-Güzel & Zeki Dinçer, 2018). Also, a business owner and marketer can use the physical environment of a hospitality business as a crucial marketing tactic to stand out from rivals (Slack et al., 2021). According to Lee & Jeong (2012), The basic design, layout, aesthetics, ornamentation are all included in the physical environment. The significance of the physical environment while assessing the customer's experience has only been mentioned in a few studies (Ali and Amin, 2014; Ali et al., 2014; Hendriyani, 2018). Moreover, Visitors quickly form opinions about a hotel based on concrete characteristics, which greatly influences their level of trust. Few studies prove that the physical environment directly influences perceived value (Ryani & Soesanto, 2021; Özdemir-Güzel & Zeki Dinçer, 2018; Ali & Amin, 2014; Durna et al., 2015). The below hypotheses were formulated in the light of those studies.

H1 (a): Physical environment significantly influences perceived value.

H1 (b): Physical environment significantly influences trust

2.3 Interaction with customers

Lin, et al. (2020) stated that interaction with other customers is the conversation about knowledge, thoughts, feelings, and emotions between customers, which can play an integral role in consumer's personal experiences and the outcome of those interactions. Customer interactions in service environments are an essential component of the customer experience and a factor determining how motivated and satisfied a consumer feels toward services provided by firms (Yoo et al., 2012). Individuals engage in interaction as a process of communication where they share thoughts, feelings, and facts to help a relationship grow (Wilson, 1976). Therefore, Chan (2018) suggests that resorts offer shared activities so visitors can socialize. According to Davies et al. (1999), positive interactions with other customers can occur even as someone stands in a queue to pay, reinforcing a positive experience that both parties share. In the context of a service, a customer may purposefully gather information from another customer to confirm or deny information offered by the service providers (Yoo et al., 2012).

A few studies states that interaction with customers have significant relationship with perceive value (Ali et al., 2018; Lee et al., 2020). The following hypotheses are stated based on the prior studies.

H2 (a): Interaction with customers significantly influences perceived value.

H2 (b): Interaction with customers significantly influences trust.



2.4 Interaction with staff

When a service organization needs to interact with a consumer, it is usually the staff who do so initially, and they make an effort to continue doing so throughout the customer service encounter (Lemke et al., 2011). The sense of a favourable relationship between a customer and staff is highlighted by a feeling of connectedness between them (Gremler & Gwinner, 2000). Lee et al. (2020) study examined customer and staff relationships that leads to customer satisfaction. Since consumer and service providers are typically present during the service encounter, their engagement has the capability to impact customer's service experience (Ali et al., 2016b). In support, Huang & Xie (2017) discussed in their study that in an environment with frequent contact with service delivery, such as hotels, restaurants, and resorts staff and customer interactions are a continuous process that usually extends throughout the consumer consumption experience. In addition, customers are more inclined to build positive opinions of staff to enable trust-based relations with service organizations if they receive personal care and attention from staff during service encounters (Matute et al., 2018). Increased staff and consumer interaction provide a unique chance to develop positive customer-enterprise associations, which is favourable for establishing beneficial associations between staff and clients (Yim et al., 2008). The level of communication, the hotel's responsiveness, and the general rapport built up during these exchanges all play a part in developing and maintaining trust.

Some studies show that Interaction with the staff is significantly related to perceived value, (Ali et al., 2018; Lee et al., 2020). Whereby the following hypotheses are framed.

H3 (a): Interaction with the staff significantly influences perceived value.

H3 (a): Interaction with the staff significantly influences trust

2.5 Perceived value

Perceived value can be understood as, per Zeithaml (1988, p. 10), "a consumer's overall assessment of the utility of a product (or service) based on perceptions of what was received." In other words, it is the discrepancy between the amount an individual spends for a good or service and the price they would like to pay (Gumussoy & Koseoglu, 2016). Another study states that, the contrast between the price invested and the advantages gained by the customers is termed as perceived value (Zeithaml et al., 2013). The possibility of a customer engaging in positive behaviour is higher when a product or service offers more benefits, increases customer satisfaction (Aulia et al., 2016). Studies on perceived value have drawn much interest because of its significance in service marketing (McDougall & Levesque, 2000; Ge et al., 2021). Perceived value increases trust in Tourism and Hospitality. Perceived value has been seen and analyzed as a reliable construct when determining customer behaviour (Vrontis, et al., 2022). Prior studies highlighted the association between perceived value and trust (Hermanus & Indradewa, 2022; Prameka et al., 2016). Furthermore, customers' preference of place, dining experience, and value that customers perceived are mostly impacted by the physical environment quality and staff service quality (Slack et al., 2021). Moreover, some studies stated that trust and intent to return are impacted by the perceived value of the customer (Cuong, 2020; Helal, 2022). The hypotheses were formulated in the light of previous studies.

H4(a): Perceived value significantly influences trust.

H4(b): Perceived value significantly influences revisit intention.

H4(c): Perceived value plays a mediation role between physical environment and revisit intention.

H4(d): Perceived value plays a mediation role between interaction with customers and the intention to revisit.

H4(e): Perceived value plays a mediation role between interaction with staff and the intention to revisit.

2.6 Customer trust

Trust refers to the customer's capacity to have faith in the potential destination providers to exceed or meet their expectations (Osman, 2013). Customers' opinions towards any service or business are considered to be captivated by their level of trust (Taylor, 2001). Moreover, trust in customers lessens uncertainty. Positive outcomes are substantially influenced by building trust between customers and an enterprise (Mannan et al., 2019). Some studies state that Customer trust influences repurchase intention (Mannan et al., 2019; Abubakar et al., 2017). A consumer that feels confident in the staff member is more likely to be interactive and be loyal to the process (Matute et al., 2018). Previous studies show that trust directly impacts revisit intention. The hypotheses were made with the understandings of previous studies.

