

Digital Experience Is Not Enough: The Role of Customer Satisfaction in Five-Star Hotel Revisit Intention

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ABSTRACT

Purpose – Despite the growing demand for environmentally sustainable services, green hotels are often perceived as offering lower comfort while charging premium prices. This paradox raises questions about whether environmentally conscious customers genuinely develop strong loyalty toward green hotels and what factors drive such loyalty. This study addresses two main questions: (1) Do green customers demonstrate strong loyalty toward green hotel services? (2) Does customer satisfaction mediate the relationship between green hotel service attributes and customer loyalty?

Design/methodology/approach – A quantitative research design was employed using survey data collected from 153 hotel guests in Yogyakarta, Indonesia, selected through random sampling. The proposed model was analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS), including assessments of construct validity and reliability.

Finding/Results – The findings reveal that green customer loyalty is not directly formed but is significantly influenced through customer satisfaction as a mediating variable. Key green hotel service attributes such as eco-friendly facilities, environmental atmosphere, unique sustainable design, energy efficiency, employee environmental awareness, customer involvement in green initiatives, healthy food offerings, and reward systems positively affect satisfaction, which in turn enhances loyalty.

Originality/Value – This study contributes to the sustainable hospitality literature by providing empirical evidence of the mediating role of satisfaction in shaping green customer loyalty. It also refines the conceptualization of green service quality by integrating both environmental attributes and experiential factors, offering a more comprehensive model applicable to emerging tourism destinations.

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1. Introduction

Green customers represent a distinct segment within the broader consumer market. The rapid advancement of digital technology has fundamentally changed the hospitality industry, especially in the premium hotel segment. Digital transformation has driven hotels to integrate technology into various stages of the customer journey, including information retrieval, online reservations, digital payments, service personalisation, and post-stay communication (Buhalis & Volchek, 2021; Shin & Kang, 2020). According to Lemon and Verhoef (2016), the customer experience is shaped by customers' cognitive, emotional, behavioral, and sensory responses at various points of contact, including digital channels. As a result, digital interaction has become an essential component of service delivery and customer relationship management in modern hospitality services. With the increasing adoption of Online Travel Agent (OTA) platforms such as Traveloka, Agoda, and Booking.com, there has been increasing competition among hotels. The platform allows customers to compare hotel prices, facilities, service quality, ratings, and customer reviews before making a purchase decision. As a result, customers no longer evaluate hotels based solely on physical facilities or face-to-face service meetings, but also on the quality of their digital experience during the service process (Sharma et al., 2023; Xu et al., 2024).

However, this heavy reliance on digital touchpoints poses a critical paradox in premium hospitality settings. While digital convenience manages to minimise operational friction, it simultaneously creates emotional distance by reducing human-to-human interaction – a traditional hallmark of luxury services (Bowen & Morosan, 2018). This is where the core argument arises that a superior digital experience alone is not enough. In the five-star hotel environment, consumers are not only seeking automated transactions; they demand an emotional and experiential premium that justifies the luxury price tag (Wirtz & Zeithaml, 2018). To complement the limitations of digital interfaces, traditional service quality remains an important determinant of customer evaluation. Parasuraman et al. (1988) conceptualised service quality through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, which continue to be the foundation for evaluating service performance. Similarly, Zeithaml et al. (2020) emphasised that customers evaluate service quality not only through physical facilities but also through the professionalism, responsiveness, and interpersonal competence of service employees. In the context of five-star hotels, customers generally expect hybrid excellence: advanced technology combined with superior personal humanitarian services (Han & Hyun, 2017; Verma et al., 2022).

In this framework, customer satisfaction represents an important mechanism that links this dual service experience (digital and physical) with future behaviour intentions. The expectation disconfirmation theory suggests that satisfaction arises when customers perceive that service performance meets or exceeds their expectations (Oliver, 2021). Satisfied customers tend to develop a positive evaluation of the service provider, which then increases their loyalty and intention to revisit. Empirical studies consistently report that customer satisfaction is a strong predictor of return visit intentions in the context of hospitality and tourism (Baker & Crompton, 2000; contrast, 2019). Customer satisfaction can therefore serve as an important mediation mechanism through which the digital customer experience and quality of service influence return visit behaviour.

Despite the importance of these variables, two critical research gaps remain unresolved in the current hospitality literature. First, previous empirical findings regarding the direct influence of digital experiences on return visit intentions remain highly inconclusive. Some experts report that customer experience directly increases return visit intentions and

customer loyalty (Ali, 2020; Maharani et al., 2024). In contrast, an alternative study found that digital customer experience does not always directly translate into return visit behaviour and strongly requires customer satisfaction as an intervention mechanism (Hapsari et al., 2017; Parasuraman, A., & Ball, J., 2019). More recent studies in the smart hospitality environment have also shown that revisiting intentions are increasingly influenced by emotional satisfaction, personalised service, and integrated digital interactions rather than digital experiences alone (Sharma et al., 2023; Xu et al., 2024). Second, there is a contextual gap because most previous studies have mainly focused on retail, e-commerce, or conventional hospitality settings, so premium hospitality services in emerging tourism markets remain largely under-researched. This socio-geographical context is increasingly seen in destinations such as East Java, Indonesia - a fast-growing tourism and business hub encompassing major metropolitan markets such as Surabaya and leading leisure destinations such as Malang, Batu, and Mount Bromo. Intense competition in the region is forcing five-star hotel operators to constantly balance the integration of digital services with the high quality of tactile services, making it an ideal empirical place to test this relationship.

To address this gap, the study investigated the simultaneous effects of digital customer experience and service quality on return visit intentions through the mediating role of customer satisfaction among five-star hotel guests in East Java, Indonesia. This study contributes to the hospitality literature by integrating customer experience Theory (Lemon & Verhoef, 2016), SERVQUAL theory (Parasuraman et al., 1988), and expectation disconfirmation theory (Oliver, 2021) in a single conceptual framework utilizing stimulus-organism-response (S-O-R) Lenses (Mehrabian & Russell, 1974). More importantly, the study addresses the ongoing debate over whether digital customer experience alone is sufficient to stimulate customer return visit intentions in premium hospitality services. By demonstrating whether customer satisfaction serves as a critical "organism" that transforms technological and traditional "stimuli" into behaviour "responses" (revisit intentions), the study provides actionable insights for luxury hotel managers to effectively balance high-tech investments with high-touch hospitality.

