

Structural Examination of Hedonic and Functional Satisfaction in Hotels: The Role of Aesthetics, Uniqueness, Haptics, and Social Media Reputation

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Abstract

Consumers' preferences for visually immersive, shareable experiences are increasingly shaping the hospitality industry, especially in Instagrammable hotels. This study examines how visual aesthetics, haptic sensations, and social media reputation influence revisit intention through the sequential mediating roles of hedonic and functional satisfaction. Based on the Hedonic Motivation Theory, this study uses Partial Least Squares Structural Equation Modelling (SEM-PLS) to analyse data from 351 Indonesian hotel guests staying in Instagrammable hotels. The results reveal that hedonic and functional satisfaction significantly mediate the effects of sensory and social media factors on revisit intention. Notably, social media reputation emerged as the most potent predictor, highlighting the critical role of digital impressions in shaping guest loyalty. From a managerial perspective, the findings suggest that hotel operators should invest in appealing design elements and tactile experiences and maintain consistency between online branding and on-site delivery to enhance guest satisfaction. This study contributes to the tourism literature by proposing and validating a dual-layered mediation model that demonstrates how emotional engagement transitions into practical evaluation and ultimately shapes revisit intentions in visually oriented hospitality settings. It also provides actionable strategies to enhance the aesthetic and functional aspects of hotel service design.

Key Words: hotel aesthetics; functional satisfaction; hedonic satisfaction; Instagrammable hotels; social media reputation

JEL Classification: M31; D12; Z33

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1. Introduction

In the era of experience-driven hospitality, creating memorable guest encounters is no longer just a matter of comfort or service quality - it increasingly depends on how well hotels can engage guests' senses and emotions. The hospitality industry is witnessing a shift in what defines guest satisfaction, especially in design-forward accommodations such as Instagrammable hotels, where visual storytelling and shareable aesthetics are central to their appeal. Contemporary research acknowledges that satisfaction arises from two converging dimensions: the sensory experiences that trigger emotional pleasure and the functional elements that ensure practicality and reliability (Bogicevic et al., 2018; Parasuraman et al., 1988). Anchored in this dual framework, the Hedonic Motivation Theory (Babin et al., 1994) offers a robust lens to understand how aesthetically stimulating environments foster enduring psychological

engagement. However, for a sensory appeal to yield sustained evaluative and behavioral outcomes, it must be underpinned by operational efficacy—a critical interplay that remains underexplored in the extant literature on sequential mediation.

Due to their visually captivating aesthetics, Instagrammable hotels attract millennial and Gen Z travelers who prioritize visually appealing environments suitable for social media engagement (Silva et al., 2024; Youssofi, 2023). While such design-centric properties excel at generating initial excitement, they are also subject to heightened scrutiny when functional aspects—such as room quality, service efficiency, or comfort—fall short of expectations. In light of this, the present study poses a critical question: What role do emotionally engaging and functionally reliable experiences play in shaping guest satisfaction and fostering long-term loyalty? More specifically, what role does sequential mediation—where hedonic satisfaction precedes and enhances functional satisfaction—play in shaping revisit intentions?

Although numerous studies have investigated individual antecedents of satisfaction or loyalty, little is known about the cumulative and ordered effects of hedonic and functional satisfaction, especially when visual aesthetics, haptic design, and online reputation are considered. This gap is particularly relevant in the hospitality segment, where brand positioning relies heavily on visual identity and social media engagement. Platforms like Instagram, TripAdvisor, and TikTok have amplified expectations, turning aesthetic allure into a promise of experience, which must then be validated by real-world delivery (J. Kim & Kang, 2022; Sánchez-Casado et al., 2019). The present study addresses this theoretical and empirical void by proposing and testing a model in which hedonic and functional satisfaction sequentially mediate the relationships between key experiential antecedents (visual aesthetics, tactile sensations, and social media reputation) and guest outcomes (total satisfaction and revisit intention).

This study seeks to answer the central research question: How do visual, tactile, and digital experiences jointly influence hotel revisit intention, and what is the sequential role of hedonic and functional satisfaction in this process? To address this, the study sets out to (1) investigate the direct effects of sensory and online experience factors on hedonic and functional satisfaction, (2) examine the individual and sequential mediating roles of hedonic and functional satisfaction on guest loyalty, and (3) evaluate the distinct contribution of social media reputation in shaping perceived satisfaction and intention to return. By articulating these pathways, this research contributes both theoretically and practically. It extends the Hedonic Motivation Theory into a dual-mediation framework, capturing the flow from emotional excitement to practical judgment in hospitality experiences. Practically, it offers hotel managers guidance on integrating immersive design with reliable service to sustain both short-term delight and long-term loyalty in an increasingly competitive and aesthetic-centric marketplace.

This study provides practical insights for the Indonesian and global hotel industries, especially as visually oriented hospitality experiences emerge as significant competitive differentiators. The findings highlight the necessity of aligning aesthetic appeal with consistent service performance in light of Indonesia's expanding domestic tourism and the trend of Instagrammable hotels among younger passengers. Hotel operators are urged to invest in design and operational consistency—ensuring that branding, guest experience, and service delivery are harmonized. By perceiving the guest journey as a cohesive experience—from digital interactions to emotional connections and operational dependability—hotels can cultivate trust, improve satisfaction, and establish enduring loyalty. These lessons apply to worldwide markets, where the integration of visual storytelling and guest expectations is transforming hospitality standards.

