

ARE ASPECTS OF THE PHYSICAL ENVIRONMENT IMPORTANT IN DETERMINING THE GUEST EXPERIENCE? THE STUDY OF THE APURVA KEMPINSKI BALI

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ABSTRACT

The physical environment is found to be one of the manifestations that shape guest experience. The purpose of this research is to find out the influence of the physical environment on guest experience (GE) with the moderation of hotel cleanliness (HC) at The Apurva Kempinski Bali. The physical environment in this research focused on three variables, which are hotel ambiance (HA), hotel layout (HL), and hotel furnishing (HF). This research uses a quantitative approach. Data is collected through the distribution of a Google Form questionnaire. The population for this research is unknown in numbers. The Lemeshow formula is used to determine a minimal sample size of 97 individuals, and the final sample collected was 103 respondents. All questionnaire statements have successfully passed the validity and reliability tests conducted using SPSS 27. Additionally, with SmartPLS 4, the data has passed the outer model test. The P-value for the direct effects of hotel ambiance and hotel furnishing on guest experience shows significant results. However, the P-value for the direct effect of hotel layout on guest experience shows insignificant results. The moderating effects of hotel cleanliness between the physical environment elements and guest experience also show insignificant results. The recommendation for The Apurva Kempinski Bali is to maintain the hotel's ambiance and furnishing to elevate the guest experience.

Keywords: Guest Experience, Hotel Ambience, Hotel Cleanliness, Hotel Furnishing, Hotel Layout

1. Introduction

Guest experience is one of the key factors of hotel performance that helps hotels stay competitive in the industry Godovykh & Tasci (2020). It is an indispensable component of core service delivered by hotels” (James & Inyang, 2023). 85% of corporate management supports the idea that the customer/guest experience is the primary competitive advantage in today's market, ahead of price, product, and quality. Experience is essential to providing deep enjoyment that eventually establishes positive recollection (Godovykh & Tasci, 2020).

Guest experience refers to the interactions and perceptions guests have of the service they consume. Guest experience is “the overall assessment of customers’ interactions and observations of the services obtained at a hospitality establishment, which is part of the unique service proposition” (James & Inyang, 2023). Guest experience “occurs whenever a company intentionally uses services as the stage and goods as props to engage an individual,” where it can be memorable in a good or bad way and engages with the individual in an emotional, intellectual, physical or even spiritual level that is unique for each person (Diller et al., 2006 in Ford & Sturman, 2019). Pullman & Gross (2004), in Ford & Sturman (2019), mentioned that physical and relational are two main components of experience. Physical refers to all facilitating goods and supporting facilities that involve sights,

sounds, smells, feelings, etc., while the relational context refers to the interactions between service providers and customers and interactions among customers.

Guest experience is one of the areas of concern in the hospitality field as it can contribute to customer loyalty, repeat visits, and positive word-of-mouth (Mohsin & Lengler, 2015; Padma & Ahn, 2020 in Zarezadeh et al., 2022). Guest experience might be conceptualized as being influenced by the physical environment. It is considered one of the essential elements in shaping the nature of guest experience (Bitner, 1992 in Ali et al., 2023). The material or tangible surroundings of a place are referred to as the physical environment, which consists of ambiance, decoration, and layout, such as the interior, décor, artifacts, and furniture layout (Raghavendra et al., 2019a). It is the first element that a guest will experience after entering the hotel.

As studied by Poria et al. (2021), the physical environment plays a significant role in shaping guest experiences and satisfaction. Additionally, the physical environment has received the most attention in terms of its impact on guest experiences. According to Ali et al. (2023), the dimension of the physical environment consists of ambiance, layout, and furnishing. Hotel ambiance is the general feeling of a place when you sit with individuals in a specific area with a certain style or décor. Hotel layout is a precise measurement where the arrangement of fixtures and furniture should run parallel to the room's size. Hotel furnishing refers to the furnishing and decoration that are arranged with the fulfillment of valuable and unique opportunities for the cultural experiences of the guests. These physical environments could enhance guests' experience, arousal, pleasure, and emotions, causing them to feel satisfied and consider revisiting the place.

