

REFERENCES

- 5 Star Luxury Hotel in Bali, Indonesia / The Apurva Kempinski Bali. (2024). Kempinski.com. https://www.kempinski.com/en/the-apurva-kempinski-bali?utm_medium=organic&utm_source=google&utm_campaign=KIDPS1&utm_content=gmb&source=S308962248
- ADEBAYO, A. A. (2023). ATMOSPHERIC AMBIENCE INFLUENCE ON CUSTOMERS'EXPERIENCE IN SERVICE MARKETING. *Fuoye Journal of Management, Innovation and Entrepreneurship*, 2(2).
- Ahmed, Y. A., Abdelhady, D., & Abdien, M. K. (2020). Guests' Perception of the Hotel Image: The impact of Servicescape. *Journal of Tourism, Hotels and Heritage*, 1(1), 70–84.
- Ali, A. S. M., Nurin, S. S., & Mohi, Z. (2023a). Room guest satisfaction towards guestroom physical environment quality in the theme hotel. *JOURNAL OF TOURISM, CULINARY AND ENTREPRENEURSHIP (JTCE)*, 3(2).
- Ali, A. S. M., Nurin, S. S., & Mohi, Z. (2023b). Room guest satisfaction towards guestroom physical environment quality in the theme hotel. *JOURNAL OF TOURISM, CULINARY AND ENTREPRENEURSHIP (JTCE)*, 3(2).
- Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel service quality: The impact of service quality on customer satisfaction in hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28.

- Amora, J. T. (2021). Convergent validity assessment in PLS-SEM: A loadings-driven approach. *Data Analysis Perspectives Journal*, 2(3), 1–6.
- Anugerah, I. N. (2020). Pengaruh Kebersihan Kelas Terhadap Konsentrasi Belajar Siswa. *Cendekia Sambas*, 1(1).
- Anupama, K. (2018). Hypothesis types and research. *International Journal of Nursing Science Practice and Research*, 4(2), 78–80.
- Baek, J., Choe, Y., & Ok, C. M. (2020). Determinants of hotel guests' service experiences: an examination of differences between lifestyle and traditional hotels. *Journal of Hospitality Marketing & Management*, 29(1), 88–105.
- Bi, J.-W., Liu, Y., Fan, Z.-P., & Zhang, J. (2020). Exploring asymmetric effects of attribute performance on customer satisfaction in the hotel industry. *Tourism Management*, 77, 104006.
- Bujisic, M., Bilgihan, A., & Smith, S. (2015). Relationship between guest experience, personality characteristics, and satisfaction: Moderating effect of extraversion and openness to experience. *Tourism Analysis*, 20(1), 25–38.
- Cetin, G., & Dincer, F. I. (2014). Influence of customer experience on loyalty and word-of-mouth in hospitality operations. *Anatolia*, 25(2), 181–194.
- Chang, T.-Y., & Lin, Y.-C. (2022). The effects of atmosphere on perceived values and customer satisfaction toward the theme hotel: The moderating role of green practice perception. *Sustainability*, 14(15), 9153.
- Dong, Y. (2023). Descriptive Statistics and its applications. *Highlights in Science, Engineering and Technology*, 47, 16–23.

- Godovykh, M., & Tasci, A. D. A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, 100694.
- Hair Jr, J., Page, M., & Brunsfeld, N. (2019). *Essentials of business research methods*. Routledge.
- Hamzah, M. Q., Tinungki, G. M., & Herdiani, E. T. (2022). SEM (Structural Equation Modelling) Analysis Using PLS (Partial Least Square) Method on Poverty Data in Indonesia. *International Research Journal of Advanced Engineering and Science*, 7(4), 131–135.
- Hossan, D., Aktar, A., & Zhang, Q. (2020). A study on partial least squares structural equation modeling (PLS-SEM) as emerging tool in action research. *LC International Journal of Stem*, 1(4), 130–145.
- Htwe, K. T. (2020). Customer Satisfaction on Servicescape of Grand Cinema. *Youngjun Choi Yj Choi*.
- James, E. E., & Inyang, I. B. (2023a). Hotel atmospherics and guests' experience in the Nigerian hospitality industry. *Research Journal of Hospitality and Tourism Management (RJHTM)*, 2(1), 1–17.
- James, E. E., & Inyang, I. B. (2023b). Hotel atmospherics and guests' experience in the Nigerian hospitality industry. *Research Journal of Hospitality and Tourism Management (RJHTM)*, 2(1), 1–17.
- Jawabreh, O., Al Fayoumi, T., & Bareya, A. (2022). Customer satisfaction towards communication skills of front office staff at the hotel (case study five stars Hotels in Aqaba). *Geo Journal of Tourism and Geosites*, 44(4), 1312–1318.