2. Literature review

2.1 Hotel Visual Aesthetics: Creating Immersive and Memorable Experiences

The visual presentation of a hotel in modern hospitality has influenced guest perceptions and emotional reactions. Aesthetic elements, including artistic décor, color palettes, illumination, and spatial configuration, significantly influence instant emotional responses, enriching the guest experience (El-Adly et al., 2024; Qudratullah et al., 2023). This is especially prominent in Instagrammable hotels, where visual aesthetics and tactile allure are intentionally crafted to entice experience-seeking tourists (Mbatha, 2024). Hedonic Motivation Theory (Babin et al., 1994) posits that sensory-stimulating surroundings enhance emotional sensitivity, promote pleasure-seeking behavior, and reinforce psychological connection to the environment. These sensory experiences, consequently, produce contentment, which serves as a crucial precursor to guest loyalty.

The shift from hedonic to functional happiness indicates a more profound evaluation process wherein guests appraise the intrinsic value of their encounter. Aesthetic appeal initially attracts attention and fosters emotional engagement; however, enduring satisfaction relies on the environment's practical attributes, including ergonomic comfort, sufficient storage, effective lighting, spatial organization, and usability (Pedro et al., 2024; Souki et al., 2023; Xu et al., 2022). This sequential progression highlights the cognitive-affective process by which emotional arousal prompts guests to evaluate whether the encounter meets their expectations and requirements. Despite a room's great visual appeal, deficiencies in utility or comfort—such as inadequate lighting or a disordered layout—can diminish overall happiness. Thus, emotional satisfaction may act as the initial catalyst, while the cognitive evaluation of functional adequacy dictates enduring fulfillment. This interaction underscores the need to create hospitality environments that harmonize sensory engagement with functional efficiency.

Integrating hedonic and functional factors is crucial in influencing visitor satisfaction and the intention to revisit. Empirical research indicates that guests exhibit increased pleasure when a hotel's design and ambiance align with their emotional expectations (Gaturu et al., 2022; Guo et al., 2022). The first appeal of visual aesthetics, coupled with emotional engagement and functional dependability, considerably enhances the probability of visitor loyalty and return visits (Souki et al., 2023; Wu et al., 2022). This sequential process indicates that tourists are initially attracted by the hotel's aesthetic allure, subsequently pleased by the pleasurable experience, and ultimately comforted by the environment's practicality—resulting in profound and lasting satisfaction. Thus, optimal emotional engagement and functional value integration become a strategic necessity for hotels seeking to foster visitor loyalty and enduring brand allegiance (Akinyemi et al., 2024; Chaulagain, 2024).

Hypotheses:

H1. Hotel visual aesthetics positively affect hedonic satisfaction, subsequently influencing functional and total satisfaction.

H2. Hotel visual aesthetics positively influence revisit intention through the sequential mediation of hedonic and functional satisfaction.

H3. Hotel visual aesthetics indirectly affect revisit intention through a triple mediation of hedonic, functional, and total satisfaction.

2.2 Haptic Sensation: A Multi-Sensory Gateway to Satisfaction

Hotel guests' experiential responses were notably shaped by haptic stimuli, encompassing soft bedding materials, textured furnishings, and high-quality surface finishes. Research highlights that tactile experiences enrich the affective component of guest satisfaction, particularly in boutique or Instagrammable hotels where guests seek comfort and indulgence alongside visual appeal (Gaturu et al., 2022; Park et al., 2024). These tactile engagements trigger hedonic satisfaction—emotional gratification derived from sensory pleasure—which forms the initial evaluative response to the physical environment. Although visual design attracts attention, the haptic layer often provides depth and reinforces a sense of relaxation and psychological well-being (El-Adly et al., 2024).

Nonetheless, sustaining guest satisfaction requires an initial emotional connection through tactile engagement and the dependable functional performance of those elements. Guests frequently reassess their experience with furniture based on perceived durability, cleanliness, and ergonomic comfort, particularly when seated or moving through the space. While a soft and inviting bed may elicit immediate hedonic pleasure, its long-term value lies in its ability to provide physical support and maintain hygienic standards—thus, functional satisfaction emerges as a consequence of initial emotional gratification (Öztürk et al., 2023; Vives & Ostrovskaya, 2023). This progression illustrates how hedonic responses facilitate deeper cognitive evaluations of utility and benefit. Understanding this evaluative sequence is essential for unpacking how hospitality experiences are processed effectively and cognitively over time (Tian & Liu, 2024).

The interaction between hedonic enjoyment and functional utility influences guest satisfaction and the propensity to revisit. When guests attain emotional satisfaction and physical comfort, they are more inclined to trust the brand, feel assured in their choices, and cultivate greater loyalty towards the service provider (Dianawati et al., 2024; Hakim et al., 2023; E. L. Kim & Tanford, 2022). In haptic encounters, this process generally occurs sequentially—initiating an emotional reaction to the hotel's atmosphere, progressing to a cognitive evaluation of its utility, and concluding with a sense of satisfaction that strengthens the desire to revisit. Tactile engagement must be strategically combined with operational excellence to guarantee consistent guest pleasure and promote repeat patronage (Arzaghi et al., 2022; Sharma & Bhat, 2022; Sthapit et al., 2024). Hospitality settings that effectively integrate sensory appeal with functionality are likelier to distinguish themselves in a competitive market and foster lasting visitor loyalty.

H4. Haptic sensation positively affects hedonic satisfaction, enhancing functional and total satisfaction.

H5. Haptic sensation positively influences revisit intention via hedonic and functional satisfaction mediating roles.

H6. Haptic sensation affects revisit intention through a sequential mediation involving hedonic, functional, and total satisfaction.