H5(a): Customer trust significantly influences revisit intention.

H5(b): Customer Trust plays a mediation role between physical environment and revisit intention.

H5(c): Customer Trust plays a mediation role between interaction with customers and intention to revisit.



H5(d): Customer Trust plays a mediation role between interaction with staff and intention to revisit.

H5(d): Customer Trust plays a mediation role between perceived value and intention to revisit.

2.7 Revisit intention

Visitors frequently return to places they found fascinating or that provided a good experience (Kim et al., 2010) (Khasawneh & Alfandi, 2019). The consumer's intent to go back to the same destination in future is known as their revisit intention (Kusumaningrum et al., 2022). Reliable services encourage consumers to visit again or plan future purchases (Kim & Baker, 2022). Inclination to return is a vital factor to consider for the expansion and sustainability of tourism and hotel firms, according to Thipsingh, et al. (2022). One way of understanding customer behavior is the intention to return to a location they have previously visited and extend positive feedback about it. One example of post-consumption behavior is repeatedly wanting to return to a destination (Cole & Scott, 2004). Repurchase intentions of previously purchased goods or services are another example of a revisit intention (Juliana et al., 2022). If a destination area gives out positive feelings, visitors are more likely to be happy and more inclined to return.

2.8 Sequential mediation of perceived value and trust:

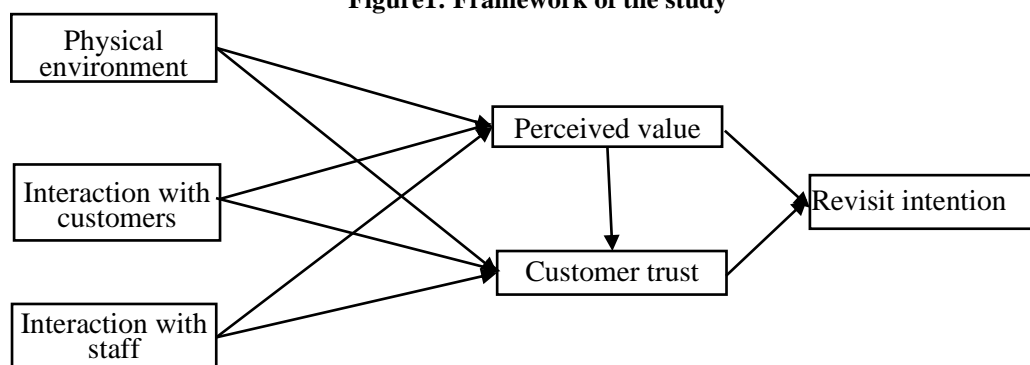
Drawing from the theoretical framework of the service theatre model, we propose that revisit intention is significantly influenced by the physical environment, interactions with staff, and customers, all of which modulate different psychological states. Furthermore, we propose that the physical surroundings and interactions with staff and customers are important in forming a variety of psychological perceptions, particularly perceived value and trust, which in turn encourage revisit intention. Thus, we anticipate that those with higher perceived values which originate from the desire to return will also probably have higher levels of trust. This ultimately leads to an improvement in revisit intention overall. Basing on this the following hypothesis were framed

H6(a) Perceived value and trust sequentially mediate physical environment to revisit intention.

H6(b) Perceived value and trust sequentially mediate interaction with customers to revisit intention.

H6(c) Perceived value and trust sequentially mediate interaction with staff to revisit intention.

Figure1: Framework of the study



3. METHODOLOGY:

3.1 Research instrument

This study utilized a survey questionnaire, the first section of questionnaire includes demographic and other details of the respondents and second part includes eight constructs, namely, physical environment, interaction with customers, interaction with staff, perceived value, customer trust, revisit intention. A five-point scale ranging from “strongly disagree” (1) to “strongly agree” (5) was used to measure the responses. Physical environment was measured using five items adapted from the study of Wu & Liang, (2009); Ali, et al. (2015); Ali et al. (2016); Four items adapted from the study of Wu & Liang, (2009); Ali et al. (2015); Ali et al. (2016) to measured interaction with customers; However, interaction with staff was assessed using four items adapted from the studies of Wu & Liang, (2009); Ali et al. (2015); Ali et al. (2016); Four items adapted from the study of Ali et al. (2013); Waheed & Hassan, (2016) to evaluate Perceived value; Customer trust was assessed using four items adapted from the study Bohdanowicz-Godfrey et al. (2018); Revisit Intention was evaluated using four items adapted from the study of Tosun et al. (2015); Soliman, (2019).



3.2 Sample and Data collection

The sample includes 412 respondents (visitors) who had visited the resorts along the seaside in Visakhapatnam, India. Visitors who fell within the categories of millennials or Generation Z were the respondents in the study. Data was gathered using a convenience and purposive sampling approach by providing a printed and online questionnaire to hotel visitors.

3.3 Analytical method

In this study, the researchers used Smart PLS M3 Version v.3.2.9 to assess the aforementioned hypotheses based on structural equation modelling and mediation analysis. For calculating the path coefficients in structural models, the well-known PLS approach is used (Hair et al., 2013). However, PLS has gained acceptance in marketing research because it can simulate latent elements under non-normality with small to medium-sized sample (Hair et al., 2013)

4. DATA ANALYSIS AND RESULTS

The data was examined using the two-step method (Anderson & Gerbing, 1998). A “confirmatory factor analysis” (CFA) was performed in the initial stage to see whether the measured variables accurately mirrored the anticipated latent variables. Testing both the general model fit and the path coefficients significance were done in the second stage. Additionally, the bootstrapping method (1000 samples) was used to establish the significance levels of the proposed hypothesized link. The relevance of the path coefficients was examined using path analysis to evaluate the general model fit.