1.1 Digital Customer Experience

This research framework positions digital and traditional service environments as environmental inputs or stimuli within the S-O-R framework, directly shaping the guest's internal emotional evaluation or "organism" (O), operationalised here as customer satisfaction. Digital customer experience (DCX) is conceptualised as the cognitive, emotional, and behaviour responses of customers during interactions across digital touchpoints, including mobile apps, online reservation systems, and automated contactless services (Lemon & Verhoef, 2016). In luxury hospitality settings, elite digital experiences are characterised by information transparency, system responsiveness, and transactional convenience (Sharma et al., 2023). When a five-star hotel delivers a seamless DCX, it minimises cognitive friction and effort for the modern traveller. According to expectation disconfirmation theory (Oliver, 2010), this operational efficiency creates a positive disconfirmation of functional expectations, which directly drives overall customer satisfaction (Ahmad et al., 2022; Dynasty et al., 2024). So, we propose:

H1: Digital customer experience has a positive influence on customer satisfaction.

1.2 Service Quality

In contrast, service quality represents the non-digital, human-centred, and physical attributes of the hotel service landscape. Based on the SERVQUAL model by Parasuraman et al. (1988), service quality in premium hospitality is evaluated through five core dimensions: tangibles,

reliability, responsiveness, assurance, and empathy (Zeithaml et al., 2020). Despite the ongoing digital wave, luxury consumers still associate high price premiums with professional human empathy, social recognition, and highly personalised attention (Wirtz & Zeithaml, 2018). Exceptional face-to-face service meetings result in immediate emotional comfort and a sense of premium prestige that technology alone cannot replicate. Based on empirical evidence from Han and Hyun (2017) and Kittur and Chatterjee (2021), excellent relational service quality leads to deep consumer fulfilment. Therefore, the following hypothesis is put forward:

H2: Service quality has a positive influence on customer satisfaction.

1.3 Customer Satisfaction

Within the S-O-R chain, customer satisfaction serves as a vital "organism" (O)—defined as the consumer's emotional fulfilment response and psychological assessment of whether a product or service provides a pleasing level of consumption (Oliver, 2010). On the other hand, the intention of revisiting serves as the final behaviour "response" (R), which is operationalised as the customer's cognitive probability and willingness to repurchase, rebook, or return to a particular service provider in the future (Baker & Crompton; 2000). The relationship between internal organisms and behaviour outcomes is deeply embedded in the theory of disconfirmation of expectations. When a hotel stay manages to meet or exceed pre-meeting expectations, guests turn to heightened emotional excitement, causing their price sensitivity to drop and their brand attachment to peak (Oliver, 2021). Empirical studies in the luxury hospitality sector consistently confirm that satisfied guests develop strong affective commitment, making overall satisfaction the most reliable and powerful direct predictor of future return visit intentions (Rather, 2019; Rather et al., 2022). Therefore, we hypothesise:

H3: Customer satisfaction has a positive influence on return visit intentions.

1.4 Direct Pathways from Stimuli to Response

The S-O-R framework also accommodates direct pathways in which environmental stimuli directly trigger behaviour approach responses without mandatory cognitive filtering. In terms of the technological environment, a superior digital customer experience can directly stimulate long-term retention. Familiarity with the hotel's proprietary digital platform, dedicated mobile app, or seamless transactional interface creates user familiarity and operational familiarity. As proposed by Ali (2020) and Maharani et al. (2024), the convenience of this technology builds psychological switching costs, encouraging functional reordering behaviour due to time-saving factors.

Simultaneously, the legendary quality of physical service acts as a direct catalyst for customer retention. Interpersonal service excellence characterised by staff empathy and responsiveness allows hotels to build close social and structural bonds with luxury travellers (Zeithaml et al., 2020). Verma et al. (2022) and Gardinie et al. (2023) argue that these face-to-face luxury service meetings leave a lasting behaviour imprint, directly encouraging premium guests to support the venue during subsequent travel choices regardless of digital offerings. Thus, we hypothesise:

H4: Digital customer experience has a positive direct influence on return visit intentions.

H5: Quality of service has a positive direct influence on return visit intentions.

1.5 Revisit Intention

Revisit intention refers to customers' willingness and likelihood to return and reuse services from the same provider in the future (Wu & Ai, 2016). In hospitality management, revisit intention is commonly viewed as an indicator of customer loyalty and long-term business sustainability.

According to Chen and Tsai (2020), revisit intention reflects customers' post-consumption behaviour responses following service evaluations. Customers who perceive positive experiences and satisfactory outcomes are more likely to revisit service providers and recommend them to others. Given the increasingly competitive hospitality environment, understanding the determinants of revisit intention has become essential for hotel managers. Previous studies have consistently demonstrated that customer experience, service quality, and customer satisfaction significantly contribute to revisit intention in hospitality contexts (Han & Hyun, 2017; Rather, 2019; Xu et al., 2024).

1.6 The Mediating Role of Customer Satisfaction

The central argument of this study is that digital experiences are not sufficient to secure sustainable loyalty in the premium hospitality market, highlighting critical empirical conflicts over the path of digital transformation. While some experts claim technology directly encourages loyalty (Ali, 2020), alternative evidence highlights that automated systems often engender "empathy gaps" and emotional coldness, leading to customer defection if human warmth is lost (Bowen & Morosan, 2018; Ashfaq et al., 2025). To bridge this digital paradox, customer satisfaction serves as a vital psychological gatekeeper or intervention mechanism. According to customer experience Theory (Lemon & Verhoef, 2016) and Klaus and Maklan (2013), technological features behave primarily as "hygiene factors" in luxury services; they optimise transaction speed but do not automatically generate emotional attachment. Advanced digital touchpoints must first be filtered through the psychological evaluation of the guest in order to generate actual emotional satisfaction.