2.3 Social Media Reputation: Bridging Online Impressions and On-Site Experiences

During the digital era in hospitality, social media reputation (SMR) strongly impacts guests' opinions and interactions with the business. Instagram and TripAdvisor let hotels publish their images and ratings, shaping guest views and leading to their visit and how much they enjoy their stay. According to research, looking at unique and professionally made hotel presentations can make a person more eager and satisfied before being there (Alfarisyi & Ferdian, 2023; Pai et al., 2024). This emotional priming follows the positive excitement, status, and luxury guests enjoy because of what they observe online (Gaturu et al., 2022; Shahid et al., 2022). For Instagrammable hotels, these enhanced expectations by social media are important in driving people's desire and involvement.

However, hedonic satisfaction derived from social media cues must be supported by functional excellence during the actual stay to sustain overall satisfaction. Guests expect consistency between the online presentation and the real-world experience; any mismatch between perceived and delivered quality may lead to dissonance and dissatisfaction (Chuang et al., 2024; Pozo et al., 2024; Selamat et al., 2023). When operational realities such as cleanliness, responsiveness, or room quality meet or exceed the expectations formed through social media, guests experience functional satisfaction, validating their initial emotional engagement (Marandi et al., 2023). This highlights a sequential mediation model, where hedonic satisfaction facilitates functional evaluation, reflecting the evolving cognitive-emotional appraisal that guests develop throughout their hotel stay (An & Öztürk, 2022).

Research indicates that guests who perceive alignment between emotional expectations and operational results are likelier to express higher satisfaction and exhibit loyalty (Esawe et al., 2023; Vikash et al., 2022). The intention to revisit is primarily influenced by guests' trust in the congruence of emotions conveyed digitally—especially on social media—and the actual on-site experience. The Service-

Marketing-Reputation (SMR) mechanism initially affects hedonic satisfaction, which then influences functional satisfaction; together, these elements form the basis of overall satisfaction and enduring behavioral outcomes (Kokkhangplu et al., 2023; Saputra et al., 2023). This cohesive pathway allows hotels to strategically ensure that the experiential promises communicated through digital channels are consistently fulfilled in physical service interactions—thereby bolstering brand credibility and improving guest retention (Lončar & Čerović, 2023; Saribaş et al., 2024).

Hypotheses:

H7. Social media reputation positively affects hedonic satisfaction, enhancing functional and total satisfaction.

H8. Social media reputation positively influences revisit intention through hedonic and functional satisfaction mediating effects.

H9. Social media reputation indirectly influences revisit intention through the sequential mediation of hedonic, functional, and total satisfaction.

2.4 The Uniqueness of Hotel Concept: Differentiating Through Creativity

In today's experience-driven hospitality landscape, hotels with distinctive themes—from cultural storytelling to architectural innovation—capture attention and spark curiosity among travelers seeking authenticity and escapism (Pirogova et al., 2023). These unique thematic elements stimulate hedonic satisfaction, as guests derive emotional pleasure from immersive environments that align with their desire for stimulation, inspiration, or luxury (Fauzi et al., 2022; Singh, 2024). Boutique and concept hotels increasingly rely on this differentiation to foster a strong emotional bond and brand identity, especially among millennial and Gen Z travelers seeking Instagrammable experiences (Ragab et al., 2023).

Nevertheless, hedonic satisfaction derived from conceptual uniqueness must be reinforced by the functional reliability of the experience. Guests often shift from affective excitement to evaluating the practicality of the hotel's design and service delivery. If distinctive design elements, such as open-concept bathrooms or elevated beds, fall short in comfort, cleanliness, or convenience, emotional gratification may erode rapidly (Arsenal et al., 2022; Damaianti, 2023). The literature highlights the necessity of ensuring that design creativity is accompanied by ergonomic, user-friendly, and operationally sound features to maintain satisfaction throughout the stay (Jefferies et al., 2023). This illustrates a sequential mediation pathway, where functional satisfaction is shaped by earlier hedonic responses, emphasizing that uniqueness must transcend aesthetic novelty and deliver practical value.

Combining hedonic and functional satisfaction significantly impacts total satisfaction and revisit intention. Guests are likelier to return to hotels that evoke positive emotions through uniqueness and consistently deliver comfort and functionality (Chen & Capener, 2025; Liyanaarachchi et al., 2023). When these dimensions align, the result is a deeply satisfying experience that strengthens loyalty and brand preference (Dimanche & Lo, 2022). A distinctive and conceptually unique hotel offering contributes to guest satisfaction through multiple evaluative stages—beginning with affective appreciation, followed by functional assessment, and ultimately culminating in heightened overall satisfaction and increased intention to revisit (Suksutdhi & Boonyanmethaporn, 2022; Szczepańska-Woszczyńska et al., 2024; Zhou et al., 2024). The connection between creative design and daily service quality highlights the necessity for hospitality providers to offer experiences that are both innovative and engaging, as well as environmentally friendly and operationally efficient.

Hypotheses:

H10. A unique hotel concept positively influences hedonic satisfaction, enhancing functional and total satisfaction.

H11. A unique hotel concept positively affects revisit intention through the mediating roles of hedonic and functional satisfaction.

