

Exploring the effect of guest experience on guest loyalty: Mediating role of guest satisfaction

Filda Rahmiati^{1,*}, Putu Gede Lila Gargamunih Dewi², Norfaridatul Akmaliah Othman³,
Ketwadee Madden⁴, Geraldine B. Advincula⁵, Yohana Sitorus⁶

^{1,2,6} President University, Cikarang, Indonesia

³ Universiti Teknikal Malaysia Melaka, Malaka, Malaysia

⁴ Songkhla Rajabhat University, Songkhla, Thailand

⁵ Southern Luzon State University, Lucban, Philippines

filda.rahmiati@president.ac.id

*Correspondent Author

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ABSTRACT

Indonesia is known as an archipelago of islands with a wide variety of cultures and natural beauty, providing many options for tourists to visit. This research aims to investigate the influence of guest experiences on guest loyalty within the accommodation sector, focusing on Indonesian Generation Z. The study employs a quantitative method, utilizing an online survey distributed through Google Forms, to gather data from 146 valid respondents who had stayed in Indonesian accommodations within a year. The data was processed using partial least squares structural equation modeling with Smart PLS 3.2.9. The results reveal that guest experiences in pre-trip, on-trip, and post-trip directly influence guest satisfaction. Guest satisfaction significantly influences guest loyalty. Moreover, guest loyalty is indirectly influenced by guest experiences (in pre-trip, on-trip, and post-trip) that are mediated by guest satisfaction. Guest experiences in pre-trip, on-trip, and post-trip have no direct influence towards guest loyalty. These findings highlight the importance of providing excellent services and products before, during, and after the trip to increase guest loyalty through guest satisfaction. The results contribute to the development of effective strategies for enhancing guest loyalty and satisfaction, ultimately benefiting accommodation providers and the broader hospitality industry.

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1. Introduction

The hospitality sector includes the hotel, food, and beverage sectors, which together form the largest segment of the tourism industry (Skripak, 2023). Thus, accommodation in Indonesian tourism is the main topic of discussion in this article. Indonesia is renowned for its archipelago, which is a group of islands rich in diverse cultures, scenery, and cities that provide

a wide selection of adventures and attractions for guest. The tourism sector contributes significantly to Indonesia's economic development. Indonesia's tourist earnings saw a significant spike during the emergence of Covid-19. According to Mun et al. (2022), the development and prosperity of the hospitality sector, which includes lodging and food and beverage services, is closely connected to the progress and enlargement of the tourism business. Therefore, the hotel sector plays a significant role in the tourism industry and has the potential to contribute to the country's economic growth.

The primary goal of the tourist industry is to provide an excellent experience (Rahmiati et al., 2019). For many years, the main focus in hotel management and tourism literature has been on customer experience and satisfaction (Zarezadeh et al., 2022). Guest experience is divided into three phases: pre-trip, on-trip, and post-trip. Within the hospitality sector, each stage of guest experience addresses distinct scenarios and provides varying details. For instance, during the pre-trip phase, passengers get information about the accommodation, respond to their concerns about their stay, and so on. The pre-trip experience involves discussing detailed information before departure, the on-trip experience refers to tourist activities during the visit, and the post-trip experience involves assessing guest happiness and loyalty to gain a competitive advantage (Rahmiati et al., 2019). Providing the best guest experience may improve customer satisfaction and increase the likelihood of recommending the business to others and becoming loyal customers.

The rapid growth of the tourism industry has led to heightened competition to attract and retain customers in the accommodation sector (Adzoyi et al., 2018). Ensuring guest loyalty is crucial to a hotel's sustainability and ongoing operations (Ifelunni et al., 2022). Moreover, a study conducted by the Indonesian Research Center in 2022 found that 55% of Indonesian Generation Z individuals are prepared to travel. Indonesian Generation Z lone travelers are less loyal than Generation X and Millennials when it comes to revisiting the same lodging in a place they have previously visited.

There are extensive studies on guest experiences in the tourism business, particularly focusing on pre-trip, on-trip, and post-trip experiences (Akhoondnejad, 2015; Choe et al., 2017), and few studies have specifically examined guest experiences in the accommodation sector. Akhoondnejad (2015) discussed the behaviors of first-time guest to Iran at each stage of their journey, and Choe et al. (2017) explored the use of social media throughout the trip experience. Furthermore, various results have been obtained in other studies. Nobar and Rostamzadeh (2018) discovered that customers have a significant influence on loyalty. Therefore, this research aimed to explore the influence of guest experiences on loyalty: a study of the Indonesian Generation Z in the accommodation sector.