4.1 Empirical results and Findings

Table I: Respondents profile

Groups	Variable	Frequency	percentage
Gender	Female	187	45.4
	Male	225	54.6
Age	18-25	167	40.5
	26-32	164	39.8
	33-42	81	19.7
	Bachelor Degree	216	52.4
Education	Master Degree	109	26.5
	PhD	18	4.4
	Others	69	16.7
How many times you've been to a resort in the last 2 years	1	88	21.4
	2-3	156	37.9
	4-5	70	17.0
	6 and above	98	23.8

Table 1 shows 87 female respondents and 225 male respondents. 167 respondents are in the age group of 18 to 25; 164 are in the range of 26 to 32; and 81 were in the range of 33 to 42. Out of 412 responders, 216 hold bachelor's degrees, 109 hold master's degrees, 18 have PhDs, and 69 respondents fall under the category of others. 88 respondents reported having visited the resort once in the previous two years. 156 respondents made two to three visits, 70 respondents made four to five, and 98 respondents made six or more visits.

4.2 Measurement model

The results presented (table 2) indicate the “construct reliability (CR)” and “average variance extracted (AVE)” indices for each construct, which are based on Hair et al. (2010) research. CFA establishes confidence in the measurement model and



to evaluate the validity and reliability of the estimated model presented in Table 2. According to Hair et al. (2011), all CR values were higher above the minimum threshold of 0.70, ranging from 0.893 to 0.946, proving the reliability of all constructs' elements. The AVE values range from 0.626 to 0.815, all greater than 0.50, indicating a good “convergent validity” (Nunnally & Bernstein, 1994).

Table 2: Factor lodgings of model, AVE and CR

Items	constructs	loadings	Cronbach's alpha	CR	AVE
Physical environment (PE)	PE1	0.869	0.850	0.893	0.626
	PE2	0.875			
	PE3	0.864			
	PE4	0.808			
	PE5	0.825			
Interaction with customers (IC)	IC1	0.853	0.877	0.916	0.731
	IC2	0.816			
	IC3	0.848			
	IC4	0.900			
Interaction with staff (IS)	IS1	0.901	0.924	0.946	0.815
	IS2	0.894			
	IS3	0.895			
	IS4	0.921			
Perceived Value (PV)	PV1	0.914	0.905	0.935	0.781
	PV2	0.867			
	PV3	0.852			
	PV4	0.901			
Customer Trust (CT)	T1	0.855	0.899	0.930	0.768
	T2	0.898			
	T3	0.823			
	T4	0.925			
Revisit Intention (RI)	RI1	0.887	0.912	0.938	0.791
	RI2	0.882			
	RI3	0.898			
	RI4	0.890			



We employed the “Heterotrait-Monotrait (HTMT)” criterion (Table-3), which requires that the ratio between the constructs be less than 0.90 and was also achieved in this study (Henseler et al., 2015; Sarstedt et al., 2017) Under the findings shown in Table 3 of the discriminating validity evaluation the model exhibits reasonable discriminant validity.

Table 3: HTMT discriminant validity

	CT	IC	IS	PE	PV	RI
CT						
IC	0.597					
IS	0.757	0.601				
PE	0.510	0.439	0.460			
PV	0.742	0.609	0.789	0.540		
RI	0.554	0.508	0.655	0.763	0.687	

The R2 value measures the performance of the structural model. The R2 number represents the degree to which independent variables impact the dependent variable. R2 of 0.25 or less suggests a minimum effect. R2 values of 0.75 and above indicated a significant or substantial effect, whereas values of 0.50 and above indicated a moderate effect (Hair et al., 2011). The R2 value for this study is PV- 0.576; CT-0.559; RI-0.447.

We used mediation analysis for the analysis Smart PLS (v.3.2.9). The “standardized root means squared residual (SRMR)” and “normed fit index (NFI)” were utilized to measure the goodness of fit (Henseler et al., 2016). The model effectively met the SRMR value of 0.038, fulfilling a predetermined threshold value of 0.08 The model's NFI score of 0.914 was higher (>) 0.90 indicating good fit (Henseler et al., 2016).

4.3 Hypothesis test and results

Table 4: Direct effect results

Hypothesis	Path	Path coefficient	T- value	Decision
H1(a)	PE -> PV	0.167	4.780	Supported
H1(b)	PE -> CT	0.100	2.559	Supported
H2(a)	IC -> PV	0.186	5.179	Supported
H2(b)	IC -> CT	0.145	3.263	Supported
H3(a)	IS -> PV	0.550	15.309	Supported
H3(b)	IS -> CT	0.370	7.731	Supported
H4(a)	PV -> CT	0.277	5.486	Supported
H4(b)	PV -> RI	0.418	8.389	Supported
H5(a)	CT -> RI	0.314	5.803	Supported

4.4 Mediation analysis



Table 5: Mediation effect results

Hypothesis	Path	Path coefficient	T value	Decision
H4(c)	PE -> PV -> RI	0.070	3.686	Supported
H4(d)	IC -> PV -> RI	0.077	4.390	Supported
H4(e)	IS -> PV -> RI	0.230	7.300	Supported
H5(b)	PE -> CT -> RI	0.031	1.941	Not supported
H5(c)	IC -> CT -> RI	0.046	2.977	
H5(d)	IS -> CT -> RI	0.116	4.448	Supported
H5(e)	PV -> CT -> RI	0.087	4.429	Supported
H6(a)	PE -> PV -> CT-> RI	0.014	3.191	Supported
H6(b)	IC -> PV -> CT-> RI	0.016	3.370	Supported
H6(c)	IS -> PV -> CT-> RI	0.048	4.290	Supported