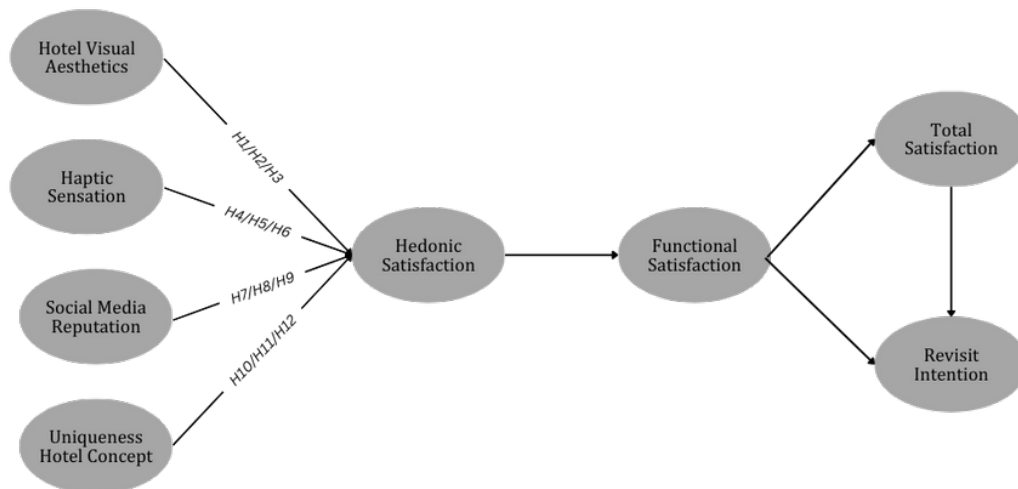
H12. A unique hotel concept indirectly influences revisit intention through a sequential mediation involving hedonic, functional, and total satisfaction.

2.5 Theoretical Foundation and Conceptual Model

This research is based on Hedonic Motivation Theory (HMT) (Babin et al., 1994), which asserts that consumers enjoy stimuli that elicit emotional and sensory reactions. In the realm of hospitality, especially in Instagrammable hotels, visual aesthetics, tactile elements, and ambient design together evoke positive emotional responses, resulting in increased guest satisfaction, involvement, and enthusiasm (El-Adly et al., 2024; Souki et al., 2023). These hedonic stimuli are immediate attractors in design-oriented features that prioritize visual and social appeal (Ogunnaiké et al., 2022). They demonstrate how environmental stimuli and design components can mold emotional reactions, affecting enduring contentment and allegiance.

Although initial emotional attachment may stem from the visual and atmospheric allure of a hotel's architecture, enduring guest pleasure is more profoundly affected by cleanliness, comfort, functionality, and operational efficiency. Emotional responses generally precede cognitive assessments of the overall experience. When the hedonic allure of a hotel corresponds with its functional efficacy, guests are more inclined to attain an enhanced sense of satisfaction, affirming their original emotional responses (Gaturu et al., 2022; Preziosi et al., 2022). In experience-focused hospitality environments, failing to exceed service standards can undermine the perceived quality of care and lessen the hedonic value of the encounter. Consequently, a sequential mediation approach is suitable for examining the evolution of functional and overall satisfaction and their relationship with revisit intention.

Figure 1. **Proposed Model**



Source: Research data, 2024

This study, based on the cognitive-affective–consummatory framework, asserts that guest behavior is influenced by a sequential process wherein emotional responses are initially triggered, succeeded by cognitive assessments that determine final behavioral outcomes (Lena & Lusianawati, 2024; Pedro et al., 2024). When applied to hospitality, this concept posits that emotional happiness (hedonic) originates in the visitor experience, which subsequently informs more reflective evaluations of service functionality, ultimately resulting in overall satisfaction and future behavioral intentions. This theoretical framework endorses the suggested sequential mediation pathways, wherein hotel stimuli influence revisit intention via hierarchical affective and cognitive assessments. This study integrates HMT and experience consumption theory, enhancing hospitality literature by demonstrating how the hedonic-functional continuum serves as a mechanism for fostering guest loyalty in visually rich, digitally mediated hotel settings (Adiwijaya & Nurmala, 2023; Chang & Lin, 2024; Szczepańska-Woszczyńska et al., 2024).

3. Methods

This research utilized a quantitative design employing Structural Equation Modeling-Partial Least Squares (SEM-PLS) to investigate the proposed sequential mediation model. The sample consisted of 351 respondents, all of whom had stayed in at least one Instagrammable hotel in Indonesia within the preceding two years, with an average of 2.3 stays per respondent. This inclusion criterion guaranteed pertinent exposure to aesthetically focused hospitality settings. Respondents were recruited using purposive sampling via online distribution across targeted social media communities, such as Instagram, Facebook travel groups, and TikTok travel content channels, to ensure contextual relevance to the study's theme.

Respondents completed an online questionnaire using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The survey was designed to ensure anonymity and confidentiality, employing neutrally worded items and avoiding leading statements to mitigate the risk of social desirability bias. Nevertheless, the potential for inflated satisfaction reporting is acknowledged as a methodological limitation. Although the sample-to-indicator ratio (~10:1) meets the recommended threshold for structural equation modeling, concerns regarding model overfitting remain valid and were addressed through rigorous reliability and validity assessments.

Measurement items were adapted from previously validated scales to ensure content validity and conceptual alignment with the constructs under investigation. Hotel Visual Aesthetics (HVA) was assessed through indicators related to thematic décor, lighting quality, and spatial harmony, supported by prior research highlighting their role in enhancing sensory pleasure and guest satisfaction (Babin et al., 1994; Gavilan & A. Al-shboul, 2023; Güzel & Dortyol, 2016). Haptic Sensations (HS) focus on the tactile qualities of hotel materials, including texture, softness, and surface finish, which have been empirically shown to influence emotional gratification and sensory appeal (Lv et al., 2020; Sarıbaş et al., 2024; Wirakusuma et al., 2021). The construct Uniqueness of Hotel Concept (UHC) was operationalized based on literature examining the appeal of creative, theme-based hotels, particularly among younger demographics seeking novelty and originality in their travel experiences (El-Adly et al., 2024; M. Kim et al., 2020; Richards, 2020).