The physical environments are never separated from cleanliness since it enhances the appearance of the physical environment. According to Jumarsa et al., (2020), cleanliness is a condition where there is no dirt and diseases that can harm people and the environment in every living aspect daily. In terms of service commitment, the cleanliness aspect is crucial, including the cleanliness of the staff, the staff area, and the entire hotel area (Sudarmayasa et al., 2022). Based on a study conducted by Barber Scarcelli (2009) in Taştan & Soylu (2023), cleanliness is the main factor for customers to choose a certain business, visit, and spend time. The findings of Zemke et al. (2015) in Ali et al. (2023) show that hotel cleanliness is important to guests since it improves their experiences and raises their satisfaction level. According to Harris & Ezech (2008) in Ali et al. (2023), cleanliness is found to be a vital aspect of establishing a positive physical environment. Furthermore, the findings from Prasad et al. (2014) in Zarezadeh et al. (2022) also support that tangible attributes like cleanliness are identified to correlate with guest experience.

The Apurva Kempinski Bali is a 5-star luxury hotel with breathtaking views of the Indian Ocean and tropical gardens that present a majestic open-air theater. It is located in the Nusa Dua area, which is the most popular area of luxury hotels in Bali. The Apurva Kempinski first opened on 6 February 2019 and offers a total of 475 rooms, including Deluxe, Suite, and Villa rooms. Based on the reviews at TripAdvisor & Traveloka in 2024, there were several issues with the hotel's ambiance, such as a bad smell in the bathroom area. For the hotel layout, the guests complained about the distance from their rooms to the beach or restaurant areas and the lack of signage within the hotel. The guests felt that the furniture was not compatible with the quite high price they paid for the hotel stay. Some guests were also dissatisfied with the cleanliness of the rooms. Overall, the issues related to hotel ambiance, layout, furnishing, and cleanliness contributed to poor guest experience.

The significance and originality of this research lie in the moderation of cleanliness, whereas in several previous studies, cleanliness acts as a predictor in the physical environment dimension. Therefore, the study of cleanliness as a moderating factor is still rare and worth researching, and this contributes to the novelty of the research.

2. Literature Review

According to Nguyen (2006) in Lo & Yeung (2020) that “physical environment (PE) is regarded as one of the limited available tangible cues that served this purpose and is used by many hotels to create pleasurable experiences and to communicate the nature and reputation of their offers.” The basic goal of the existence of the physical environment is to meet the needs and desires of the guests (Ladhari et al., 2017 in Rungtornkiet et al.,

2019). Based on the study of Bitner (1992) in Raghavendra et al. (2019), the dimensions of the physical environment include space and function (layout, furniture, and equipment); ambient conditions (temperature, noise, scent, lighting, music, atmosphere); and signs and symbols (personal artifacts, style of décor, and signage).

According to Osman et al. (2018) in Omar et al. (2021), ambience can be defined as the structural features considered among the most important determinants for guests when evaluating a place's quality. Moreover, ambience is described as “a general feeling of a person's environment s when sitting in a location or the presence of people with specific design or décor.” (Sadhale & Sathe, 2021 in Ali et al., 2023).

According to Aghazadeh, 2005; Binter, 1992 in Ahmed et al., 2020) , “the first functionality of layout is to control the flow of traffic through the place.” Layout is considered a main priority for a company because it can help differentiate it from competitors within its function. Furthermore, the layout of the interior objects should minimize crowding to create a favorable impression on hotel guests. The front desk and lobby area, elevators, rooms, bathrooms, restaurants, conference room, swimming pool, and other leisure areas are categorized as part of the internal layout. (Bowie & Buttle, 2004 in Ali et al. (2023).

Furnishing refers to the act of putting furniture in a certain room. With furnishing and decorations arrangements, it could offer valuable and unique opportunities for guest experience (Chen, 2018 in Ali et al., 2023). Furnishing is also categorized as the element that has a direct relationship with comfort and performance towards guests and employees in terms of servicescape (Bitner, 1992; Harris & Ezech, 2008 in Pijls & Groen, 2012) .

The word “cleanliness” refers to a state of being clean or also can be stated as an act of keeping things in a clean condition. It can also be defined as the condition where no dirt and disease are the cause of harm in every aspect of daily life for humans (Jumarsa et al., 2020). Cleanliness is a condition of clean circumstances regarding taking care of not only the body of humans, but also the surrounding environment to bring a positive impact and prevent human beings from being infected by diseases and viruses (Williyani, 2023).