5. DISCUSSION

This study examines the factors influencing resort visitors' intentions to revisit. Three independent variables, two mediating variables, and one dependent variable are the key aspects of the study. With the help of SEM and mediation analysis, the nine hypotheses were examined, depicted in table 4 and 5. The study results support the significance of comprehending how experience affects various factors. It shows (Figure 2) that the statistical test finds that all hypotheses are significant and that all elements are directly or indirectly related to visitors' revisit intentions. Concerning the effects of the independent component determining perceived value, and trust significantly effects intent to return

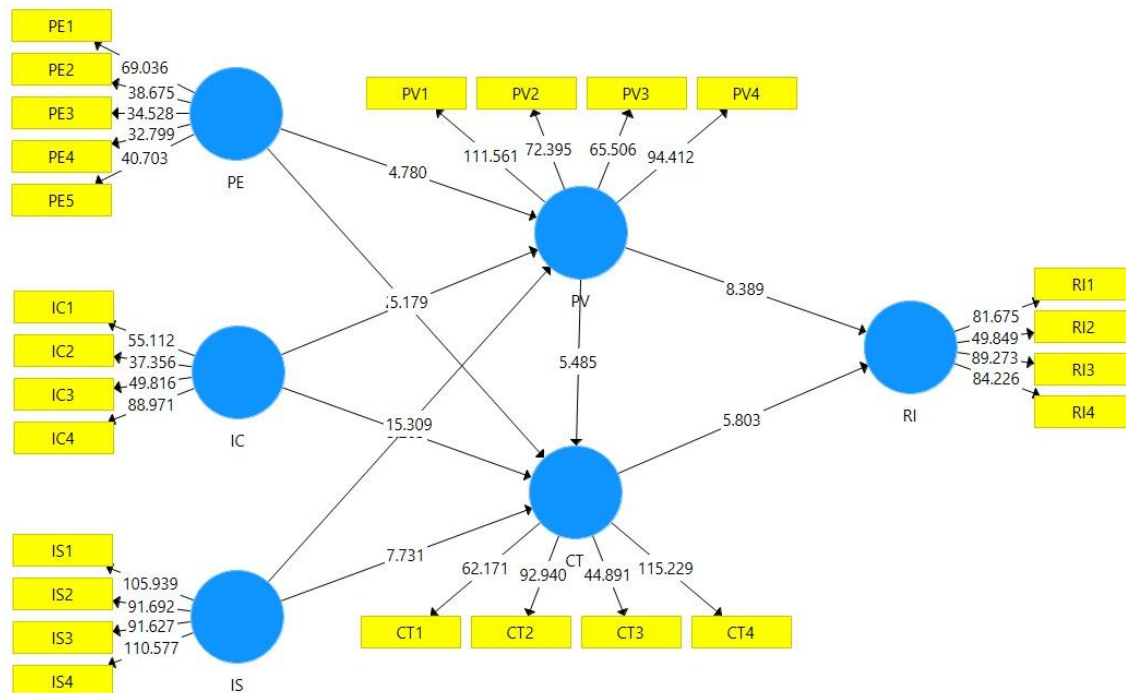


Figure 2: Results of Path diagram

First, the results of physical environment (PE) related to resort shows that it directly relates positively to Perceived value supports previous studies findings (Özdemir-Güzel and Zeki Dinçer, 2018; Ryu et al., 2012; Durna et al., 2015). The physical components, which include the architecture, interior design, cleanliness, and atmosphere, have a big influence on how guests feel about the place as a whole. A clean, attractive physical space improves customer perceptions of comfort, quality of service, and satisfaction. Visitors' decisions to return to a hotel are influenced by their perception that an appealing setting equates to better service quality. These physical characteristics are integral to the overall value offer and have a significant influence on how guests want to see their future visits. Apart from this PE also depicts the direct relation with trust and revisit intention. Similarly, interaction with customers and interaction with the staff has a direct positive relation with perceived value and trust which supports the findings of previous studies (Ali et al., 2018; Ali et al., 2016b). Positive interactions with customer as well as staff members raise the perceived value of services and improve the guest experience. Positive interactions between customers and workers impacts the whole visitor experience and build trust. When staying at a hotel, visitors are likelier to return if they feel appreciated and a part of the community. The hotel's perceived value and ability to build trust are both influenced by this simultaneous focus on staff and customer interactions, which in turn affects guests' intents to return. Additionally, Physical environment, Interaction with customers and staff indirectly boosts revisit intention

Value is considered as a vital element in trust and revisit intention since consumers in the sector of travel and hospitality appreciate the cuisine and the interactions with the staff (Marinkovic et al., 2014). Perceive value is significantly associated to trust and revisit intention. This finding is constant with (Sodawan & Hsu, 2022; Waheed & Hassan, 2016; Cuong, 2020) which emphasize that visitors' perceptions of value has a significant impact on their decision to return, with customer trust acting as a mediating factor. Restaurants can create joyful, pleasant atmosphere that could improve the interaction between customers and staff members (Levy, 2010). In addition, the results of the study show that, in the case of hotels, trust does not significantly mediate the relationship between the physical environment and the intention to return. Rather, depending on the physical surroundings, perceived value emerges as a significant mediator, emphasizing the critical role that visitors' value perceptions play in determining their intention to return. This suggests that guests' evaluations of the value they receive from their total hotel experience are the primary mechanism via which the physical environment influences their intention to return. High value creates a sense of confidence in the hotel's commitment to visitor happiness, which in turn makes guests more likely to think about returning.