2. Literature Review and Hypothesis Development

2.1. Literature Review

2.1.1. Guest Experience

The guest experience consists of three stages: Anticipatory phase (pre-trip), experiencing phase (on-trip), and reflective phase (post-trip) (Choe et al., 2017), which were modelled by Rahmiati et al. (2019). Return visits by tourists are anticipated to include procedures that differ from their first visit. This is because seasoned tourists who have visited a certain location before have established a degree of satisfaction based on their prior experiences, which is likely to influence their choice to return in the future. Guest experience in the hospitality industry encompasses the entire satisfaction that guest obtain from interacting with products or service providers. Hotels often start when a tourist makes a reservation and concludes upon their departure. Accommodation in tourism aims to enhance the overall travel experience for tourists, helping destination managers assess future guest numbers and spending. The goal of the experience is

customer satisfaction and loyalty, whereas the aim of operations is to enhance processes and operational effectiveness (Veloso & Gomez-Suarez, 2023).

2.1.2. Guest Satisfaction

Memorable experiences have a considerable impact on satisfaction and likelihood of revisiting (Torabi et al., 2022). Latiff and Ng (2015) suggest that a successful trip should focus on overall satisfaction, desire to return, and tendency to recommend to loved ones, all contributing to loyalty. Traveling may enhance quality, including confidence, bravery, pride, achievement, and self-awareness (Jung & Cho, 2015). Customer satisfaction and loyalty are enhanced by the quality, affordability, and convenience of judicial services (Kaura et al., 2015), specifically, service quality, value, and product quality (Weng, 2016). Ensuring tourist satisfaction is the main goal of the hospitality industry, making it crucial for hotels to provide a comfortable guest experience (Wu et al., 2018).

2.1.3. Guest Loyalty

Tuan and Rajagopal (2017) define customer loyalty as a consumer's satisfaction with a product, service, or company's organization. It's convenience or performance or even the brand's familiarity and comfort, resulting in a behavioral inclination to choose one brand over others. A devoted clientele helps promote positive word-of-mouth about a place and its associated services (Gogoi, 2020). Loyalty in the tourist or hospitality industry may be established through repeat visits, referrals, and positive word-of-mouth promotions (Rahmiati et al., 2019). Customer or guest loyalty is essential, because it leads to reduced operational and promotional costs, increased profits, and positive recommendations (Myo et al., 2019). Loyalty is perceived as a strategic advantage in competition. To enhance and sustain client loyalty, organizations must cater to consumers' ever-changing demands (Rane et al., 2023). According to Asakdiyah et al. (2024), customer loyalty is the enduring connection between customers and manufacturers for a specific brand over time. According to Griffin (2016), customer loyalty refers to the behavior of consumers who make purchases, especially those who do so on a regular basis and repeatedly. Customers frequently visit a specific area to satisfy their needs by acquiring and purchasing products or services (Sukardi et al., 2023). Positive feedback is generated by offering high-quality travel goods and services, which leads to customer loyalty (Avgeli et al., 2020).

2.2. Hypothesis Development

2.2.1. Positive Effect of Guest Experience on Guest Satisfaction

According to Xiang et al. (2015), guest satisfaction was measured using guest experience. Customer satisfaction increases as customer experience improves (Andajani, 2015). The idea that guest satisfaction is closely tied to the quality of the guest experience before their stay, both during and after the stay itself. By understanding the specific factors that influence guest satisfaction at each stage, accommodations can tailor their services and marketing strategies to meet the needs and expectations of their guests better, ultimately leading to increased satisfaction and loyalty. Mobile internet is primarily used for communication and interaction, with increased app usage during pre-trip tourism experiences expected to influence travel decision-making (Ho et al., 2016). An effective search for information, such as the use of information technology and the expansion of mobile Internet broadband, may lessen the amount of time it takes for web pages to load, thereby raising the level of satisfaction experienced by customers (Rejeb & Keogh, 2021). This hypothesis suggests that the experiences of guests before arriving