According to Gentile et al. (2007), guest experience can be described as a bunch of interactions between a guest and a product or aspect of the company, which could cause the possibility of the guest becoming loyal. According to Meyer & Schwager (2007), guest experience refers to the internal and subjective response of the guests who have any direct or indirect contact with a certain company/hotel. Direct contact may be from the purchase, or the use and services initiated by the guests. On the other hand, indirect contact tends to involve unplanned encounters with representations of the hotel's products, brand, services, recommendations, etc.

The Influence of Hotel Ambience on Guest Experience

Hotel ambience could influence the guest experience as several features, such as exterior features (environment, surrounding landscape, parking arrangements), interior features (architectural interior, aesthetic properties, air conditioning), and other tangible forms (appearance of hotel employees, uniforms, brochures) (Babi-Hodovi, 2002 in Stojanović & Đenadić, 2019). Therefore, this forms the first hypothesis.

H1: Hotel ambience influences guest experience at The Apurva Kempinski Bali positively.

The Influence of Hotel Layout on Guest Experience

It is stated in the studies of Ahmed et al. (2020) that hotel layout can affect the final comfort of the guests. Some studies have shown that layout also influences the emotions of the customers/guests (Nyamekye et al., 2023). The experience obtained by guests from the layout resulted in emotions, which means the hotel layout has a relationship with guest experience. Therefore, this forms the second hypothesis.

H2: Hotel layout influences guest experience at The Apurva Kempinski Bali positively.

The Influence of Hotel Furnishing on Guest Experience

The items and supplies used in the environment are called furnishing in a service context. The subjective reactions of the guests are the impact of furnishings, resulting in comfort. Furthermore, guests who feel comfortable should obtain more positive experiences (Wakefield & Blodgett, 1996; Kim et al., 2010 in Htwe, 2020). Therefore, it can be concluded that hotel furnishing will improve the guest experience. Therefore, this forms the third hypothesis.

H3: Hotel furnishing influences guest experience at The Apurva Kempinski Bali positively.

Hotel Cleanliness as a Moderator between Hotel Ambience and Guest Experience

Studies conducted by Zemke et al. (2015) in Ali et al. (2023) showed that cleanliness is a crucial thing to the guests as it could boost their experiences during their stay. According to Osman et al. (2018) in Omar et al. (2021), ambience and cleanliness are identified to have a significant correlation in influencing guest experiences. Therefore, this forms the fourth hypothesis.

H4: Hotel cleanliness acts as a moderator between hotel ambience and guest experience at The Apurva Kempinski Bali positively.

Hotel Cleanliness as a Moderator between Hotel Layout and Guest Experience

Awan & Amjad (2020) state that cleanliness is examined as an essential attribute in contributing to the guest experience within a hotel. Based on the study of Falk and Dierking (2012) in Ponsignon et al. (2017), the layout is mentioned to have a direct contribution to customer experience. Hence, it can be summarized that there is a correlation between hotel cleanliness, hotel layout, and guest experience. Therefore, this forms the fifth hypothesis.

H5: Hotel cleanliness acts as a moderator between hotel layout and guest experience at The Apurva Kempinski Bali positively.

Hotel Cleanliness as a Moderator between Hotel Furnishing and Guest Experience

Furnishings are considered the essential tangible environmental aspects that could lead to a better guest experience. Concerning the previous statement, where cleanliness is one element that could influence guest experience, it can be summarized that there is a correlation among hotel cleanliness, hotel furnishing, and guest experience. Therefore, this forms the sixth hypothesis.

H6: Hotel cleanliness acts as a moderator between hotel furnishing and guest experience at The Apurva Kempinski Bali positively.