Once the technology succeeds in satisfying the "organism", it effectively turns the cold automatic features into a pleasant luxury experience that ultimately triggers the behaviour intention to return (Hapsari et al., 2017; Sharma et al., 2023). Similarly, customer satisfaction acts as an operational multiplier that amplifies the impact of physical service quality, integrating the functional speed of technology and the relational warmth of human service into a single state of consumer pleasure (Han & Hyun, 2017; Harzaviona & Shah, 2020). Based on this collective theoretical constraint, the final mediation hypothesis is stated:

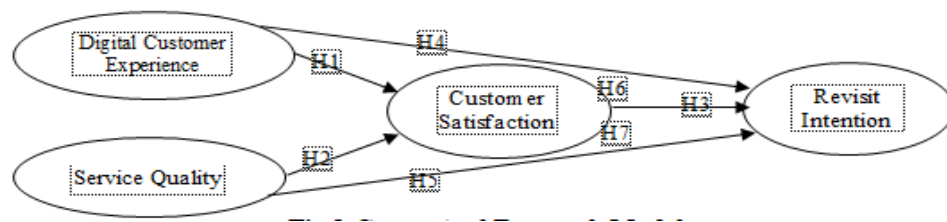
H6: Customer satisfaction significantly mediates the influence of digital customer Experience on revisit intentions.

H7: Customer satisfaction significantly mediates the effect of service quality on revisit intentions.

2. Methodology

Based on these theoretical arguments and empirical findings, this study develops a conceptual framework that examines the direct effects of digital customer experience and service quality on revisit intention, as well as the mediating role of customer satisfaction in this relationship among five-star hotel customers in East Java.

Previous empirical studies have consistently reported that positive customer experiences and superior service quality contribute to higher levels of customer satisfaction, which subsequently encourage favorable behaviour intentions, including revisit intention and customer loyalty (Ali et al., 2016; Han & Hyun, 2017; Rather, 2019). In this context, customer satisfaction functions not only as an outcome of customers' service evaluations but also as an underlying mechanism through which service experiences are translated into future behaviour intentions. Therefore, the conceptual framework of this study is presented in **Figure 1. Conceptual Research Method**



2.1 Research Methods

This study employed a quantitative explanatory research design to examine the relationships among digital customer experience, service quality, customer satisfaction, and revisit intention in the context of five-star hotels in East Java, Indonesia. Explanatory research is appropriate for testing theoretical relationships among variables and evaluating proposed hypotheses through empirical analysis (Rachman, 2018). The population consisted of customers who had stayed at five-star hotels in East Java and had experience using digital hotel services during their stay. The study focused on major tourism and business destinations in East Java, including Surabaya, Malang, Batu, Banyuwangi, Pasuruan, Probolinggo, Jember, Sidoarjo, Mojokerto, and Kediri. A purposive sampling technique was employed to select respondents who met the following criteria: (1) at least 18 years old, (2) had stayed at a five-star hotel in East Java within the previous twelve months, (3) had used digital hotel services such as online reservation systems, mobile applications, digital payment facilities, or OTA platforms, and (4) were willing to participate in the survey.

A total of 200 valid responses were collected and analysed. According to Hair et al. (2022), the recommended sample size for PLS-SEM ranges from five to ten times the number of indicators used in the model. Since this study utilised 18 measurement indicators, the minimum required sample size ranged from 90 to 180 respondents. Therefore, the sample size of 200 respondents was considered adequate to ensure model stability, statistical power, and estimation accuracy.

Data were collected using a structured questionnaire distributed both online and offline. All measurement items were adapted from established scales in previous studies. Measurement of research variables was conducted by adapting validated scales from previous studies. All constructs were operationalised as reflective variables and measured using multiple indicators representing the conceptual dimensions of each construct. All indicators were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The operational definitions and measurement items of each variable are presented in Table 1.

Table 1. Operational Definition and Measurement of Variables

Variable	Operational Definition	Indicators	Measurement Items
Digital Customer Experience (DCE)	Customers' overall evaluation of their interactions with hotel digital platforms before, during, and after service consumption (Lemon & Verhoef, 2016; Klaus & Zaichkowsky, 2020).	Ease of Use	2
		Convenience	2
		Information Accessibility	2
		Personalization	2

Variable	Operational Definition	Indicators	Measurement Items
Service Quality (SQ)	Customers' perception regarding the excellence of hotel services based on the comparison between expectations and actual service performance (Parasuraman et al., 1988; Zeithaml et al., 2020).	Tangibles	2.
		Reliability	2
		Responsiveness	2
		Assurance	2
		Empathy	2
		Overall quality/reliability	2
Customer Satisfaction (CS)	Customers' overall evaluation of whether hotel services meet or exceed their expectations (Oliver, 2021; Kotler & Armstrong, 2021).	Service Satisfaction	2.
		Facility Satisfaction.	2
		Stay Experience Satisfaction	2
		Fulfillment of expectations.	2
Revisit Intention (RI)	Customers' willingness to return and reuse hotel services in the future (Baker & Crompton, 2000; Chen & Tsai, 2020).	Intention to Revisit	2
		Willingness to Recommend	2
		Future Preference	2
		First choice intention	2

Source: Adapted from Lemon & Verhoef (2016), Parasuraman et al. (1988), Zeithaml et al. (2020), Oliver (2021), Baker and Crompton (2000), Chen and Tsai (2020).

As shown in Table 1, all measurement items were adapted from well-established scales in the hospitality and marketing literature. The selected indicators were considered appropriate for capturing customers' perceptions of digital experiences, service quality, satisfaction, and revisit intention within the context of five-star hotels. Prior to hypothesis testing, all measurement items were evaluated through reliability and validity assessments using the PLS-SEM measurement model (outer model) and the structural model (inner model).

3. Result and Discussion

This study involved 200 respondents who were customers of five-star hotels in East Java, particularly in Surabaya, Malang, Batu, Banyuwangi, Pasuruan, Probolinggo, Jember, Sidoarjo, Mojokerto, and Kediri. Respondent characteristics were classified based on gender, age, purpose of stay, frequency of stay, and the use of digital hotel services. The detailed characteristics of respondents are presented in Table 2.