Social Media Reputation (SMR) was assessed utilizing elements derived from research highlighting the substantial impact of online reviews and digital content on guest expectations and trust development (Gupta, 2019; W. G. Kim & Park, 2017; Susanto et al., 2024). Functional Satisfaction (FS) evaluated the perceived dependability and usefulness of hotel services and amenities based on conceptual frameworks from SERVQUAL and other service quality models (Amar et al., 2021; Manthiou et al., 2015; Parasuraman et al., 1988). Hedonic Satisfaction (HSAT) encompasses emotional and sensory pleasure experienced during the stay, adhering to frameworks that associate sensory engagement with affective participation (Babin et al., 1994; Cheng & Marzuki, 2023; Lin, 2023). Total Satisfaction (TS) is a comprehensive evaluation of all experiential dimensions, aligning with holistic assessment methodologies in hospitality research (Šerić, 2018; Touni et al., 2019; Yang, 2023). Revisit Intention (RI) was defined using measures that assess guest loyalty and the intention to return, corroborated by previous research on memorable experiences and satisfaction-driven loyalty (Alfakhri et al., 2018; Jayasinghe & Weerasekara, 2021; Pérez-Aranda et al., 2019).

Data analysis was performed utilizing SmartPLS 3.0, which was selected for its efficacy in estimating intricate route models and its appropriateness for research involving small to medium sample sizes. Ethical principles were rigorously upheld, encompassing the provision of informed consent, voluntary participation, and the complete confidentiality of respondent data.

4. Results

4.1 Respondent Profile

The research collected data from 351 participants who had lodged at Instagrammable hotels within the preceding two years. The gender distribution was fairly balanced, with slightly more male respondents (52.1%) than female (47.9%). Age-wise, a significant portion (43.9%) were between 28–43 years, followed by younger travelers (<27 years, 30.2%) and older demographics (44–59 years, 21.4%; 60–78 years, 4.6%). Educationally, over half (51.9%) held a bachelor's degree, while others had a high school diploma (19.1%), an associate degree (16.5%), postgraduate education (10.8%), or professional certifications (1.7%). In terms of occupation, the largest group consisted of private-sector employees (38.2%), followed by entrepreneurs (22.2%), government employees (15.7%), students (15.1%), retirees (6.6%), and others (2.3%). Monthly income varied, with the majority earning Rp. 5–10 million (42.5%), followed by <Rp. 5 million (28.5%), Rp. 10–20 million (19.4%), and >Rp. 20 million (6.8%).

Behaviorally, respondents were frequent hotel-goers, with 45.0% reporting 3–5 stays in the past year, followed by 1–2 stays (34.5%), 6–10 stays (17.1%), and more than 10 stays (3.4%). Most respondents stayed at hotels primarily for leisure or vacations (58.1%), while others cited work or business (38.2%) and other reasons (3.7%). Their hotel preferences revealed a strong inclination toward 4- or 5-star hotels (45.0%), though budget hotels (37.0%) and resorts (18.0%) were also notable choices. This profile underscores the diversity in demographics, socioeconomic status, and behavior among guests frequenting Instagrammable hotels, providing valuable insights into their motivations and preferences.

4.2 Measurement Model

The measurement model was assessed to ensure that each construct demonstrated sufficient reliability, validity, and conceptual distinctiveness, thereby ensuring the model's suitability for structural equation modeling (SEM). Internal consistency was verified through Cronbach's Alpha (α) and Composite Reliability (CR), with all constructs exceeding the recommended threshold of 0.7. Specifically, α values ranged from 0.753 to 0.849, and CR values ranged from 0.844 to 0.892, indicating high construct reliability. Convergent validity was confirmed via Average Variance Extracted (AVE), where all constructs yielded values above the 0.5 threshold, reflecting adequate shared variance between items and their corresponding latent variables (Hair et al., 2021). Full results—including item loadings and Variance Inflation Factor (VIF) values—are presented in Table 1, which integrates factor loadings, reliability coefficients, and collinearity statistics to comply with current best practices. The VIF values ranged between 1.348 and 2.119, well below the conservative threshold of 3.3, indicating no multicollinearity issues at the indicator level.

Table 1. Constructs Loadings, Reliability, Validity and VIF

Constructs	Loadings	VIF
Hotel Visual Aesthetics (HVA): (<i>Cronbach α=.849; CR=.892; AVE=.623</i>)		
1. The visual design of this hotel is very aesthetically appealing.	.823	1.990
2. The lighting in this hotel enhances the overall ambiance.	.758	1.673
3. The hotel's decoration is in harmony with a certain theme or concept.	.755	1.653
4. The layout of this hotel is very well-designed and neat.	.786	1.746
5. The colors and visual elements in this hotel create a pleasant atmosphere.	.823	1.925
Haptic Sensation (HS): (<i>Cronbach α=.794; CR=.858; AVE=.549</i>)		
1. The surface of the furniture in this hotel feels smooth and of high quality.	.762	1.671
2. The texture of the materials used in this hotel provides physical comfort.	.730	1.579
3. The beds in this hotel are very soft and support a comfortable rest.	.738	1.511
4. The fabric used in this hotel feels luxurious.	.756	1.591
5. My interactions with the physical elements of the hotel (e.g., floors and sofas) were tactilely pleasing.	.713	1.407
The uniqueness of Hotel Concept (UHC): (<i>Cronbach α=.753; CR=.844; AVE=.575</i>)		