The conceptual framework is presented below:

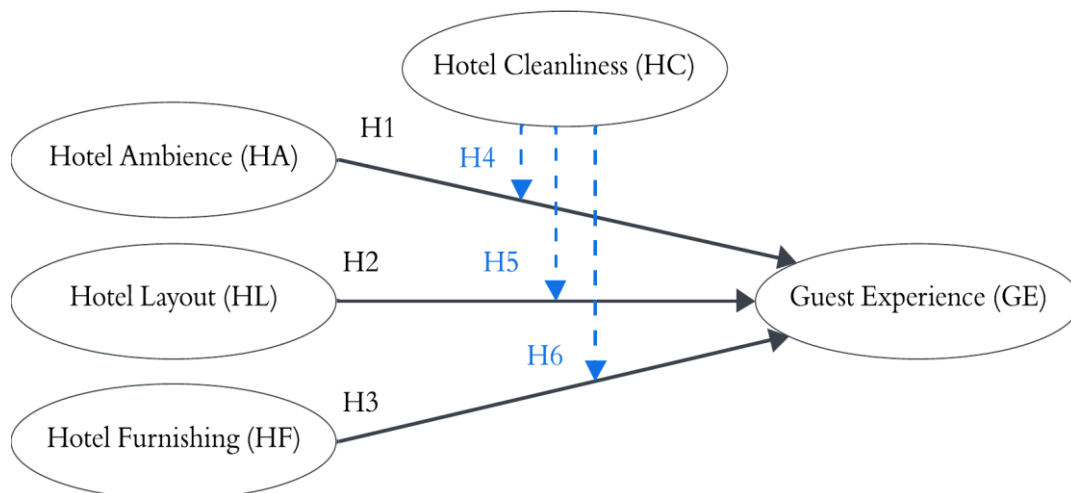


Figure 1. The Conceptual Framework
 Source: Prepared by the Authors (2025)

3. Research Method

This study applied the quantitative method to examine the relationships between independent variables of the physical environment, which consists of hotel ambiance (HA), hotel layout (HL), and hotel furnishing (HF), toward the dependent variable of guest experience (GE) with the moderation of hotel cleanliness (HC).

The population studied for this research was people who visited and stayed at The Apurva Kempinski Bali. Due to the unknown population of people who ever visited and stayed there, the non-probability sampling, particularly the convenience sampling technique, is used. The Lemeshow formula is used to determine the sample size and results in 97 samples as the minimum required size. With selected regions of Medan and Bali, the questionnaire was distributed in Google Forms and resulted in 103 respondents who fulfilled the criteria of visiting and staying at The Apurva Kempinski Bali at least once within the last 12 months from the time of questionnaire distribution.

The hotel ambiance (HA) and hotel layout (HL) are measured with 6 measurement items by Ali et al. (2023); hotel furnishing (HF) and hotel cleanliness (HC) are measured with 5 measurement items by Ali et al. (2023); and guest experience is measured with 13 measurement items by Jeloudarlou et al. (2022). Below are the measurement items for the variables:

Table 1. Measurement Items for the Variables

No.	Variables	Indicators	Scale
1.	Hotel Ambiance (HA) Ali et al. (2023)	Hotel has a nice ambience.	Likert Scale
		Hotel provides enough air conditioning.	
		Hotel area has a good scent of smell.	
		Hotel has a nice decoration.	
		Color design used in the hotel is suitable.	
		Hotel creates cheerful feelings.	
2.	Hotel Layout (HL) Ali et al. (2023)	Hotel has easy access layout.	Likert Scale
		Hotel has attractive layout.	
		Lobby seating and cushions provided are comfortable to me.	
		Toilet amenities have a good selection and quality.	
		Hotel layout creates attention to me.	
3.	Hotel Furnishing (HF) Ali et al. (2023)	Hotel provides clear and readable signage.	Likert Scale
		Hotel provides safe furniture to use.	
		It is easy to access electrical switch.	
		Furniture at the hotel is suitable for a luxury hotel.	
		Hotel provides good physical condition of furniture and fixture.	
		Hotel provides necessary furniture and	

		equipment.	
		Hotel is free of bad odor.	Likert Scale
		Hotel is in a good condition and clean.	
4.	Hotel Cleanliness (HC) Ali et al. (2023)	Hotel area is clean.	
		The floor in hotel area is clean.	
		The toilet area is clean.	
		I felt I was invited to the hotel.	Likert Scale
		Hotel welcomed me with open arms.	
		I felt free during my stay at the hotel.	
		I felt comfortable at the hotel.	
		I felt peaceful at the hotel.	
		I felt relaxed at the hotel.	
5.	Guest Experience (GE) Jeloudarlou et al. (2022)	Hotel provides necessary support/services.	
		I felt like the hotel was at my disposal.	
		I felt like I was treated like a king at this hotel.	
		I was well taken care of at the hotel.	
		The hotel was interested in me.	
		The hotel relieved me of my daily chores/worries.	
		I felt I am important at the hotel.	