When people are pleased with any service or product, it automatically creates trust, encouraging them to revisit the place or recommend it to others. Additionally, this study shows that trust and revisit intention have significant relation, which is in line with Mannan, et al. (2019). Furthermore, trust is a mediating factor between perceived value and revisit intention (Sodawan & Hsu, 2022). When visitors perceive value in the resort services, it will impact customer trust in the place they visit. Finally, revisit intention is considered an essential factor in the hotel industry as it increases the business's goodwill and improves the organization's financial status

6. IMPLICATIONS:

6.1 Theoretical implications

The "services theatre model" is used in this study to comprehend resort services concerning to theatrical performances, where the staff (actors) serves as the individual who provide services to the consumers (audience), in a given environment (setting). The interaction of the actors, audience, and environment settings shapes the customers' total experience. Along with the resort services physical environment should be appealing (Park & Park, 2018). Ryu & Han (2011) stated that the physical settings influence the overall experience of the customer. Another study states interactions with staff and consumers will enhance customer happiness and emotion in addition to the physical setting (Ali et al., 2015). This study emphasizes the Service Theatre Model's constant relevance and applicability, indicating its success in capturing the complex interaction of factors in the context of resort experiences among millennials and Gen Z. This validates the model's usefulness in understanding how customer experience effects behavior, particularly in the context of millennials' and Gen Z's tastes and expectations. Furthermore, the study emphasizes the interlinked nature of Service Theatre Model elements. It demonstrates how the physical environment, interactions with other customers and staff, perceived value, trust, and intention to return are all inextricably linked. This holistic viewpoint is consistent with the Service Theatre Model's emphasis on an integrated and comprehensive approach to comprehending the multidimensional nature of client encounters.

Furthermore, the study digs into mediation mechanisms, especially via the lens of perceived value shedding insight into how multiple elements of the service theatre influence consumer behavior directly or indirectly. This contributes to our understanding of the fundamental processes within the theatre model and how they influence customers' intents. Finally, by emphasizing on the opinions of millennials and Generation Z, the study recognizes the generational perspective. This is especially important given that different generations could have different resort expectations and behaviors. However, Trust is recognized as a critical element influencing revisit intention in this study. Furthermore, it is viewed as a mediating element between perceived value and intent to return. By adapting to the individual interests of various consumer segments, the Service Theatre Model proves its flexibility and practicality.

6.2 Practical implications:

In the context of the hospitality industry, prioritizing investments in the physical environment is crucial to cater to the tastes of millennials and Generation Z. These generations' values align with the contemporary aesthetics and ecological practices. A distinctive experience that appeals to the target audience can be produced by incorporating aspects of regional culture and design. To ensure that hotel employees interact with visitors in a way that promotes inclusivity, it is essential to give them thorough training. Additionally, building trust, and accommodating a range of guest preferences all depend on communication competency and cultural sensitivity training.

It is critical to effectively manage customer emotions in order to minimize bad encounters, particularly when faced with service delays. To minimize unhappiness, empathic communication and proactive problem solving must be prioritized. In order to ensure that solutions meet local expectations and values, it is important to address customer concerns while keeping cultural nuances in mind. Optimizing pricing strategies becomes essential in the cost-conscious market. Offering perceived value through bundled offerings and special discounts is one way to draw in millennials and Generation Z, who value affordability over quality. Economic factors and local purchasing patterns must be thoroughly understood in order to develop effective pricing strategies. In order to satisfy the social demands of millennials and Generation Z, hotels can improve the entire experience by encouraging guest interactions. Creating social areas and events for visitors to interact with one another promotes a feeling of community.

In the ever-changing world of hospitality sector, it is critical for hotels to regularly solicit feedback from guests in order to remain aware of changing expectations. Additionally, by conducting surveys and actively seeking feedback, it is possible to make well-informed improvements to services and amenities, enabling offerings to be precisely customized to meet the needs of the local population. Technological solutions such as smartphone check-ins and personalized digital services are relevant and improve consumer happiness, achieving a user-friendly interface and multilingual assistance is crucial for achieving widespread acceptance and seamless integration of technology-enabled process.



Building trust and promoting repeat visits requires paying attention to internet evaluations and participating in online communities. In the digital age, where having an online presence is crucial, millennials and Generation Z have a positive perception of a hotel when it responds promptly to criticism and remains dedicated to improving. Additionally, offering loyalty plans or invitation-only events to regular customers fosters a feeling of community and boosts client retention.

7. CONCLUSION, LIMITATIONS, AND FUTURE STUDIES

Finally, based on the previous academic contributions, there are enormous differences between generations in how visitors behave while experiencing and revisiting resorts and hotels. As millennials and Generation Z are willing to share their experiences, earning trust is imperative while considering their overall resort experience. This study's results have implications for both theoretical aspects and practical aspects. The research revealed relationships between several factors essential to customers' experiences and their likelihood of returning to the resort. Besides the numerous theoretical and management implications suggested by this study, there are still several limitations, such as geographical location, as it was confined to a particular place in India.

Further research can be done to broaden the study's focus by examining additional variables like Value Co-creation. Besides, this study only considered positive aspects, so future studies can be done on the negative experiences that customers have faced. Future studies could use the above framework to explore a comparative analysis between Gen Y (millennials) and Gen Z.