Table 2. Respondent Characteristics

Characteristics	Category	Number of Respondents	Percentage
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Characteristics	Category	Number of Respondents	Percentage
Gender	Men	112	56
	Women	88	44
Age	21–35 years	74	37
	35–45 years	81	40.5
	>45 years	45	22.5
Purpose of stay	Business/Business Travel/Seminars	118	59
	Vacation/Tour	82	41
Frequency of stay	1 times	46	23.0
	2 – 3 times	98	49.0
	≥ 4 times	56	28.0
The use of digital hotel services	Official Hotel Apps./ Website	72	36.0
	Third-Party Apps. (Traveloka, Tiket.com , etc.)	106	53.0
	Phone/Direct/Agent	22	11.0

Based on Table 2, the respondents were predominantly male, accounting for 56% of the total sample. This condition is relatively reasonable considering that most customers of five-star hotels in East Java are business travelers, executives, and official-duty guests who frequently conduct activities in Surabaya as a major business and trade centre. Meanwhile, female respondents were generally categorised as leisure travellers or travel companions.

Based on age distribution, the majority of respondents were within the productive age group, namely 26–35 years old (37%), followed by 36–45 years old (31%), and above 45 years old (22.5%). These characteristics indicate that most respondents represent customer groups with relatively high purchasing power, strong digital literacy, and high travel mobility. In addition, approximately 77% of respondents had stayed at five-star hotels two times or more. This finding suggests that most respondents possessed sufficient experience in using hotel services, enabling them to provide more objective evaluations regarding service quality, digital customer experience, customer satisfaction, and revisit intention.

Most respondents also travelled for business purposes, seminars, and leisure activities to several leading destinations in East Java, including Surabaya, Malang, Batu, Banyuwangi, Mount Bromo, Kawah Ijen, Mojokerto, and Sidoarjo. Regarding the use of digital hotel services, the majority of respondents used third-party applications or Online Travel Agent (OTA) platforms (53%), while 36% used official hotel applications or hotel websites. These findings indicate that digital customer experience has become an important factor in shaping customers' perceptions of five-star hotels in East Java, particularly during information searching, reservation processes, and digital-based hotel service usage.

Furthermore, the high utilisation of digital platforms in hotel booking activities demonstrates that digital service experience has become one of the primary factors influencing customers' evaluations of service quality and customer satisfaction in the premium hospitality industry.

3.1 Convergent Validity

Convergent validity was evaluated using the outer loading values of each indicator. An indicator is considered valid if it has an outer loading value greater than 0.70. Based on Table

3, all indicators demonstrated outer loading values above 0.70, indicating that all measurement indicators met the convergent validity requirement and were appropriate for use in this study.

These results indicate that each indicator was able to adequately explain and represent its respective latent construct. In addition, the strong loading values demonstrate a high correlation between the indicators and their underlying variables, confirming the adequacy of the measurement model. Table 3 presents the results of the outer loading and Average Variance Extracted (AVE) tests.

Table 3. Loading Factor and AVE

Variable	Indikator Code	Loading Factor	AVE	Description
Digital Customer Experience (DCX)	DCX1	0.919	0.865	Valid
	DCX2	0.935		Valid
	DCX3	0.938		Valid
	DCX4	0.927		Valid
Service Quality (SQ)	SQ1	0.701	0.600	Valid
	SQ2	0.721		Valid
	SQ3	0.772		Valid
	SQ4	0.782		Valid
	SQ5	0.861		Valid
	SQ6	0.798		Valid
Customer Satisfaction (CS)	CS1	0.725	0.650	Valid
	CS2	0.791		Valid
	CS3	0.842		Valid
	CS4	0.860		Valid
Revisit Intention (RI)	RI1	0.702	0.653	Valid
	RI2	0.859		Valid
	RI3	0.834		Valid
	RI4	0.829		Valid

Based on the convergent validity results presented in Table 3, all research indicators demonstrated outer loading values above 0.70. These findings indicate that all indicators were able to adequately reflect their respective research constructs and were therefore considered valid. According to Hair et al. (2022), indicators with outer loading values greater than 0.70 indicate satisfactory convergent validity.

Furthermore, the Average Variance Extracted (AVE) results in Table 3 show that all variables obtained AVE values above 0.50. These values indicate that each construct was capable of explaining more than 50% of the variance of its indicators. Therefore, all variables in this study fulfilled the requirements of convergent validity.

3.2 Discriminant Validity

Discriminant validity testing was conducted to ensure that each research construct was empirically distinct from other constructs. The findings using the Fornell–Larcker criteria showed that the square root of the AVE for each construct was higher than its correlation with other constructs. These results indicate that each variable has adequate discriminant validity and is able to explain its own construct more strongly than other constructs.

Therefore, all variables in this study meet the discriminant validity criteria. The results are presented in Table 4.

Table 4. Fornell-Larcker Criterion

	Customer Satisfaction	Digital Customer Experience	Revisit Intention	Service Quality
Customer Satisfaction	0.806			
Digital Customer Experience	0.273	0.930		
Revisit Intention	0.744	0.141	0.808	
Service Quality	0.721	0.160	0.737	0.774

The discriminant validity assessment using the Fornell–Larcker criterion demonstrates satisfactory results. As presented in Table 4, the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other constructs. This finding indicates that each latent variable shares more variance with its own indicators than with other variables in the model. Therefore, the discriminant validity requirement based on the Fornell–Larcker criterion is fulfilled, confirming that Digital Customer Experience, Service Quality, Customer Satisfaction, and Revisit Intention represent conceptually distinct constructs.

In addition to the Fornell-Larcker criteria, discriminant validity was also assessed using the Heterotrait–Monotrait Ratio (HTMT). This procedure was conducted to ensure that each construct measures a unique concept and can be empirically distinguished from other constructs in the model. The results are presented in Table 5.