Source: Prepared by writer (2025)

The Likert scale is used to measure the responses of each item. A pre-test of 30 samples was conducted to test the validity and reliability of the questionnaire statements. All statements of each variable have passed the validity and reliability test and therefore, are eligible to be used for the actual survey. The data obtained is analyzed with SmartPLS 4.0 statistical software for structural equation modeling (SEM). The tests comprise the outer model test (convergent validity and discriminant validity tests) and the inner model test (the R-square, Q-square, F-square, and Path coefficient).

4. Results and Discussion

Of the 103 respondents collected, there were 43 (41.7%) male respondents, while 60 (58.3%) were female respondents. Most respondents visited/stayed at the hotel from 1-3 months ago with 40 responses (38.8%). The majority of respondents come from people between the ages of 21 and 30 years, with 72 responses (69.9%), and most of them are students (45 responses or 43.7%).

Outer Model Test

The convergent validity test includes outer loading and construct validity tests. The table below shows the results of outer loading, composite reliability (CR), and the average variance extracted (AVE).

Table 4. 1 Loading, Composite Reliability (CR), Average Variance Extracted (AVE), and Cross Loading				
Construct/Item	Loading	CR	AVE	Cross Loading
Hotel Ambience (HA)		0.951	0.762	
HA1	0.887			0.887
HA2	0.882			0.882
HA3	0.845			0.845
HA4	0.898			0.898
HA5	0.889			0.889
HA6	0.837			0.837
Hotel Layout (HL)		0.953	0.772	
HL1	0.873			0.873
HL2	0.916			0.916
HL3	0.846			0.846
HL4	0.880			0.880
HL5	0.922			0.922
HL6	0.831			0.831
Hotel Furnishing (HF)		0.943	0.767	
HF1	0.816			0.816
HF2	0.845			0.845
HF3	0.910			0.910
HF4	0.932			0.932
HF5	0.872			0.872
Hotel Cleanliness (HC)		0.965	0.847	
HC1	0.873			0.873
HC2	0.956			0.956

HC3	0.885	0.885
HC4	0.962	0.962
HC5	0.920	0.920
Guest Experience (GE)	0.979	0.785
GE1	0.889	0.889
GE2	0.888	0.888
GE3	0.873	0.873
GE4	0.880	0.880
GE5	0.885	0.885
GE6	0.864	0.864
GE7	0.898	0.898
GE8	0.937	0.937
GE9	0.903	0.903
GE10	0.928	0.928
GE11	0.875	0.875
GE12	0.861	0.861
GE13	0.834	0.834

Source: Prepared by write (SmartPLS 4.0 output, 2025)

All loadings result in this research exceed 0.7 and pass the outer loading test (Hair et al., 2010 in Kamis et al., 2020). Additionally, all the AVE values and composite reliability values used to evaluate the convergent validity show results higher than 0.5 and 0.6 respectively, indicating the data in this research meet all the requirements (Tentama & Anindita, 2020). Therefore, each construct has a high level of internal consistency.

Below is the measurement model analysis that represents 5 (five) variables studied in this research and each of their measurements.