at the accommodation, such as during the booking process or through online reviews, significantly impact their satisfaction with the accommodation. This could include factors such as ease of booking, clarity of information, and expectations set by the accommodation marketing. The quality of the trip, the worth of the trip, the level of satisfaction, and word-of-mouth in relation to the tourist location (Battour et al., 2020). This could include factors such as room quality, cleanliness, amenities, and services provided by the staff. The quality of these experiences directly affects the satisfaction of guests with their stay. Experiences guests have after leaving the accommodation, such as online reviews or word-of-mouth recommendations (Briandana & Dwityas, 2017). This could include factors such as ease of check-out, helpfulness of staff in providing information for the next destination, and overall impression of the accommodation that guests take away. Guest satisfaction with these post-trip experiences can influence their likelihood of recommending accommodation to others and returning themselves. Therefore, the first three hypotheses are formulated as follows:

H₁: Guest Experience (Pre-Trip) Has a Positive Effect on Guest Satisfaction

H₂: Guest Experience (On-Trip) Has a Positive Effect on Guest Satisfaction

H₃: Guest Experience (Post-Trip) Has a Positive Effect on Guest Satisfaction

2.2.2. Positive Effect of Guest Satisfaction on Guest Loyalty

Customer satisfaction may result in loyal customers. Many studies have shown that customer satisfaction and loyalty have important and beneficial relationships with one another and that they influence a company's success (Nobar & Rostamzadeh, 2018). This is also supported by Hasfar et al. (2020), who found that customer satisfaction has a significant positive effect on customer loyalty. After satisfaction, the next phase is customer loyalty. Satisfied consumers are more likely to describe loyalty through repeat purchases, which may assist in enhancing hotel revenue and the chance of good word-of-mouth (Abd-Elaziz et al., 2015; Trung & Khalifa, 2019). Therefore, this study proposes the following hypotheses:

H₄: Guest Satisfaction Has a Positive Effect on Guest Loyalty

2.2.3. Positive Effect of Guest Experience on Guest Loyalty

Customer experiences not only distinguish a firm from its competition but also build devoted consumers who share favorable word-of-mouth (Walls et al., 2011). Customers with a good brand experience are more inclined to buy it again (Hasfar et al., 2020). According to Ariffin et al. (2016), a loyal customer who chooses to return to purchase the same product or service is satisfied with prior experience while consuming the product or service. Furthermore, Rasoolimanesh et al. (2021) tested and validated that memorable events are more likely to affect a person's future conduct and also created a scale to quantify memorable experiences, proving that it substantially and favorably influenced future behavioral intentions. A seamless and user-friendly booking process can create a positive impression, increasing the likelihood of the guest returning to the hotel. A hassle-free booking experience can establish trust and build anticipation for a stay. Actual stay at the hotel is crucial for determining guest satisfaction. Factors such as cleanliness, amenities, and staff friendliness can significantly impact guests' perceptions of the hotel. A hotel that provides a comfortable and welcoming environment for attentive staff is more likely to create a positive experience that fosters loyalty. Finally, any interactions or communication after the guest has departed is also important in maintaining loyalty. Hotels can leverage this stage to gather feedback, thank guests for their stays, and offer incentives for future visits. This can help reinforce positive

experiences and create a sense of loyalty (Tuan & Rajagopal, 2017; Gogoi, 2020). Therefore, the following hypothesis is proposed:

H₅: Guest Experiences (Pre-Trip) Has a Positive Effect on Guest Loyalty

H₆: Guest Experiences (On-Trip) Has a Positive Effect on Guest Loyalty

H₇: Guest Experience (Post-Trip) Has a Positive Effect on Guest Loyalty

2.2.4. Positive Effect of Guest Experience through Guest Satisfaction on Guest Loyalty

Based on the research conducted by Alauddin et al. (2019), there is a link between service quality in each phase of the guest experience and client satisfaction. Service quality and customer satisfaction accounted for 60% of the increase in client loyalty. Various studies have demonstrated that customer experience has a favorable influence on desirable customer behaviors (satisfaction, loyalty, and recommendation) (Nusair et al., 2013). The quality of the services provided before a guest's trip, such as during the booking process or pre-arrival communication, has a direct impact on their satisfaction and, ultimately, their loyalty to the accommodation provider. In addition, the quality of services experienced during the guest's stay, such as the cleanliness of the room, friendliness of staff, and amenities offered, also significantly influences their satisfaction and loyalty. Finally, the quality of services provided after the guest's stay, such as follow-up communication or loyalty programs, also plays a crucial role in shaping their satisfaction and loyalty towards the accommodation provider. This leads to the following hypotheses:

H₈: Guest Experience (Pre-Trip) Has a Positive Effect on Guest Loyalty and Mediated by Guest Satisfaction

H₉: Guest Experience (On-Trip) Has a Positive Effect on Guest Loyalty and Mediated by Guest Satisfaction

H₁₀: Guest Experience (Post-Trip) Has a Positive Effect on Guest Loyalty and Mediated by Guest Satisfaction

2.3. Research Framework

Figure 1 provides a theoretical framework that discusses the concept of guest experience, which consists of three phases (pre-trip, in-trip, and post-trip) and contributes to guest satisfaction and loyalty. In particular, Choe et al. (2017) found that the pre-travel phase which includes planning and preparation significantly influences the guest experience. Rahmiati et al. (2019) highlighted the importance of the on-trip phase, emphasizing the role of service quality and interactions during the trip. Torabi et al. (2022) state the post-trip phase, noting that the overall experience is often evaluated and shared after the trip, which influences future travel decisions.

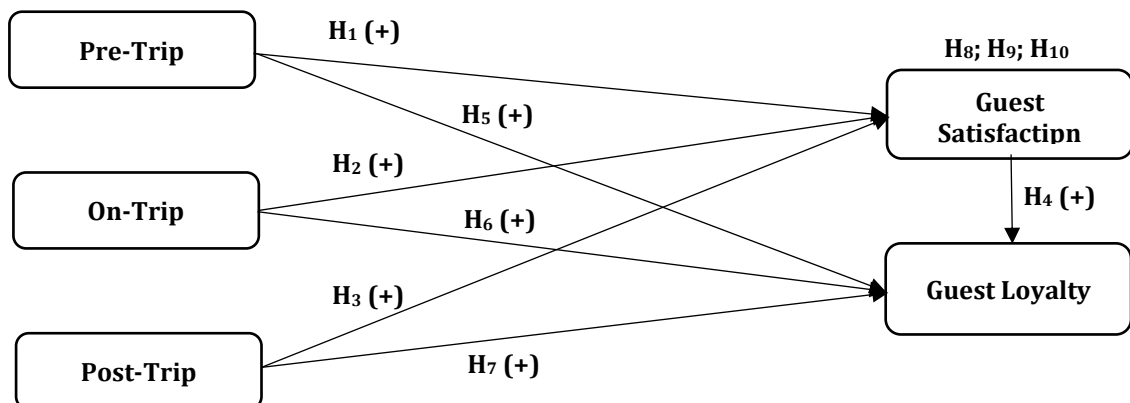


Figure 1. Research Framework

3. Research Method

3.1. Population and Sampling Method

Convenience sampling is a method that includes collecting samples that are easily accessible near a certain location or online service (Edgar & Manz, 2017). This sampling strategy was selected because of its simplicity and efficiency in obtaining data. The sample requirements are individuals from Indonesian Generation Z, who are at least 17 years old. Dimock (2018) defines Generation Z as those born between 1997 and 2012.

3.2. Data Collection Method

This study comprises five variables: three independent variables, one mediator, and one dependent variable. Each will include to 4-7 questions, totaling to 28. Data collection: This study used a questionnaire. The study questionnaire will be in Google form and will be distributed via social media. This study employs the Likert Scale, which Joshi et al. (2015) claim measures respondents' agreement or disagreement with a proposition. There were 28 questions and 5 factors. Questions will be scored on a 5-point Likert scale.

3.3. Data Analysis Method

In this study, the partial least squares structural equation modelling (PLS-SEM) method was used to model the structural equations and Smart PLS software version 3.2.8. PLS-SEM is the implementation of the path model that is used most frequently. PLS is regarded as the method most suited for research projects in which the primary purpose is either exploratory or predictive modelling (Garson, 2016). Two models are included in the PLS-based structural equation model. These are the measurement model and the structural model in order to answer the hypotheses constructed.

4. Result and Discussion

4.1. Validity Test

The structural model involves significance tests used to estimate coefficients (paths), which provide the basis for accepting or rejecting proposed relationships between latent constructs (Chi & Qu, 2008). Prior to estimating the path coefficients, a structural model with five constructs was estimated as shown in Figure 2.