REFERENCES

- [1] AbdelHamid, D. M. A., & Fawzy, D. S. F. (2023). The Factors That Affect Customers' Revisit Intention of Hotels: An Empirical Study Applied on Saudi Arabia. *Scientific Journal for Financial and Commercial Studies and Researches (SJFCSR)*, 4(1), 337-373.
- [2] Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). eWOM, Revisit Intention, Destination Trust and Gender. *Journal of Hospitality and Tourism Management*, 31, 220-227.
- [3] Ali, F., & Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioral intentions in Chinese resort hotel industry. *Journal of Global Business Advancement*, 7(3), 249-266.
- [4] Ali, F., Amin, M., & Cobanoglu, C. (2016a). An Integrated Model of Service Experience, Emotions, Satisfaction, and Price Acceptance: An Empirical Analysis in the Chinese Hospitality Industry. *Journal of Hospitality Marketing & Management*, 25(4), 449-475.
- [5] Ali, F., Amin, M., & Ryu, K. (2015). The Role of Physical Environment, Price Perceptions, and Consumption Emotions in Developing Customer Satisfaction in Chinese Resort Hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 17(1), 1-27.
- [6] Ali, F., Hussain, K., & Ragavan, N. A. (2014). Memorable Customer Experience: Examining the Effects of Customers Experience on Memories and Loyalty in Malaysian Resort Hotels. *Procedia - Social and Behavioral Sciences*, 144, 273-279.
- [7] Ali, F., Hussain, K., & Ryu, K. (2016b). Resort hotel service performance (RESERVE) – an instrument to measure tourists' perceived service performance of resort hotels. *Journal of Travel & Tourism Marketing*, 34(4), 556-569.
- [8] Ali, F., Kim, W. G., Li, J., & Jeon, H.-M. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing & Management*, 7, 1-11.
- [9] Ali, F., & Omar, R. (2014). Determinants of Customer Experience and Resulting Satisfaction and Revisit Intentions: PLS-SEM Approach towards Malaysian Resort Hotels. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 3(2), 175-193.
- [10] Ali, F., Omar, R., & Amin, M. (2013). An examination of the relationships between physical environment, perceived value, image and behavioural Intentions: A SEM approach towards Malaysian resort hotels. *Journal of Hotel and Tourism Management*, 27(2), 9-26.
- [11] Alnawas, I., & Hemsley-Brown, J. (2019). Market orientation and hotel performance: investigating the role of high-order marketing capabilities. *International Journal of Contemporary Hospitality Management*, 31(4), 1885-1905.
- [12] Anderson, J. C., & Gerbing, D. W. (1998). *Structural Equation Modeling in Practice: A Review and*



Recommended Two-Step Approach. *Psychological Bulletin*, 103(3), 411-423.

- [13] Aulia, S. A., Sukati, I., & Sulaiman, Z. (2016). A Review: Customer Perceived Value and its Dimension. *Asian Journal of Social Sciences and Management Studies*, 3(2), 150-162.
- [14] Awasthi, A. K., & Shrivastava, A. (2014). Services Cape Elements in Leisure Service Settings: A Study of Movie Theatres and Restaurants. *International Journal of Hospitality & Tourism Systems*, 7(1).
- [15] Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The Role of Emotions in Marketing. *Journal of the Academy of Marketing Science*, 27(2), 184-206.
- [16] Bohdanowicz-Godfrey, P., Zientara, P., & Bąk, M. (2018). Towards an accessible hotel: a case study of Scandic. *Current Issues in Tourism*.
- [17] Burns, D. J., & Neisner, L. (2006). Customer satisfaction in a retail setting: The contribution of emotion. *International Journal of Retail & Distribution Management*, 34(1), 49-66.
- [18] Cetin, G., & Dinçer, F. İ. (2014). Influence of customer experience on loyalty and word-of-mouth in hospitality operations. *Anatolia: An International Journal of Tourism and Hospitality Research*, 25(2), 181-194.
- [19] Chan, S. (2018). Factors Affecting Revisit Intention With Customer Satisfaction As a Mediating variable in Eco friendly Resorts. *Jurnal Manajemen dan Inovasi*, 9(1), 1-13.
- [20] Chitthanom, C. (2020). Relationships Among Medical Activity Perceived Functional Values, Satisfaction Trust, and Revisit Intention in Medical Tourism: A Case Study on CLMV Tourists in Thailand. *ABAC Journal*, 40(3).
- [21] Cole, S., & Scott, D. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79-90.
- [22] Cuong, D. T. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intentional Journal of Asian Finance Economics and Business, 7(10), 939-947.
- [23] Davies, B., Baron, S., & Harris, K. (1999). Observable Oral Participation in the Servuction System: Toward a Content and Process Model. *Journal of Business Research*, 44, 47-53.
- [24] Durna, U., Dedeoğlu, B. B., & Dedeoğlu, S. B. (2015). The role of servicescape and image perceptions of customers on behavioral intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748.
- [25] Fisk, R. P., Grove, S. J., & John, J. (2004). *Interactive Services Marketing* (2nd ed.). Boston: Houghton Mifflin.
- [26] Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39-50.
- [27] Gee, C. Y. (2000). *Resort Development and Management* (2nd ed.). Michigan: Educational Institute of the American Hotel & Motel Association.
- [28] Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The Structural Relationship among Perceived Service Quality, Perceived Value, and Customer Satisfaction-Focused on Starbucks Reserve Coffee Shops in Shanghai, China. *Sustainability*, 13(15).
- [29] Gremler, D. D., & Gwinner, K. P. (2000). Customer-Employee Rapport in Service Relationships. *Journal of Service Research*, 3(1), 82-104.
- [30] Grove, S. J., Fisk, R. F., & Dorsch, M. J. (1998). Assessing the Theatrical Components of the Service Encounter: A Cluster Analysis Examination. *The Service Industries Journal*, 185(3), 116-134.
- [31] Grove, S. J., & Fisk, R. P. (1992). The service experience as theater. *Advances in Consumer Research*, 19(1), 455-461.
- [32] Grove, S. J., & Fisk, R. P. (2004). Service theater: An analytical framework for services marketing. In C. H. Lovelock & J. Wirtz (Eds.), *Services Marketing: Text, Cases, and Readings* (5th ed.). Prentice-Hall, Inc.
- [33] GrowthSource. (2020). *Tourism & Hospitality about the sector*. GS Advisors Private Ltd.
- [34] Gumussoy, C. A., & Koseoglu, B. (2016). The Effects of Service Quality, Perceived Value, and Price Fairness on Hotel Customers' Satisfaction and Loyalty. *Journal of Economics, Business and Management*, 4(9), 523-527.