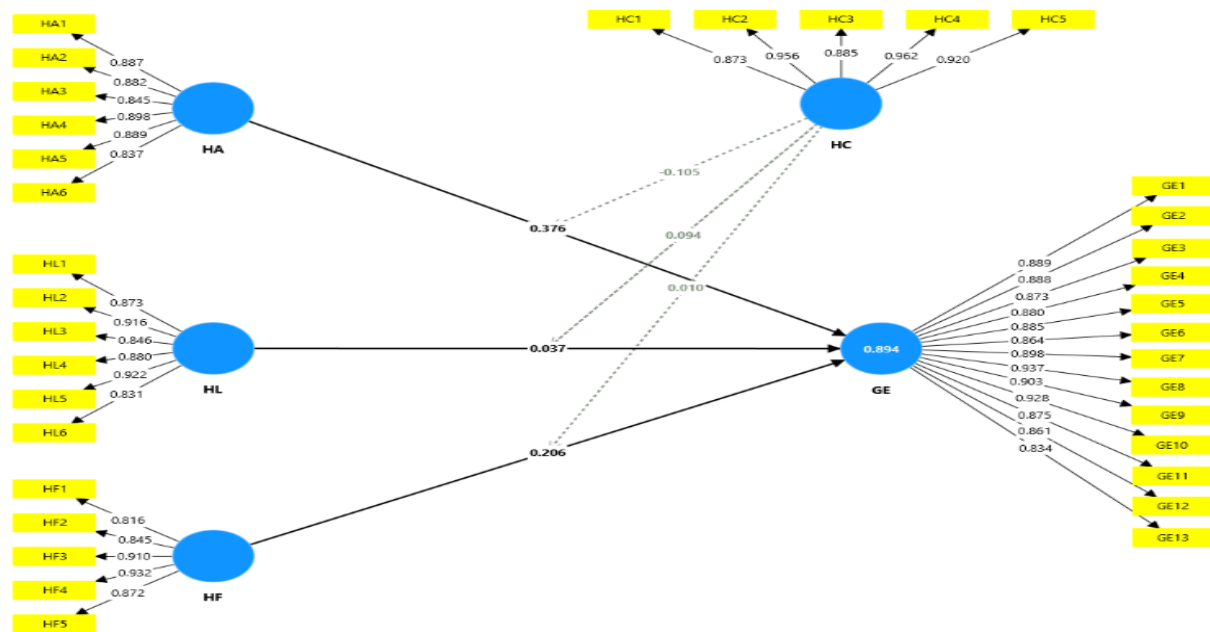


Figure 2. The Measurement Model Analysis
 Source: Prepared by the Authors (SmartPLS 4.0 output, 2025)

The cross-loading test is conducted for the discriminant validity test. Every indicator in the table below has a value greater than 0.7, indicating that the corresponding statement passes the cross-loading test. The table above represents all variables and their respective statements that pass the cross-loading test as their values surpass 0.7 (Hamzah et al., 2022).

All variables have also passed the construct reliability test, as seen by the table below, where the composite reliability and Cronbach's Alpha values are both more than 0.7 (Hinkin et al., 1997 in Tentama & Anindita, 2020).

Table 4. Construct Reliability Results		
Construct	Cronbach's Alpha	Composite Reliability (rho_a)
HA	0.937	0.938
HL	0.941	0.945
HF	0.924	0.930
HC	0.954	0.957
GE	0.977	0.978

Source: Prepared by the Authors (SmartPLS 4.0 output, 2025)

Inner Model Test

The R-Square indicates the magnitude of influence of the independent variables on the dependent variable.

Table 5. R-square Results		
Construct	R ²	R ² Adjusted

Guest Experience (GE)	0.894	0.887
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Source: Prepared by the Authors (SmartPLS 4.0 output, 2025)

The results of the adjusted R-square, which is 88.7% indicate that Hotel Ambience (HA), Hotel Layout (HL), and Hotel Furnishing (HF) have a substantial influence on Guest Experience (GE) by 88.7%. Therefore, hotel ambience, hotel layout, and hotel furnishing have a strong influence on guest experience. The remaining 11.3%, however, suggests the influence of additional variables not examined in this study.

Table 6. Q-square Results	
Construct	Q ² Predict
Guest Experience (GE)	0.869

Source: Prepared by the Authors (SmartPLS 4.0 output, 2025)

From the table above, it can be seen that the value of Q-square predicted for endogenous constructs is over 0, approximately 0.869, and close to 1 (one), indicating that predictive relevance was established. This means that Hotel Ambience (HA), Hotel Layout (HL), and Hotel Furnishing (HF) are highly effective at predicting the Guest Experience (GE).

Table 7. F-square Results	
Relationship	F-square
Hotel Ambience (HA) → Guest Experience (GE)	0.229
Hotel Layout (HL) → Guest Experience (GE)	0.002
Hotel Furnishing (HF) → Guest Experience (GE)	0.051
Hotel Cleanliness (HC) → Hotel Ambience (HA) and Guest Experience (GE)	0.015
Hotel Cleanliness (HC) → Hotel Layout (HL) and Guest Experience (GE)	0.014
Hotel Cleanliness (HC) → Hotel Furnishing (HF) and Guest Experience (GE)	0.000

Source: Prepared by the Authors (SmartPLS 4.0 output, 2025)

According to Cohen (1988), small, medium, and large F-effect sizes are represented by values greater than 0.02, 0.15, and 0.35, respectively. Moreover, based on the study of Kenny (2018) in Rasoolimanesh (2022), to interpret the moderation effect, small, medium, and large F-effect sizes must be indicated by values that are around 0.005, 0.01, and 0.025, respectively.