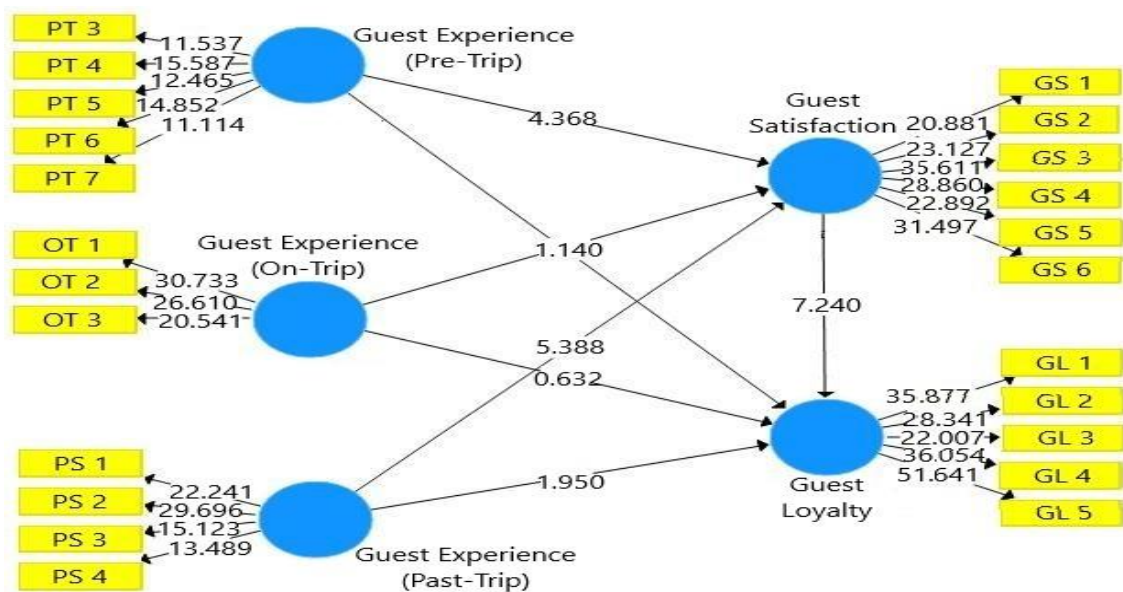


Figure 2. Structural Model Result

Validity test was used to establish confidence in the measurement model. Proper evaluation of the measurement model is a prerequisite for the structural model, with the convergent validity of the measurement scale examined in terms of factor loading. According to Hair et al. (2014), convergent validity requires a factor loading greater than 0.6. Table 1 show that most of the indicators had significant factor loadings higher than 0.6. However, five indicators, namely PT 1, PT 2, OT 3, OT 5, and OT 6, were removed because the factor loadings were below 0.6.

Table 1. Convergent Validity Test Result

Indicator	Guest Experience (Pre-Trip)	Guest Experience (On-Trip)	Guest Experience (Post-Trip)	Guest Satisfaction	Guest Loyalty
PT 3	0.704				
PT 4	0.793				
PT 5	0.711				
PT 6	0.706				
PT 7	0.654				
OT 1		0.834			
OT 2		0.846			
OT 4		0.821			
PS 1			0.806		
PS 2			0.820		
PS 3			0.731		
PS 4			0.705		
GS 1				0.782	
GS 2				0.797	
GS 3				0.858	
GS 4				0.835	
GS 5				0.839	
GS 6				0.857	
GL 1					0.863
GL 2					0.842
GL 3					0.822
GL 4					0.857
GL 5					0.881

Source: Primary Data Processed (2024)

4.2. Reliability Test

Table 2 shows Cronbach's alpha values for all variables were above 0.6 and the composite reliability values were above the suggested standard of 0.7 (Hair et al., 2014). Therefore, it can be concluded that all the latent constructs possess sufficient reliability.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability
Guest Experience (Pre-Trip)	0.759	0.839
Guest Experience (On-Trip)	0.781	0.873
Guest Experience (Post-Trip)	0.770	0.851
Guest Satisfaction	0.908	0.929
Guest Loyalty	0.907	0.931

Source: Primary Data Processed (2024)

4.3. Hypothesis Test

Table 3 shows the results of hypothesis testing. Based on the results of direct hypothesis testing, it is known that only four hypotheses are proven to be accepted because the p value is less than 0.05, while the other three direct hypotheses are proven to be rejected because the p value is more than 0.05. Then the mediation hypothesis in this study is entirely proven to be accepted because it has a p value of less than 0.05.