Table 5. Heterotrait–Monotrait Ratio

	Customer Satisfaction	Digital Customer Experience	Revisit Intention	Service Quality
Customer Satisfaction				
Digital Customer Experience	0.307			
Revisit Intention	0.809	0.172		
Service Quality	0.837	0.171	0.869	

Table 5 shows that all HTMT values are below the recommended threshold of 0.90, which confirms that their construction is empirically different and measures different theoretical concepts. Collectively, these findings provide strong evidence that measurement models meet conceptually and empirically distinct requirements for discriminant validity, thus supporting the adequacy of measurement models for further structural model analysis.

3.3 Reliability Test

Reliability testing was conducted to examine the internal consistency of the indicators in measuring the research constructs. In this study, reliability was assessed using Cronbach's alpha and composite reliability values. The results are presented in Table 6.

Table 6. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Description
Digital Customer Experience	0.948	0.963	Reliable
Service Quality	0.866	0.899	Reliable
Customer Satisfaction	0.819	0.881	Reliable
Revisit Intention	0.821	0.882	Reliable

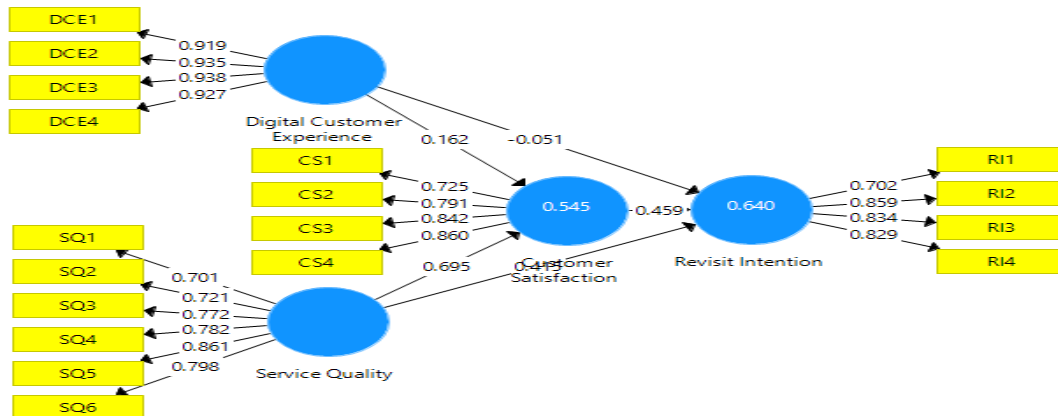
Based on the reliability test results presented in Table 6, all research variables obtained Cronbach's alpha and composite reliability values above 0.70. These findings indicate that all research constructs possessed good internal consistency and were able to measure the

variables reliably. Therefore, all indicators used in this study were considered appropriate for further structural model (inner model) analysis.

3.4 Structural Model Evaluation

The structural model evaluation was conducted to examine the relationships among latent variables and to assess the model's ability to explain the endogenous variables in this study. The inner model assessment included the analysis of R-square values, Q-square values, collinearity statistics (variance inflation factor/VIF), and path coefficients. The structural model estimation results generated using SmartPLS are presented in Figure 2.

Figure 2. Full Structural Model



Based on Figure 2, the structural model indicates that almost all relationships among variables have positive coefficient directions, except for the direct relationship between digital customer experience and revisit intention, which shows a negative coefficient direction. In addition, customer satisfaction demonstrates a positive effect on revisit intention as the primary endogenous variable in this study.

The path diagram results reveal that service quality has a relatively stronger influence on customer satisfaction compared to digital customer experience. This finding indicates that service quality dimensions, including facility comfort, staff friendliness, responsiveness, and personalised services, remain the dominant factors in shaping customer satisfaction at five-star hotels in East Java. Nevertheless, digital customer experience also demonstrates an important contribution in shaping customer perceptions and experiences, particularly through online reservation convenience, information accessibility, digital transaction security, and integrated technology-based services. Furthermore, customer satisfaction shows a strong positive influence on revisit intention. This finding suggests that customers who are satisfied with their hotel service experiences tend to have a stronger intention to revisit and reuse hotel services in the future. Therefore, customer satisfaction acts as a mediating mechanism that strengthens the relationship between digital customer experience, service quality, and customers' revisit intention. Overall, the structural model demonstrates that the combination of superior digital experience and optimal service quality represents an important factor in enhancing customer satisfaction and maintaining customer loyalty within the premium hospitality industry in East Java.

3.5 R-square Test

The R-square test was conducted to determine the ability of the independent variables to explain the dependent variables in the research model. According to Hair et al. (2022), R-square values of 0.75, 0.50, and 0.25 are categorised as substantial, moderate, and weak, respectively.

Table 7. R-square Values

Variable endogenous	R-square	Category
Customer Satisfaction	0.541	Moderate
Revisit Intention	0.634	Moderate

Based on Table 7, the R-square value for customer satisfaction is 0.541, indicating that digital customer experience and service quality are able to explain 54.1% of the variance in customer satisfaction, while the remaining variance is explained by other variables outside the scope of this study. According to Hair et al. (2022), this value falls within the moderate category, indicating that the model has an acceptable explanatory power in describing the relationship among variables. Furthermore, the r-Square value for Revisit Intention is 0.634, which indicates that Digital Customer Experience, Service Quality, and Customer Satisfaction are able to explain 63.4% of the variance in Revisit Intention, while the remaining variance is influenced by other factors not included in this study. This result also falls within the moderate category, suggesting that the structural model has a sufficiently good ability to explain customers' revisit intention in the context of five-star hotels in East Java.

3.6 Predictive Relevance (Q²)

The predictive relevance test was conducted using the Q-square (Q²) value to evaluate the predictive capability of the research model. According to Hair et al. (2022), a Q² value greater than 0 indicates that the model possesses satisfactory predictive relevance. Based on the Q² test results, all endogenous variables obtained Q² values greater than 0, indicating that the research model has good predictive relevance and is capable of predicting the relationships among variables adequately. These findings suggest that the structural model not only explains the relationships among constructs but also possesses acceptable predictive accuracy in explaining customer behaviour within the premium hospitality industry.