Hence, from the table above, it can be concluded that Hotel Ambience (HA) has a moderate effect size on Guest Experience (GE). Hotel Layout (HL) has a small effect size on Guest Experience (GE). Hotel Furnishing (HF) has a small effect size on Guest Experience (GE). Hotel Cleanliness (HC) has a medium moderation effect size between Hotel Ambience (HA) and Guest Experience (GE). Hotel Cleanliness (HC) has a medium moderation effect size between Hotel Layout (HL) and Guest Experience (GE). Hotel Cleanliness (HC) has no moderation effect between Hotel Furnishing (HF) and Guest Experience (GE).

Table 8. Path Coefficient Results		
Relationship	Original Sample	P-values

Direct Effect	Hotel Ambience (HA) → Guest Experience (GE)	0.376	0.000
	Hotel Layout (HL) → Guest Experience (GE)	0.037	0.361
	Hotel Furnishing (HF) → Guest Experience (GE)	0.206	0.045
Indirect Effect	Hotel Cleanliness (HC) → Hotel Ambience (HA) and Guest Experience (GE)	-0.105	0.162
	Hotel Cleanliness (HC) → Hotel Layout (HL) and Guest Experience (GE)	0.094	0.103
	Hotel Cleanliness (HC) → Hotel Furnishing (HF) and Guest Experience (GE)	0.010	0.459

Source: Prepared by the Authors (SmartPLS 4.0 output, 2025)

Hence, from the table above, it can be concluded as follows:

Hotel Ambience (HA) → Guest Experience (GE)

The path coefficient value of 0.376 indicates a weak positive relationship. The P-value of $0.000 < 0.05$ signifies that hotel ambience influences guest experience at The Apurva Kempinski Bali positively. Therefore, H1 is accepted. This is in line with the findings of Babi-Hodovi (2002) in Stojanović & Miroljub (2019) that hotel ambience influences the guest experience in several features.

Hotel Layout (HL) → Guest Experience (GE)

The path coefficient value of 0.037 indicates a weak positive relationship. The P-value of $0.361 > 0.05$ signifies that hotel layout does not influence guest experience at The Apurva Kempinski Bali positively. Therefore, H2 is rejected. Other factors suggested that could affect guest experience, such as:

1. Staff Performance

According to the study by Baek et al. (2020), the whole guest experience is greatly influenced by staff performance, especially interactions between guests and staff.

2. Tangible Attributes

According to the findings of Gundersen et al. (1996) in Zarezadeh et al. (2022), physical characteristics such as hotel amenities, cleanliness, mattress and pillow quality, and proper lighting were found to have a major impact on the guest experience.

3. Service Quality

Based on the study of Gundersen et al. (1996) in Zarezadeh et al. (2022), service quality which is categorized into intangible attributes was identified to influence the guest experience. This means that when the hotel has a great quality of service, it will create a positive guest experience.

Hotel Furnishing (HF) → Guest Experience (GE)

The path coefficient value of 0.206 indicates a weak positive relationship. The P-value of $0.045 < 0.05$ signifies that hotel furnishing influences guest experience at The Apurva Kempinski Bali positively. Therefore, H3 is accepted. This is in line with the findings of Wakefield & Blodgett (1996) and Kim et al. (2010) in Htwe (2020) that furnishings can manifest in comfort, which results in positive experiences of the guests.

Hotel Cleanliness (HC) → Hotel Ambiance (HA) and Guest Experience (GE)

The path coefficient value of -0.105 indicates a weak negative relationship. The negative relationship shows that hotel cleanliness weakens the relationship between hotel ambiance and guest experience. The P-value of 0.162 > 0.05 signifies that hotel cleanliness does not moderate the hotel ambiance and guest experience positively. Therefore, H4 is rejected.