Constructs	Loadings	VIF
1. The concept of this hotel is different compared to other hotels.	.778	1.586
2. This hotel offers a unique and unusual experience.	.705	1.348
3. The theme or concept promoted by this hotel is very creative and interesting.	.792	1.475
4. This hotel provides an experience that is difficult to find anywhere else.	.754	1.462
Social Media Reputation (SMR): (<i>Cronbach α=.821; CR=.875; AVE=.583</i>)		
1. The hotel has positive reviews on social media platforms.	.761	1.593
2. This hotel's social media displays interesting and quality content.	.756	1.614
3. I often see this hotel recommended on social media.	.762	1.646
4. The hotel's presence on social media creates a good impression of its services.	.763	1.619
5. This hotel's social media influenced my decision to book a room.	.774	1.654
Functional Satisfaction (FS): (<i>Cronbach α=.825; CR=.878; AVE=.590</i>)		
1. This hotel's facilities met my practical needs during my stay.	.804	1.988
2. The check-in and check-out process at this hotel runs very efficiently.	.702	1.510
3. The service provided by this hotel is very reliable.	.804	2.055
4. This hotel provides facilities that function well and meet expectations.	.732	1.539
5. All my basic needs during my stay at this hotel were met.	.793	1.827
Hedonic Satisfaction (HSAT): (<i>Cronbach α=.846; CR=.890; AVE=.618</i>)		
1. I feel satisfied with my emotional experience while at this hotel.	.780	1.728
2. The hotel environment creates a feeling of joy and relaxation.	.746	1.612
3. The design and atmosphere of this hotel provide a pleasant experience.	.798	1.855
4. I was satisfied with the aesthetics and atmosphere of this hotel overall.	.786	1.713
5. Staying at this hotel gave me pleasant memories.	.820	1.980
Total Satisfaction (TS): (<i>Cronbach α=.829; CR=.880; AVE=.595</i>)		
1. I am very satisfied with my overall experience at this hotel.	.774	1.747
2. This hotel exceeded my expectations during my stay.	.720	1.514
3. staying at this hotel was a very good decision.	.797	1.879
4. This hotel provides value for its price.	.745	1.544
5. I would recommend this hotel to others.	.817	1.876
Revisit Intention (RI): (<i>Cronbach α=.846; CR=.890; AVE=.620</i>)		
1. I want to return to stay at this hotel.	.795	1.838
2. I will consider this hotel as a top choice for my next visit.	.713	1.554
3. I strongly intend to rebook this hotel if I visit this city again.	.810	1.997
4. I feel that this hotel is my favorite place to stay.	.782	1.762
5. I will faithfully use this hotel's services in the future.	.830	2.119

Source: Research data, 2024

Discriminant validity was tested using the Heterotrait-Monotrait (HTMT) ratio, with all inter-construct values falling below the critical threshold of 0.85. For instance, the HTMT between Hotel Visual Aesthetics (HVA) and Haptic Sensation (HS) was 0.742, while the HTMT between Social Media Reputation (SMR) and Functional Satisfaction (FS) was 0.789, thereby confirming the empirical uniqueness of each construct. The full HTMT matrix is presented in Table 2.

Table 2. Discriminant Validity

Constructs	FS	HS	HSAT	HVA	RI	SMR	TS	UHC
Functional Satisfaction	.768							
Haptic Sensation	.679	.740						
Hedonic Satisfaction	.722	.786	.819					
Hotel Visual Aesthetics	.772	.742	.790	.812				
Revisit Intention	.822	.690	.770	.787	.829			
Social Media Reputation	.789	.668	.770	.794	.763	.825		
Total Satisfaction	.848	.711	.820	.796	.824	.771	.826	
Uniqueness Hotel Concept	.655	.566	.662	.656	.702	.572	.668	.758

Source: Research data, 2024

This study employed Harman's single-factor test to address potential concerns regarding common method variance (CMV). The unrotated exploratory factor analysis showed that the first factor accounted for only 36.8% of the total variance, which is well below the 50% threshold, indicating that CMV is unlikely to threaten the validity of the results seriously. Furthermore, as part of a full collinearity assessment, all Variance Inflation Factor (VIF) values remained below the conservative cut-off of 3.3, confirming the absence of multicollinearity and reinforcing that common method bias is not a concern in this model (Kock, 2015).

4.3 Structural Model

The structural model was evaluated to examine the hypothesized relationships and sequential mediation effects among constructs using the SEM-PLS approach. Central to this analysis is the role of hedonic satisfaction (HSAT) and functional satisfaction (FS) as serial mediators linking sensory and reputational stimuli to total satisfaction (TS) and revisit intention (RI). The coefficient of determination (R^2) values indicate robust explanatory power, with HSAT ($R^2 = 0.781$), FS ($R^2 = 0.716$), TS ($R^2 = 0.766$), and RI ($R^2 = 0.767$), suggesting that the predictors collectively account for substantial variance in guest satisfaction and loyalty outcomes. The Q^2 values above 0.40 affirm the model's predictive relevance, aligning with the thresholds proposed by (Hair et al., 2021).

Table 3. R^2 and Q^2

Constructs	R^2	Q^2
Functional Satisfaction	.716	.417
Hedonic Satisfaction	.781	.476
Revisit Intention	.767	.469
Total Satisfaction	.766	.449

Source: Research data, 2024

Table 3 presents the R^2 and Q^2 values, while Table 4 outlines the results of hypothesis testing with standardized path coefficients (β), T-statistics, and p-values. While some coefficients, such as the path H6 ($\beta = 0.007$) and H12 ($\beta = 0.008$), are relatively small, they remain statistically significant, underscoring subtle but meaningful sequential effects within complex consumer evaluations. These small effect sizes may reflect real-world decision-making, where emotional responses (HSAT) influence functional perceptions (FS), which then cumulatively shape overall satisfaction and behavior. Therefore, the interpretation of practical significance should consider the sequential nature of mediation rather than isolated coefficients.