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0.541^2)(1 - 0.634^2)$$

$$Q^2 = 1 - (1 - 0.293)(1 - 0.402)$$

$$Q^2 = 1 - (0.707)(0.598)$$

$$Q^2 = 1 - 0.423$$

$$Q^2 = 0.577$$

Based on the calculation results, the Q-square (Q²) value obtained was 0.577. This result indicates that the research model has very good predictive relevance because the Q² value is greater than 0. The findings demonstrate that the model possesses strong predictive capability towards the endogenous variables. Therefore, the research model is considered to have adequate predictive relevance in explaining customer behaviour at five-star hotels in East Java.

3.7 Variance Inflation Factor (VIF)

Collinearity statistics were assessed using the variance inflation factor (VIF) to determine whether multicollinearity problems existed among variables in the research model. According to Hair et al. (2022), VIF values below 5 indicate that the model is free from multicollinearity issues. Based on the test results, all indicators showed VIF values below 5. The highest VIF value was found in the indicator related to the ease of accessing hotel information, with a value of 4.978, which remained below the recommended threshold. These findings indicate that no multicollinearity problem existed among the variables in the research model. Therefore, the relationships among variables in the structural model can be considered stable and appropriate for further hypothesis testing.

3.8 Effect Size (f-Square)

In addition to the coefficient of determination (R-square) analysis, this study also conducted an effect size (f-squared/f²) test to determine the magnitude of the influence of each exogenous variable on the endogenous variables within the research model. The f-squared value is used to measure the contribution of each independent variable in increasing the R-square value of the dependent variable. According to Hair et al. (2022), f-squared values of 0.02, 0.15, and 0.35 are categorised as small, medium, and large effects, respectively. Based on the test results, service quality demonstrated the largest effect size on customer satisfaction compared to the other variables, with an f² value of 1.035, which exceeds the threshold for a large effect size. Meanwhile, customer satisfaction also showed a strong influence on revisit intention. These findings indicate that customer satisfaction plays an important role in explaining customers' intentions to revisit five-star hotels in East Java. Therefore, the variables included in the research model provide substantial contributions to the endogenous variables.

3.9 Goodness of Fit Evaluation

The goodness of fit evaluation was conducted to assess the overall suitability of the research model. The goodness of fit value reflects the model's ability to explain the empirical data used in the study. In SEM-PLS analysis, model fit can be evaluated using the Standardised Root Mean Square Residual (SRMR). According to Hair et al. (2022), an SRMR value below 0.08 indicates a good model fit. Based on the test results, the SRMR value of the research model was 0.067, which is below the recommended threshold of 0.08. These findings indicate that the research model has a good goodness of fit and is appropriate for explaining the relationships among variables in this study. Therefore, the structural model developed in this research fulfils the model feasibility criteria in SEM-PLS analysis. Table 8 presents the results of the goodness of fit value.

Table 8. Goodness of Fit

Criteria	Saturated Model	Estimated Model	Threshold	Conclusion
SRMR	0.067	0.073	< 0.08	Accepted
d_ULS	1.497	1.527	Compare with the HI95/HI99	Acceptable*
d_G	0.759	0.773	Compare with the HI95/HI99	Acceptable*
Chi-square	840.424	850.987	expected small	Accepted
NFI	0.815	0.809	> 0.90	Marginal/Accepted

The evaluation of d_ULS and d_G could not be fully assessed because bootstrap-based HI95 and HI99 values were unavailable. Therefore, these statistics are interpreted descriptively. The goodness-of-fit assessment indicates that the proposed model is acceptable. The SRMR value of 0.073 is below the recommended threshold of 0.08, while the NFI value of 0.809 exceeds the minimum acceptable level of 0.80. In addition, the d_ULS (1.527) and d_G (0.773) values suggest relatively low model discrepancies. Overall, the model demonstrates adequate fit and is appropriate for subsequent structural model analysis.

3.10 Hypothesis Testing

Hypothesis testing was conducted to examine the direct effects among the research variables, while indirect effect testing was performed to evaluate the mediating role of customer satisfaction in the relationship between digital customer experience, service quality, and revisit intention. The analysis was conducted using the bootstrapping method in SmartPLS by examining the path coefficient, t-statistic, and p-value.

A hypothesis is considered accepted when the t-statistic value exceeds 1.96, and the p-value is below 0.05. The results of the hypothesis testing are presented in Table 9.

Table 9. The Results of the Hypothesis Testing

	Path Coefficient	T-Statistic	P-Value	Description
Digital Customer Experience -> Customer Satisfaction	0.162	3.261	0.001	Accepted
Service Quality -> Customer Satisfaction	0.695	18.418	0.000	Accepted
Customer Satisfaction -> Revisit Intention	0.459	6.232	0.000	Accepted
Digital Customer Experience -> Revisit Intention	-0.051	2.105	0.007	Not Supported
Service Quality -> Revisit Intention	0.415	5.207	0.000	Accepted
Digital Customer Experience -> Customer Satisfaction -> Revisit Intention	0.074	2.615	0.009	Accepted
Service Quality -> Customer Satisfaction -> Revisit Intention	0.319	6.231	0.000	Accepted

Based on the results of hypothesis testing in Table 9, the direct and indirect relationships between research variables are presented below.

H1: Effect of Digital Customer Experience on Customer Satisfaction

Based on the hypothesis testing results presented in Table 6, digital customer experience has a positive and significant effect on customer satisfaction, with a path coefficient value of 0.162, a t-statistic of 3.261, and a p-value of 0.001. This finding indicates that improvements in customers' digital experiences contribute to higher levels of satisfaction among guests of five-star hotels in East Java. Therefore, H₁ is supported and accepted.

H2: Effect of Service Quality on Customer Satisfaction

The test results indicate that service quality has a positive and significant effect on customer satisfaction, with a path coefficient value of 0.695, a t-statistic of 18.418, and a p-value of 0.000. This finding suggests that higher levels of service quality substantially enhance customer satisfaction in five-star hotels. Therefore, H₂ is supported and accepted.