- Jumarsa, J., Rizal, M., & Jailani, J. (2020a). Korelasi Antara Pengetahuan Lingkungan Dengan Sikap Masyarakat Dalam Menjaga Kebersihan Lingkungan Di Gampong Cot Siren Samalanga Kabupaten Bireuen. *Jurnal Biology Education*, 8(2).
- Jumarsa, J., Rizal, M., & Jailani, J. (2020b). Korelasi Antara Pengetahuan Lingkungan Dengan Sikap Masyarakat Dalam Menjaga Kebersihan Lingkungan Di Gampong Cot Siren Samalanga Kabupaten Bireuen. *Jurnal Biology Education*, 8(2).
- Kaliyadan, F., & Kulkarni, V. (2019). Types of variables, descriptive statistics, and sample size. *Indian Dermatology Online Journal*, 10(1), 82–86.
- Kamis, A., Saibon, R. A., Yunus, F., Rahim, M. B., Herrera, L. M., & Montenegro, P. (2020). The SmartPLS analyzes approach in validity and reliability of graduate marketability instrument. *Social Psychology of Education*, 57(8), 987–1001.
- Lee, M., Lee, S., & Koh, Y. (2019). Multisensory experience for enhancing hotel guest experience: Empirical evidence from big data analytics. *International Journal of Contemporary Hospitality Management*, 31(11), 4313–4337.
- Lee, S., & Chuang, N.-K. (2022). Applying expanded servicescape to the hotel industry. *Journal of Hospitality & Tourism Research*, 46(4), 771–796.
- Liu, F., Lai, K.-H., Wu, J., & Duan, W. (2021). Listening to online reviews: A mixed-methods investigation of customer experience in the sharing economy. *Decision Support Systems*, 149, 113609.

- Lo, A., & Yeung, M. A. (2020). Brand prestige and affordable luxury: The role of hotel guest experiences. *Journal of Vacation Marketing*, 26(2), 247–267.
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, 85(2), 116.
- Mohajan, H. K. (2020). Quantitative research: A successful investigation in natural and social sciences. *Journal of Economic Development, Environment and People*, 9(4), 50–79.
- NasarAmini Jeloudarlou, S., Aali, S., Faryabi, M., & Bafandeh Zendeh, A. (2022). Developing a Dynamic Model for the Impact of Servicescape on Customer Experience in the Hotel Industry. *Journal of System Management*, 8(1), 1–18.
- Nyamekye, M. B., Adam, D. R., Boateng, H., & Kosiba, J. P. (2023). Place attachment and brand loyalty: the moderating role of customer experience in the restaurant setting. *International Hospitality Review*, 37(1), 48–70.
- Omar, M. S., Jang, J. M. J., & Yunus, I. Y. (2021). *The Relationship between Ambience elements and Staff Satisfaction A Case Study of Politeknik Tuanku Syed Sirajuddin Cafeteria*.
- Pandey, P., & Pandey, M. M. (2021). *Research methodology tools and techniques*. Bridge Center.
- Park, H., Kline, S. F., Kim, J., Almanza, B., & Ma, J. (2019). Does hotel cleanliness correlate with surfaces guests contact? *International Journal of Contemporary Hospitality Management*, 31(7), 2933–2950.

- Pijls, R., & Groen, B. (2012). *Capturing the guest experience in hotels. phase two: exploratory study on the sensory characteristics of a comfortable and inviting ambience.*
- Pokhariyal, G. P. (2019). Importance of moderating and intervening variables on the relationship between independent and dependent variables. *International Journal of Statistics and Applied Mathematics*, 4(5), 1–4.
- Ponsignon, F., Durrieu, F., & Bouzdine-Chameeva, T. (2017). Customer experience design: a case study in the cultural sector. *Journal of Service Management*, 28(4), 763–787. <https://doi.org/10.1108/JOSM-01-2017-0016>
- Poria, Y., Beal, J., & Shani, A. (2021). “I am so ashamed of my body”: Obese guests’ experiences in hotels. *International Journal of Hospitality Management*, 92, 102728.
- Prasad, K., Wirtz, P. W., & Yu, L. (2014). Measuring hotel guest satisfaction by using an online quality management system. *Journal of Hospitality Marketing & Management*, 23(4), 445–463.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879–891.
- Purwanto, A. (2021). Partial least squares structural equation modeling (PLS-SEM) analysis for social and management research: a literature review. *Journal of Industrial Engineering & Management Research*.
- Rafiola, R., Setyosari, P., Radjah, C., & Ramli, M. (2020). The effect of learning motivation, self-efficacy, and blended learning on students’ achievement in