The structural model results fully support the hypothesized relationships (H1–H12), with all paths showing statistically significant effects. Detailed interpretations are provided below to clarify each construct's direct and indirect contributions to the outcome variables. The model reveals distinct pathways of influence. For example, Hotel Visual Aesthetics (HVA) exerts its impact on TS ($\beta = 0.046$, $p = 0.004$) and RI ($\beta = 0.024$, $p = 0.016$) through HSAT and FS, validating the dual importance of visual and functional quality. This supports the view that aesthetic features enhance emotional responses, influencing cognitive evaluations and loyalty intentions. Similarly, Haptic Sensation (HS) enhances TS ($\beta = 0.025$, $p = 0.008$) and RI ($\beta = 0.013$, $p = 0.036$) through serial mediation. Although the effect size for the sequential path H6 is modest ($\beta = 0.007$), it is statistically significant, indicating that tactile experiences contribute incrementally to behavioral outcomes via layered satisfaction processes.

Social Media Reputation (SMR) emerged as the most influential antecedent, especially on TS ($\beta = 0.074$, $p < 0.001$) and RI ($\beta = 0.038$, $p = 0.005$), reinforcing the relevance of digital impressions when matched by operational delivery. The consistent significance across H7–H9 underlines the central role of

online credibility in shaping both affective and functional judgments, thereby increasing return intentions. Lastly, the Uniqueness of Hotel Concept (UHC) significantly influenced TS ($\beta = 0.027$, $p = 0.004$) and RI ($\beta = 0.014$, $p = 0.024$) through the same mediating structure. Even with small coefficients (e.g., $H12 = 0.008$), the significance reflects the psychological value of novelty when it is emotionally engaging and functionally reliable.

Table 4. Hypothesis Testing

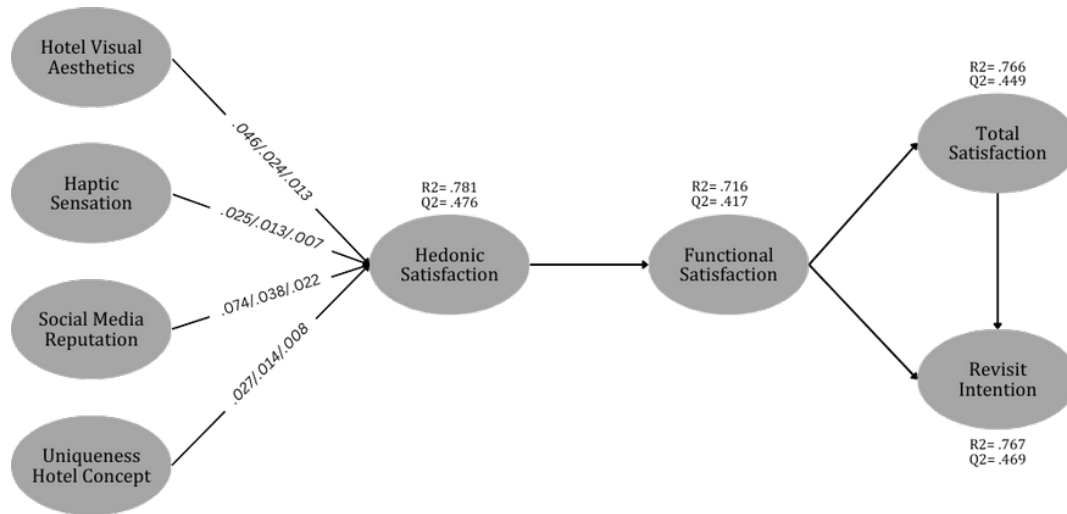
Hypothesis	β	T Statistics	P Values	Decision
H1: Hotel Visual Aesthetics $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction	0.046	2.895	0.004	Accepted
H2: Hotel Visual Aesthetics $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Revisit Intention	0.024	2.403	0.016	Accepted
H3: Hotel Visual Aesthetics $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction $\rightarrow$ Revisit Intention	0.013	2.427	0.015	Accepted
H4: Haptic Sensation $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction	0.025	2.642	0.008	Accepted
H5: Haptic Sensation $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Revisit Intention	0.013	2.096	0.036	Accepted
H6: Haptic Sensation $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction $\rightarrow$ Revisit Intention	0.007	2.266	0.024	Accepted
H7: Social Media Reputation $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction	0.074	3.897	0.000	Accepted
H8: Social Media Reputation $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Revisit Intention	0.038	2.784	0.005	Accepted
H9: Social Media Reputation $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction $\rightarrow$ Revisit Intention	0.022	2.844	0.004	Accepted
H10: Uniqueness Hotel Concept $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction	0.027	2.848	0.004	Accepted
H11: Uniqueness Hotel Concept $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Revisit Intention	0.014	2.255	0.024	Accepted
H12: Uniqueness Hotel Concept $\rightarrow$ Hedonic Satisfaction $\rightarrow$ Functional Satisfaction $\rightarrow$ Total Satisfaction $\rightarrow$ Revisit Intention	0.008	2.385	0.017	Accepted

Source: Research data, 2024

The model's structure, including all direct and indirect effects, is visualized in Figure 2, and all twelve hypotheses (H1–H12) are statistically supported. Importantly, while some coefficients are modest in size, the significant T-values and low p-values confirm the reliability of these paths within the sequential mediation framework. This is consistent with theoretical expectations under the Cognitive-Affective-Conative Model, where affective responses precede rational evaluations and behavioral intentions.