- [35] Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). New York: Pearson.
- [36] Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *The Journal of Marketing Theory and Practice*, 19(2), 139-151.
- [37] Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Editorial - Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1-2), 1-22.
- [38] Han, H., & Ryu, K. (2007). Moderating Role of Personal Characteristics in Forming Restaurant Customers' Behavioral Intentions: An Upscale Restaurant Setting. *Journal of Hospitality & Leisure Marketing*, 15(4), 25-54.
- [39] Helal, M. Y. I. (2022). The role of customer orientation in creating customer value in fast-food restaurants. *Journal of Hospitality and Tourism Insights*.
- [40] Hendriyani, I. G. A. D. (2018). *The Importance of Physical Environment for Guest Satisfaction on Restaurant in Bali*. Atlantis Press.
- [41] Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS Path Modeling in New Technology Research: Updated Guidelines. *Industrial Management & Data Systems*, 116(1), 2-20.
- [42] Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion for Assessing Discriminant Validity in Variance-based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- [43] Hermanus, J., & Indradewa, R. (2022). Perceived Value and Attitude with Trust as Mediating Variable toward Intention to Booking Hotel Online. *American International Journal of Business Management (AIJBM)*, 5(03), 76-83.
- [44] Huang, Q., & Xie, C. (2017). The effect of the interaction between hotel employees and customers on employees' work efficiency and customer satisfaction. *Tourism Tribune*, 32, 66-77.
- [45] IBEF. (2022). *Tourism and Hospitality Industry Report*. Retrieved from <https://www.ibef.org/industry/tourism-hospitality-india>
- [46] Juliana, J., Putri, F. F., Wulandari, N. S., Saripudin, U., & Marlina, R. (2022). Muslim tourist perceived value on revisit intention to Bandung city with customer satisfaction as intervening variables. *Journal of Islamic Marketing*, 13(1), 161-176.
- [47] Khasawneh, M., & Alfandi, A. (2019). Determining behavior intentions from the overall destination image and risk perception. *Tourism and Hospitality Management*, 25(2), 355-375.
- [48] Kim, H.-S., & Shim, J.-H. (2019). The Effects of Quality Factors on Customer Satisfaction, Trust and Behavioral Intention in Chicken Restaurants. *International Journal of Industrial Distribution & Business*, 10(4), 43-56.
- [49] Kim, J.-H., Ritchie, J. R. B., & Tung, V. (2010). The Effect of Memorable Experience on Behavioral Intentions in Tourism: A Structural Equation Modeling Approach. *Tourism Analysis*, 15(6), 637-648.
- [50] Kim, M., & Baker, M. A. (2022). From surviving to co-creating: the effects of the reshaped physical and social servicescape on customer citizenship behavior. *The Service Industries Journal*.
- [51] Kusumaningrum, Y., Sihombing, T., Antonio, F., & Sijabat, R. (2022). The Antecedent of Customer Delight and Customer Loyalty and Their Impact On Revisit Intention (A Study On A Japanese Acupuncture Family Medicine Clinic XYZ, Jakarta). *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(3).
- [52] Lamai, G. H., J. T., Klongthong, W., & Ngamkroekjoti, C. (2020). Critical Factors Influencing Revisit Intention of Large Restaurant Chains in Myanmar. *Journal of Distribution Science*, 18(12), 31-43.
- [53] Lee, J., Lee, H., & Chung, N. (2020). The impact of customers' prior online experience on future hotel usage behavior. *International Journal of Hospitality Management*, 91(2).
- [54] Lee, S., & Jeong, M. (2012). Effects of e-servicescape on consumers' flow experiences. *Journal of Hospitality and Tourism Technology*, 3(1), 47-59.
- [55] Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: an exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 39(6),



846-869.

- [56] Levy, S. E. (2010). The hospitality of the host: A cross-cultural examination of managerially facilitated consumer-to-consumer interactions. *International Journal of Hospitality Management*, 29, 319-327.
- [57] Li, S. (2020). The impact of service quality, self-service technology, and the corporate image on customer satisfaction and customer revisit intention among luxury hotels in Kuala Lumpur, Malaysia. *International Journal of Services Economics and Management*, 11(1), 48-70.
- [58] Lin, H., Gursoy, D., & Zhang, M. (2020). Impact of customer-to-customer interactions on overall service experience: A social servicescape perspective. *International Journal of Hospitality Management*, 87.
- [59] Loureiro, S. M. C., & Kastenholz, E. (2011). Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal. *International Journal of Hospitality Management*, 30(3), 575-583.
- [60] Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922-947.
- [61] Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D., & Bjelic, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence & Planning*, 32(3), 311-327.
- [62] Nugroho, I., Hanafie, R., Rahayu, Y., Sudiyono, Suprihana, Yuniar, H., Azizah, R., & Hasanah, R. (2021). Sustainable Hospitality and Revisit Intention in Tourism Services. *Journal of Physics: Conference Series*.
- [63] Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). New York: McGraw-Hill.
- [64] Osman, Z. (2013). An Empirical Study of Direct Relationship of Service Quality, Customer Satisfaction and Customer Trust on Customer Loyalty in Malaysian Rural Tourism. *Journal of Tourism, Hospitality & Culinary Arts*, 5(1).
- [65] Özdemir-Güzel, S., & Zeki Dinçer, M. (2018). The Effect of Restaurant's Physical Environment on Perceived Value, Customer Satisfaction and Loyalty: Case of Istanbul. *Journal of Tourism and Gastronomy Studies*, 6(4), 626-643.
- [66] Park, K., & Park, J.-W. (2018). The effects of the servicescape of airport transfer amenities on the behavioral intentions of transfer passengers: A case study on Incheon International Airport. *Journal of Air Transport Management*, 72, 68-76.
- [67] Prameka, A. S., Do, B. R., & Rofiq, A. (2017). How brand trust is influenced by perceived value and service quality: mediated by hotel customer satisfaction. *APMBA (Asia Pacific Management and Business Application)*, 5(2), 73-88.
- [68] Quiñones, D., & Rojas, L. (2023). Understanding the customer experience in human-computer interaction: a systematic literature review. *PeerJ Computer Science*.
- [69] Ramgade, A., & Kumar, A. (2021). Changing Trends Of Hospitality Industry: Emergence Of Millennials And Gen Z As Future Customers And Their Influence On The Hospitality Industry. *Vidyabharati International Interdisciplinary Research Journal*, 12(1), 336-342.
- [70] Ryani, L. S., & Soesanto, D. H. (2021). Factors affecting Revisit Intention Through Customer Satisfaction In Theme Park. *International Journal of Economics, Business and Accounting Research*, 5(2), 332-341.
- [71] Ryu, K., & Han, H. (2011). New or repeat customers: How does the physical environment influence their restaurant experience? *International Journal of Hospitality Management*, 30(3), 599-611.
- [72] Sánchez, J., Callarisa, L., Rodríguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 394-409.
- [73] Sarstedt, M., Ringle, C. M., & Hair, J. (2017). *Handbook of Market Research*. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), *Partial Least Squares Structural Equation Modeling*. Springer.
- [74] Sasser, W. E. (1976). Match Supply and Demand in Service Industries. *Harvard Business Review*, 54, 133-140.
- [75] Sharma, J., & Rather, R. A. (2015). Understanding the customer experience: An exploratory study of "A" category hotels. *International Journal on Customer Relations*, 3(2), 21-31.
- [76] Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324-1344.