Table 3. Hypothesis Test Result

Hypothesis	Original Sample	P Value
Guest Experience (Pre-Trip) → Guest Satisfaction	0.317	0.000
Guest Experience (On-Trip) → Guest Satisfaction	0.348	0.000
Guest Experience (Post-Trip) → Guest Satisfaction	0.328	0.000
Guest Satisfaction → Guest Loyalty	0.691	0.000
Guest Experience (Pre-Trip) → Guest Loyalty	-0.098	0.254
Guest Experience (On-Trip) → Guest Loyalty	0.056	0.527
Guest Experience (Post-Trip) → Guest Loyalty	0.177	0.051
Guest Experience (Pre-Trip) → Guest Satisfaction → Guest Loyalty	0.219	0.000
Guest Experience (On-Trip) → Guest Satisfaction → Guest Loyalty	0.241	0.000
Guest Experience (Post-Trip) → Guest Satisfaction → Guest Loyalty	0.227	0.000

4.4. Discussion

4.4.1. The Effect of Guest Experience on Guest Satisfaction

The first hypothesis test show that the guest experience (pre-trip) has a positive effect on guest satisfaction. Andajani (2015) and Xiang et al. (2015) found that guest satisfaction is measured using guest experience, and satisfaction increases as customer experience improves. Furthermore, according to Sharples (2019), controlling customer experience in a pre-trip could improve satisfaction. This is consistent with the results of this study that guest experience (pre-trip) influences guest satisfaction. In summary, a good experience on a pre-trip can influence an individual satisfaction towards the accommodation that they have been staying in.

The second hypothesis test show that the guest experience (pre-trip) had a positive effect on guest satisfaction. An on-trip experience is where guest learn about accommodation service and product that have been booked. Supported by Rahmiati et al. (2019) research, an on-trip is where the customer consumes the tourism product (accommodation, transportation, etc.). Wu et al. (2018) found that good on-trip experiences (including staff service quality, accommodation quality, etc.) create good impressions for guests that lead to greater satisfaction. Thus, the results of this study indicate that the positive experiences experienced by Generation Z during on-trip significantly influence or increase satisfaction.

The third hypothesis test show that guest experience (post-trip) has a positive effect on guest satisfaction. This hypothesis could be interpreted as post-trip, which is a stage where guests assess and share their experiences after staying in an accommodation, in the form of a review or social media post, significantly impacting guest satisfaction. Positive letting-go and open-mindedness, demonstrated by comparing other guest experiences and sharing with others via review, is beneficial in lowering negative sentiments and increasing satisfaction (Darini & Khozaei, 2016). In short, the results of this research show that Indonesian Generation Z's experiences of their stay in accommodation influenced their satisfaction. This means that positive and good experiences obtained during the trip steps from good services and products served lead

to guest satisfaction.

4.4.2. The Effect of Guest Satisfaction to Guest Loyalty

The fourth hypothesis test show that guest satisfaction has a positive effect on guest loyalty. This result support by Yongchaitrakool (2014) research, who believed that it is critical for a firm to establish deep connections and leave a positive impression in the minds of its consumers via the experience, resulting in pleasing customers while also increasing client loyalty. Furthermore, this finding is in line with previous research by Nobar and Rostamzadeh (2018) that guest satisfaction leads to rebooking and indicates commitment to a specific brand, which leads to loyalty. Ramesh and Jaunky (2020) also stated that satisfied guests with the attributes of the destination are more likely to advocate the place to more people and are termed loyal customers.

4.4.3. The Effect of Guest Experience to Guest Loyalty

The fifth hypothesis test show that guest experience (pre-trip) has a negative effect on guest loyalty, so the fifth hypothesis is rejected. This hypothesis shows that the pre-trip phase of the guest experience has a negative impact on the overall loyalty of guest. This means that the negative experiences and interactions that guests have before their trip, such as the booking process, communication, and anticipation, have a measurable effect on their loyalty. The sixth hypothesis test show that, guest experience (on-trip) has a positive but no significant effect on guest loyalty, so the sixth hypothesis is rejected. Thus, guest experience on trips had an insignificant effect on loyalty. The last direct hypothesis test show that guest experience (post-trip) has a positive but no significant effect on guest loyalty, so the seventh hypothesis is rejected. Thus, post-trip guest experience had an insignificant effect on loyalty.