Ultimately, the structural analysis confirms that guest satisfaction and revisit intention are best understood as layered experiences, beginning with emotional responses to aesthetics and sensory cues, followed by cognitive validation through usability and reliability. These findings offer practical implications: hotel designers and marketers must align visual, tactile, and thematic appeal with service performance and functionality. Social media reputation must be strategically managed to ensure alignment with the quality of hotel services, thereby avoiding a gap between digital expectations and on-site experiences. Moreover, hospitality providers must integrate innovative concepts with functional design to deliver guest experiences that are both memorable and operationally sound. This study contributes to the advancement of hospitality theory by emphasizing that both hedonic and functional satisfaction operate as complementary forces that jointly shape guests' revisit intentions.

Figure 2. Model Results



Source: Research data, 2024

5. Discussion

This study significantly advances hospitality research by clarifying that although guests frequently express greater satisfaction in Instagrammable hotels, the fundamental factors influencing these assessments are based on the sensory allure of the environment, engagement with the physical surroundings, and the perceived authenticity of the hotel's online reputation. The results empirically validate the mediating roles of functional and hedonic satisfaction, thus strengthening the relevance of Hedonic Motivation Theory (Babin et al., 1994) in sequential mediation models inside visually immersive service environments. Despite certain route coefficients, such as $\beta = 0.013$, seeming minor in scale, they encapsulate intricate psychological processes that significantly affect guests' overall perceptions. These nuances are especially important in competitive hospitality because slight experiential improvements can produce big behavioral results. Instead of exaggerating these coefficients, our analysis emphasizes their practical significance by illustrating how even slight improvements in sensory and functional consistency can substantially influence loyalty-building processes, consistent with the micro-level guest experience dynamics identified by (Bogicevic et al., 2018; Martín-Fuentes, 2016).

The results corroborate and expand upon previous studies by incorporating emotional and cognitive circuits into a sequential mediation model. Sensory factors, including hotel visual aesthetics and haptic sensations, echo earlier works (Lee & Chuang, 2021; Yin et al., 2018) on the importance of environmental cues in triggering emotional engagement. However, this study demonstrates that hedonic responses alone are insufficient to drive loyalty—only when supported by perceived functionality do they produce meaningful behavioral outcomes. Similarly, digital reputation aligns with the pre-arrival expectation-setting role described by (Veloso & Suárez, 2023). However, our findings contribute further by revealing that revisit intention is strengthened only when there is congruence between online portrayals and actual service performance.

Additionally, while unique hotel concepts are confirmed to elicit initial excitement (Richards, 2020; Salimun et al., 2021), their impact on revisit intention is conditional—it depends on whether the novelty is supported by ergonomic reliability and operational quality (Alfakhri et al., 2018). Importantly, this study addresses the subtle yet significant effects identified in paths such as H6 and H12 ($\beta = 0.007$ and $\beta = 0.008$), emphasizing that even low-magnitude coefficients can have practical relevance when situated

within a sequential, multi-layered decision-making model. This aligns with contemporary hospitality and tourism research perspectives, where micro-experiences accumulate into macro-evaluations and loyalty behaviors (Sweeney & Soutar, 2001; Yang, 2023).

Such findings are very useful for managers. While focusing on design, hoteliers must pay attention to how usable the hotel is for guests—lighting, layout, and materials should be attractive and cozy. So, how hotels use digital content should match the guest experience for better trust and to prevent any gap in reputation. Combining a unique character with the best service ensures guests a deeply enjoyable and safe experience. The study emphasizes how hotels should use emotional design and real operations to stand out, please their customers, and keep them loyal. The research shows that managing guest experience should be based on the whole experience, from their feelings to their analytical response, giving valuable insight and actions for hospitality managers.

6. Conclusion

This study examined how sensory elements—visual aesthetics and tactile sensations—interact with perceived functionality and social media reputation to shape guest satisfaction and revisit intention, particularly within Instagrammable hotel environments. The findings suggest that guests' emotional responses to visual, haptic, and digital stimuli significantly influence their cognitive appraisal of functional performance, ultimately determining loyalty outcomes. The study reinforces the Hedonic Motivation Theory by demonstrating that affective experiences are precursors to rational evaluations in visually oriented service settings. Moreover, the dual-layered mediation framework, which remains underexplored in hospitality literature, is empirically validated here, showing that emotional engagement elicited by sensory stimuli is only meaningful when supported by practical utility. While social media reputation sets initial expectations, long-term loyalty is contingent upon alignment between digital portrayals and the service experience. Similarly, conceptually innovative hotel designs are only effective when they deliver added experiential value without compromising quality or usability. This research provides a structured model for understanding how aesthetics, functionality, and digital credibility interplay to form memorable and repeatable guest experiences.

From a managerial perspective, the findings underscore the importance of aligning aesthetic appeal with operational excellence, ensuring that the brand's digital identity accurately reflects the quality of its on-site services. Hospitality providers are encouraged to curate sensory experiences that enhance emotional engagement without compromising service efficiency or usability. This study highlights the need for a holistic approach to guest experience management that spans pre-arrival digital impressions, in-stay emotional responses, and post-visit evaluations. Such integrated strategies foster guest trust, satisfaction, and long-term loyalty in an experience-driven marketplace.

Future research should adopt longitudinal designs to examine how satisfaction and loyalty evolve and explore broader hospitality contexts beyond Instagrammable hotels. Incorporating perceived authenticity, experiential value, and environmental responsibility would provide deeper insights into the multi-dimensional nature of guest satisfaction and brand attachment.

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