H3: Effect of Customer Satisfaction on Revisit Intention

Customer satisfaction has a positive and significant effect on revisit intention, with a path coefficient value of 0.459, a t-statistic of 6.232, and a p-value of 0.000. This result indicates that satisfied customers are more likely to revisit and continue using hotel services in the future. Therefore, H₃ is supported and accepted.

H4: Effect of Digital Customer Experience on Revisit Intention

Digital customer experience has a negative but significant effect on revisit intention, with a path coefficient of -0.051, a t-statistic of 2.105, and a p-value of 0.007. These findings indicate that although digital customer experience plays an important role in hotel services, its direct influence on customers' intention to revisit tends to be relatively weak and negative when not accompanied by strong emotional satisfaction and service interaction. Although the relationship is statistically significant, the direction of the effect is opposite to the proposed hypothesis. This finding suggests that digital customer experience does not directly increase customers' intention to revisit five-star hotels in East Java. Therefore, H₄ is not supported.

H5: Effect of Service Quality on Revisit Intention

Service quality has a positive and significant effect on revisit intention, with a path coefficient value of 0.425, a t-statistic of 5.207, and a p-value of 0.000. This finding indicates that superior service quality increases customers' willingness to revisit and reuse hotel services in the future. Therefore, H₅ is supported and accepted.

H6: Mediating Role of Customer Satisfaction in the Relationship between Digital Customer Experience and Revisit Intention

The test results indicate that customer satisfaction significantly mediates the effect of digital customer experience on revisit intention, with a path coefficient value of 0.074, a t-statistic of 2.615, and a p-value of 0.009. This finding demonstrates that customer satisfaction serves as a significant mediating mechanism through which digital customer experience influences customers' intention to revisit five-star hotels. Therefore, H₆ is supported and accepted.

H7: Mediating Role of Customer Satisfaction in the Relationship between Service Quality and Revisit Intention

Customer satisfaction significantly mediates the effect of service quality on Revisit Intention, with a path coefficient value of 0.319, a t-statistic of 6.231, and a p-value of 0.000. This result indicates that customer satisfaction significantly mediates the relationship between service quality and revisit intention. Therefore, H₇ is supported and accepted.

3.11 Discussion

The findings reveal that digital customer experience (DCX) positively influences customer satisfaction among customers of five-star hotels in East Java. This result suggests that customers perceive digital interactions as an integral component of their overall hotel experience. The availability of user-friendly reservation systems, responsive digital communication, secure online transactions, and seamless service integration contributes to customers' positive evaluations of hotel performance.

From a theoretical perspective, this finding supports the Technology Acceptance Model (TAM) proposed by Davis (1989), which argues that perceived usefulness and perceived ease of use enhance users' positive attitudes towards technology-based services. In premium hospitality settings, digital technologies reduce customer effort and uncertainty throughout the service journey, thereby increasing perceived convenience and satisfaction. The result also reinforces Customer Experience Theory (Lemon & Verhoef, 2016), which emphasises that customer satisfaction is shaped by cumulative interactions across multiple touchpoints rather than by isolated service encounters. A study by Ahmad et al. (2022) and Wangsa et al.

(2024), which revealed that digital customer experience significantly improves customer satisfaction in the hospitality industry. The findings also support Sharma et al. (2023), who emphasised that integrated digital hospitality services positively influence customer satisfaction through convenience, accessibility, and digital responsiveness.

This finding extends previous hospitality studies by demonstrating that digital experience has become a fundamental determinant of customer satisfaction in premium hotel environments. Unlike traditional hospitality contexts where customer evaluations were primarily driven by face-to-face interactions, customers increasingly assess hotel quality through their digital experiences before, during, and after their stay. Therefore, digital transformation should be viewed not merely as a technological investment but as a strategic mechanism for enhancing customer satisfaction and service competitiveness.

3.12 Service Quality and Customer Satisfaction

The study also found that service quality has a positive and significant effect on customer satisfaction. This result indicates that high-quality services, including comfortable facilities, cleanliness, staff friendliness, responsiveness, professionalism, and personalised attention, significantly enhance hotel customer satisfaction. In premium hospitality services, customers not only evaluate physical luxury but also assess the quality of interpersonal interactions during their stay. Responsive and professional employees are able to create emotional comfort and positive experiences, which ultimately strengthen customer satisfaction. These findings support the SERVQUAL model developed by A. Parasuraman et al. (1988) and colleagues, which explains that service quality is determined by customers' evaluations of tangibles, reliability, responsiveness, assurance, and empathy. The study confirms that these dimensions remain highly relevant in the hospitality industry despite rapid technological development. The findings are in line with previous studies by Han and Hyun (2017), Saleem and Raja (2014), and Kittur and Chatterjee (2021), which demonstrated that service quality significantly influences hotel customer satisfaction. In the context of five-star hotels in East Java, the results imply that human interaction and personalised services remain essential factors in shaping customer satisfaction, even in the digital era.

3.13 Customer Satisfaction and Revisit Intention

The results reveal that customer satisfaction positively and significantly affects revisit intention. This finding indicates that satisfied customers are more likely to revisit the same hotel in the future. Customer satisfaction creates positive emotional experiences, trust, and favourable perceptions towards the hotel, which subsequently encourage customer loyalty. Customers who perceive that hotel services meet or exceed their expectations tend to develop stronger intentions to return. Friendly staff, professional services, and satisfying stay experiences contribute to customers' emotional attachment to the hotel. This finding supports the disconfirmation of expectancy theory proposed by Richard Oliver, which explains that customer satisfaction emerges when service performance meets or exceeds customer expectations. Positive evaluations towards the service experience eventually encourage repeat purchase behaviour and customer loyalty. The findings are also consistent with studies by Han and Hyun (2017), Baker and Crompton (2000), and Rather (2019), which found that customer satisfaction significantly influences revisit intention in hospitality and tourism industries. In the context of East Java's five-star hotels, customer satisfaction becomes a strategic factor in maintaining customer loyalty amid increasingly intense competition.