The results of fifth, sixth, and seventh hypothesis above show that contradict with previous study by Hasfar et al. (2020), who stated that a positive guest experience directly leads to repurchase (loyalty). In addition, Afifah and Kurniawati (2021) stated that the experience that the consumer feels later certainly becomes a consideration for consumers to stay again in accommodation. However, the results of fifth, sixth, and seventh hypothesis are in line with previous research by Roy et al. (2018) research's statement that experience quality is the emotional and cognitive component of services provided when visiting or purchasing anything, leading to attitudes such as satisfaction and behavioral consequences such as loyalty and word of mouth.

In short, guests have to feel satisfaction from their experiences to be loyal to accommodation. Furthermore, according to Pekovic and Rolland (2020), no one dimension of the guest experience offers a single adequate condition for boosting customer loyalty, implying that the guest experience is only the outcome of complex combinations of many dimensions. This conclusion supports prior theoretical discoveries that indicate the relevance of the interactions between various service aspects throughout the customer journey (Lemon & Verhoef, 2016). In other words, none of the single guest experience variables could influence loyalty alone, interaction between performers, audience, environment, or each guest experience variable required to enhance customer loyalty (Ali et al., 2018; Pekovic & Rolland, 2020). In summary, the results of this research show that Indonesian Generation Z loyalty to accommodation is not directly influenced by a single variable of guest experience. These three variables of guest experience have to be combined and given in good quality together in a way to influence guest loyalty. If one guest experience variable has to stand alone, it should first be mediated by guest satisfaction to influence loyalty.

4.4.4. The Effect of Guest Experience on Guest Loyalty through Guest Satisfaction

The eighth hypothesis test show that guest experience (pre-trip) has a significant indirect influence on guest loyalty which is mediated by guest satisfaction. The ninth hypothesis test show that guest experience (on-trip) has an indirect effect on guest loyalty mediated by guest satisfaction. The Tenth hypothesis test show that guest experience (post-trip) has an indirect effect on guest loyalty which is mediated by guest satisfaction.

According to the findings, the effect of guest experience on guest loyalty through guest satisfaction, which is in line with the studies by Rahmiati et al. (2019). It is considered true that Indonesian Generation Z, who is concerned about satisfaction, is a significant mediator between experiences and loyalty to accommodation. As a result, Generation Z's experience during pre-trip, on-trip, and post-trip highly influences satisfaction, which has a significant impact on loyalty in the accommodation sector. In the end, loyalty to rebook or share accommodation with other people is a reflection of service quality experienced before, during, and after the trip. Furthermore, creating and giving a good experience for each step of the guest experience could be a consideration of guest satisfaction, which also impacts loyalty (Nobar & Rostamzadeh, 2018). Customer satisfaction is the key determinant of success in the hospitality sector, and customer satisfaction and loyalty have positive relationships that influence company performance.

5. Conclusion

This research presents the findings of a data analysis on the effect of guest experience mediated by guest satisfaction on guest loyalty in the Indonesian Accommodation Industry, within predefined parameters and limitations. This study aims to examine how guest experiences throughout travel itineraries impact client loyalty via the mediation of passenger pleasure, particularly in Indonesian Accommodation Industry. This study examines whether previous ideas or discoveries impact the variables in a way that is statistically significant. The findings indicate an important positive influence of the guest experience on guest satisfaction. Guest experiences before, during, and after their journey do not directly affect guest loyalty. Guest experiences before, during, and after a journey indirectly impact guest loyalty through guest pleasure.

This conclusion supports prior theoretical discoveries that indicate the relevance of the interactions between various service aspects throughout the customer journey (Lemon & Verhoef, 2016). In other words, none of the single guest experience variables could influence loyalty alone, interaction between performers, audience, environment, or each guest experience variable required to enhance customer loyalty (Ali et al., 2018; Pekovic & Rolland, 2020). In summary, the results of this research show that Indonesian Generation Z loyalty to accommodation is not directly influenced by a single variable of guest experience. These three variables of guest experience must be combined and given in good quality together in a way to influence guest loyalty. If one guest experience variable has to stand alone, it should first be mediated by guest satisfaction to influence loyalty.

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