- the industrial revolution 4.0. *International Journal of Emerging Technologies in Learning (IJET)*, 15(8), 71–82.
- Raghavendra, G., Mallya, J., & Mukherjee, A. (2019a). The influence of physical environment factors of multicuisine restaurants on overall service quality, satisfaction, and loyalty. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–14.
- Raghavendra, G., Mallya, J., & Mukherjee, A. (2019b). The influence of physical environment factors of multicuisine restaurants on overall service quality, satisfaction, and loyalty. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–14.
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). Partial least squares structural equation modeling (PLS-SEM) using smartPLS 3.0. *An Updated Guide and Practical Guide to Statistical Analysis*, 967–978.
- Rasoolimanesh, S. M. (2022). Discriminant validity assessment in PLS-SEM: A comprehensive composite-based approach. *Data Analysis Perspectives Journal*, 3(2), 1–8.
- Rasoolimanesh, S. M., Wang, M., Mikulić, J., & Kunasekaran, P. (2021). A critical review of moderation analysis in tourism and hospitality research toward robust guidelines. *International Journal of Contemporary Hospitality Management*, 33(12), 4311–4333.
- Rungsrisawat, S., Namdej, N., & Jermsittiparsert, K. (2019). Role of Physical Environment to Create Corporate Image and Customer Loyalty of Thai Airline

- Customers: The Moderating Role of Perceived Value. *International Journal of Innovation, Creativity and Change*, 8(8), 296–314.
- Setiawan, Z., Zuhri, S., Widagdo, D., & Sirait, E. (2023). THE INFLUENCE OF CUSTOMER EXPERIENCE AND PERCEIVED SERVICE QUALITY ON CONSUMER SATISFACTION WITH PRODUCT QUALITY AS A MODERATING VARIABLE. *JURNAL ILMIAH EDUNOMIKA*, 8(1).
- Sileyew, K. J. (2019). *Research design and methodology* (Vol. 7). Cyberspace.
- Singh, A., Rana, N. P., & Parayitam, S. (2022). Role of social currency in customer experience and co-creation intention in online travel agencies: Moderation of attitude and subjective norms. *International Journal of Information Management Data Insights*, 2(2), 100114.
- Stein, A., & Ramaseshan, B. (2020). The customer experience–loyalty link: moderating role of motivation orientation. *Journal of Service Management*, 31(1), 51–78.
- Stojanović, K., & Đenadić, M. (2019). Hotel architecture and ambience as an answer to the contemporary challenges of tourism. *Tourism International Scientific Conference Vrnjačka Banja-TISC*, 4(1), 395–413.
- Sudarmayasa, I. W., Indriani, N., Musdalifah, M., Hira, T., & Susanti, N. P. (2022). Execution of representative cleanliness and sanitation in keeping up the quality of hotel rooms. *International Conference on Applied Science and Technology on Social Science 2021 (ICAST-SS 2021)*, 687–691.

- Sudiantini, D., & Saputra, F. (2022). Pengaruh gaya kepemimpinan: Kepuasan kerja, loyalitas pegawai dan komitmen di PT Lensa Potret Mandiri. *Formosa Journal of Sustainable Research*, 1(3), 467–478.
- Sukach, O., Kozlovska, S., & Sushko, N. (2021). Modern management technologies in the hospitality industry. *Baltic Journal of Economic Studies*, 7(3), 168–176.
- Sürütü, L., & Maslakci, A. (2020). Validity and reliability in quantitative research. *Business & Management Studies: An International Journal*, 8(3), 2694–2726.
- Taştan, H., & Soylu, A. G. (2023). The impact of perceived cleanliness on customer satisfaction, revisiting intention and complaining behaviors: The case of restaurants by SOR Model. *Journal of Multidisciplinary Academic Tourism*, 8(1), 27–38.
- Tentama, F., & Anindita, W. D. (2020). Employability scale: Construct validity and reliability. *International Journal of Scientific & Technology Research*, 9(4), 3166–3170.
- Wowiling, P. G., Lapian, J. S., & Tielung, M. V. J. (2021). THE INFLUENCE OF KNOWLEDGE MANAGEMENT AND TALENT MANAGEMENT ON ORGANIZATIONAL EFFECTIVENESS IN RADIO STATIONS MANADO. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(1).
- Yuliawati, L. (n.d.). Lovelia Monica Christy, Nurul Layliya, Jessie Janny Thenarianto and Ika Raharja Salim. 2019. *First Aid Quantitative Time: A Practical Guide to Using JASP Software*. Surabaya: Ciputra University.

Zarezadeh, Z. Z., Rastegar, R., & Xiang, Z. (2022a). Big data analytics and hotel guest experience: a critical analysis of the literature. *International Journal of Contemporary Hospitality Management*, 34(6), 2320–2336.

Zarezadeh, Z. Z., Rastegar, R., & Xiang, Z. (2022b). Big data analytics and hotel guest experience: a critical analysis of the literature. *International Journal of Contemporary Hospitality Management*, 34(6), 2320–2336.