- [77] Sodawan, A., & Hsu, R. L.-W. (2022). Halal-Friendly Attributes and Muslims' Visit Intention: Exploring the Roles of Perceived Value and Destination Trust. *Sustainability*, 14(19).
- [78] Soliman, M. (2019). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 524-549.
- [79] Sukhu, A., Choi, H., Bujisic, M., & Bilgihan, A. (2019). Satisfaction and positive emotions: A comparison of the influence of hotel guests' beliefs and attitudes on their satisfaction and emotions. *International Journal of Hospitality Management*, 77, 51-63.
- [80] Tan, K. H., Goh, Y. N., & Lim, C. N. (2022). Linking customer positive emotions and revisit intention in the ethnic restaurant: A Stimulus Integrative Model. *Journal of Quality Assurance in Hospitality & Tourism*, 1-30.
- [81] Taylor, S. A. (2001). Assessing the Use of Regression Analysis in Examining Service Recovery in the Insurance Industry: Relating Service Quality, Customer Satisfaction, and Customer Trust. *Journal of Insurance Issues*, 24(1/2), 30-57.
- [82] Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., Naruetharadhol, P., & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, 8(1).
- [83] Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing and Management*, 4(4), 222-234.
- [84] Tran, Q. X., Dang, M. V., & Tournois, N. (2020). The role of servicescape and social interaction toward customer service experience in coffee stores: The case of Vietnam. *International Journal of Culture, Tourism and Hospitality Research*, 14(4), 619-637.
- [85] Trend Watch. (2017). Generation Z: The new destination deciders. [Online] Available at: http://www.travelagentmagazinedigital.com/publication/frame.php?i=403417&p=&pn=&ver=html5&view=articleBrowser&article_id=2769308 [Accessed 12-9-2023].
- [86] Trini, D., & Salim, M. N. (2018). Customer Experience Marketing (CEM), Customer Satisfaction and Customer Trust Affects Customer Loyalty: A Study on Star Hotels in Jakarta Province. *Business Management and Strategy*, 9(2), 100-116.
- [87] Varma, A. J., Ranjith, P. V., & Ashwini, J. (2021). An Empirical Study of Hospitality Industry with respect to Effect of Customer Experience on Customers Revisit Intention. *Academy of Strategic Management Journal*, 20(6).
- [88] Vigol, V., Bonfanti, A., Sallaku, R., & Douglas, J. (2020). The effect of signage and emotions on satisfaction with the servicescape: An empirical investigation in a healthcare service setting. *Psychology & Marketing*, 37(3), 408-417.
- [89] Vrontis, D., Massoud, M., Dennaoui, H., & Nemar, S. E. (2022). The impact of e-service on hotels' booking: adjusted TAM framework for customers' intentions to book hotels online. *Global Business and Economics Review*, 26(3), 285-313.
- [90] Wang, K., Ma, M., & Yu, J. (2021). Understanding the perceived satisfaction and revisiting intentions of lodgers in a restricted service scenario: evidence from the hotel industry in quarantine. *Service Business*, 15, 335-368.
- [91] Wilson, D. T. (1976). Dyadic Interaction: an Exchange Process. *Advances in Consumer Research*, 3, 394-397.
- [92] Yang, Y., & Chan, A. (2010). A hierarchical approach to measure service performance in the resort hotel's service encounters. *Journal of Tourism, Hospitality & Culinary Arts*.
- [93] Yim, C. K. (Bennett), Tse, D. K., & Chan, K. W. (2008). Strengthening Customer Loyalty through Intimacy and Passion: Roles of Customer-Firm Affection and Customer-Staff Relations in Services. *Journal of Marketing Research*, 45(6), 741-756.
- [94] Yoo, J. (Jay), Arnold, T. J., & Frankwick, G. L. (2012). Effects of positive customer-to-customer service interaction. *Journal of Business Research*, 65(9), 1313-1320.
- [95] Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and



Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.

- [96] Zeithaml, V., Bitner, M., & Gremler, D. (2013). *Services Marketing: Integrating Customer Focus Across the Firm* (6th ed.). New York, NY: McGraw-Hill.

fffff