Hotel Cleanliness (HC) → Hotel Layout (HL) and Guest Experience (GE)

The path coefficient value of 0.094 indicates a weak positive relationship. The positive relationship shows that hotel cleanliness strengthens the relationship between hotel layout and guest experience. The P-value of 0.103 > 0.05 signifies that hotel cleanliness does not moderate the hotel layout and guest experience positively. Therefore, H5 is rejected.

Hotel Cleanliness (HC) → Hotel Furnishing (HF) and Guest Experience (GE)

The path coefficient value of 0.010 indicates a weak positive relationship. The positive relationship shows that hotel cleanliness strengthens the relationship between hotel furnishing and guest experience. The P-value of 0.459 > 0.05, signifies that hotel cleanliness does not moderate between hotel furnishing and guest experience positively. Therefore, H6 is rejected.

Other factors suggested to moderate between physical environment and guest experience, such as:

1) Subjective Norms

Singh et al. (2022) found that the association between social currency and guest experience is moderated by subjective norms. Subjective norms are people's opinions about whether or not other people agree with their actions. A positive subjective norm will result in a positive customer experience. When guests receive positive subjective norms from their surroundings, they are more likely to have a positive guest experience.

2) Product Quality

Based on the findings of Setiawan et al. (2023), product quality has a moderating effect between perceived service quality and consumer satisfaction. This happened because no matter how good the service is, it needs to be balanced with quality products, such as good-quality food. This suggests that when the hotel has good product quality, the guests are more likely to have a good experience.

3) Attitude

Singh et al. (2022) revealed that attitude moderates the link between customer experience and social currency. Positivity will improve the guest experience. When guests receive a positive attitude from the hotel, they are more likely to experience a positive guest experience.

5. Conclusions and Recommendations

The research results show that the hotel ambiance and furnishing influence the guest experience positively. However, the hotel layout does not influence the guest experience positively. The hotel cleanliness also does not play a moderating role between the relationships of hotel ambiance, layout, furnishing, and the guest experience. Therefore, it is recommended that the hotel management focus on maintaining the hotel ambiance and furnishing to improve the guest experience.

Recommendations are given based on the highest loading factor value of each variable. For the hotel ambiance, the highest loading factor value was 0.898 from HA4 “Hotel has a nice decoration”. Therefore, the Apurva Kempinski Bali should consider maintaining high-quality decorations, ensuring it remains luxurious, fresh, and well-kept. Additionally, holding seasonal themes and local art can also create unique experiences for the guests. Among all variables, Hotel Ambience (HA) has the greatest influence on guest experience, as evidenced by its highest path coefficient value of 0.376. Therefore, the Apurva Kempinski Bali should consider maintaining its ambiance to preserve the guest experience.

For the hotel layout, the highest loading factor value was 0.922 from HL5 “Hotel layout creates attention to me”. Therefore, the Apurva Kempinski Bali should consider enhancing its personalized layout experience by offering hotel tours or digital maps that highlight the hotel layout. For the hotel furnishing, the highest loading factor value was 0.932 from HF4 “Hotel provides good physical condition of furniture and fixture”. Therefore, the Apurva

Kempinski Bali should consider enhancing regular maintenance and inspections of all furniture and fixtures, including addressing any signs of scratches, fading fabrics, etc., to elevate its quality. For the hotel cleanliness, the highest loading factor value was 0.962 from HC4 “*The floor in the hotel area is clean*”. Therefore, the Apurva Kempinski Bali should consider enhancing housekeeping awareness to conduct best practices for cleaning and immediate response to spills or dirt in public areas. For the guest experience, the highest loading factor value was 0.937 from GE8, “*I felt like the hotel was at my disposal*”. Therefore, The Apurva Kempinski Bali should consider enhancing the level of responsiveness of its staff, particularly towards the guests’ needs, and offer more personalized services for the guests to elevate its service quality.

Future researchers could widen the research scope to multiple hotels over a whole region or city. Additionally, it is recommended to explore other variables that could affect guest experience, such as staff performance, tangible attributes (room amenities, cleanliness, etc.), and service quality; as well as other moderating variables besides hotel cleanliness, such as subjective norms, product quality, and attitude. Lastly, researchers can use a qualitative approach instead of a quantitative one to gain a more in-depth perspective on what guests consider to be a great hotel experience.

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