3.14 Digital Customer Experience and Revisit Intention

An interesting finding of this study is that digital customer experience exhibits a significant but negative direct effect on revisit intention. This result indicates that although customers appreciate digital convenience, digital experience alone may not be sufficient to directly encourage repeat visits in premium hospitality settings. One possible explanation is that digital services have increasingly become a standard expectation rather than a source of competitive differentiation among five-star hotels. Customers may perceive efficient reservation systems, mobile applications, online payments, and digital communication channels as basic service requirements. Consequently, superior digital experiences do not automatically generate loyalty unless they are accompanied by memorable service encounters and emotional satisfaction.

This finding aligns with recent hospitality studies emphasising that customer loyalty in premium hospitality services is largely driven by emotional engagement, personalised experiences, and relational benefits rather than by technology alone (Xu et al., 2024). The result also supports the argument of Ashfaq et al. (2025), who suggested that digital interaction quality contributes to customer evaluations only when it enhances emotional experiences during service consumption.

Therefore, digital technology should be viewed as an enabling mechanism rather than the primary driver of customer loyalty. In the context of five-star hotels, customers continue to place substantial value on personalised human interaction, hospitality warmth, and service excellence, which remain difficult to replicate through technology alone.

3.15 Service Quality and Revisit Intention

The study found that service quality positively and significantly affects revisit intention. This finding demonstrates that high-quality services encourage customers to return to the same hotel in the future. Service quality in this study includes physical comfort, cleanliness, staff professionalism, responsiveness, friendliness, and personalised attention. In premium hospitality industries, customers evaluate not only luxurious facilities but also emotional experiences created through service interactions. Responsive and friendly services create feelings of comfort, appreciation, and trust, which strengthen customers' intentions to revisit. These findings support the SERVQUAL theory proposed by A. Parasuraman et al. (1988) and Zeithaml et al. (2020), emphasising that excellent service quality enhances customers' positive evaluations and loyalty towards service providers. The results are consistent with previous studies conducted by Han and Hyun (2017), Saleem and Raja (2014), and Hardinie et al. (2023), which found that service quality significantly influences revisit intention in the hospitality sector. In addition, Verma et al. (2022) explained that personalised and responsive hospitality services significantly strengthen customer loyalty and revisit behaviour in premium hotel industries. In the context of five-star hotels in East Java, personalised human interaction remains a competitive advantage that cannot be fully replaced by digital technology.

3.16 The Mediating Customer Satisfaction, Digital Customer Experience, Revisit Intention

The results demonstrate that customer satisfaction significantly mediates the relationship between digital customer experience and revisit intention. The findings imply that customers' revisit decisions in premium hospitality services are not solely determined by digital convenience, but are also influenced by emotional attachment, personalised service, and overall satisfaction during their stay. Nevertheless, digital convenience, integrated platforms, fast online services, and secure transactions still contribute to shaping positive customer perceptions towards the hotel. In modern hospitality services, customers

increasingly rely on digital platforms for information searching, online reservations, payments, and communication with hotels. However, in the context of five-star hotels, customers may place greater emphasis on personalised interactions and emotional service experiences rather than relying exclusively on digital systems. These findings support the customer experience perspective proposed by Lemon and Verhoef (2016) as well as Klaus and Maklan (2013), which explains that integrated digital experiences can strengthen customer relationships and loyalty when combined with satisfying service experiences. The results also indicate that digital services have become a strategic component in improving competitiveness within the premium hospitality industry.

3.17 The Mediating Customer Satisfaction, Service Quality, Revisit Intention

The findings further reveal that customer satisfaction significantly mediates the relationship between service quality and revisit intention. This result indicates that service quality enhances revisit intention both directly and indirectly through customer satisfaction. High-quality services, including staff friendliness, responsiveness, facility comfort, cleanliness, and personalised attention, create satisfying service experiences for customers. When hotel services meet or exceed customer expectations, customers develop positive emotional evaluations that increase their intention to revisit. This finding supports the disconfirmation of expectancy theory proposed by Richard Oliver, which explains that customer satisfaction emerges from the comparison between expected and perceived service performance. The study also supports the SERVQUAL framework developed by A. Parasuraman, emphasising that service quality is a major determinant of customer satisfaction and loyalty.

The findings are consistent with previous studies by Harzaviona and Syah (2020), Han and Hyun (2017), and Baker and Crompton (2000), which demonstrated that customer satisfaction mediates the relationship between service quality and customer loyalty. In the context of five-star hotels in East Java, customer satisfaction becomes a strategic factor in maintaining customer loyalty within an increasingly competitive hospitality environment. Overall, this study confirms that customer satisfaction plays a vital mediating role in strengthening the effects of both digital customer experience and service quality on revisit intention. Therefore, five-star hotels should continuously improve both digital services and service quality to maintain customer satisfaction and long-term customer loyalty.

The present study provides several theoretical contributions to hospitality and service marketing literature. First, the findings confirm the complementary role of digital customer experience and service quality in shaping customer satisfaction and revisit intention within premium hospitality services. Second, the study demonstrates that customer satisfaction serves as a critical psychological mechanism that transforms both digital and service-related experiences into behaviour loyalty. More importantly, the study reveals that digital customer experience does not automatically translate into revisit intention. The significant negative direct effect suggests that digital technologies may function primarily as hygiene factors rather than loyalty-generating factors in five-star hotels. This finding contributes to the ongoing debate regarding the effectiveness of digital transformation in hospitality services and highlights the continuing importance of emotional satisfaction and personalised service encounters in building long-term customer relationships.

Finally, by focusing on five-star hotels in East Java, this study extends the hospitality literature beyond traditional tourism and e-commerce contexts and provides empirical evidence from an emerging hospitality market characterised by rapid digitalisation and increasing service competition.

4. Conclusion

This study examined the effects of digital customer experience and service quality on revisit intention through the mediating role of customer satisfaction among customers of five-star hotels in East Java. The findings demonstrate that both digital customer experience and service quality positively influence customer satisfaction, with service quality emerging as the strongest determinant. Customer satisfaction was also found to significantly enhance revisit intention.

An important finding of this study is that digital customer experience exhibits a significant but negative direct effect on revisit intention. This result suggests that digital experience alone is insufficient to encourage repeat visits in premium hospitality settings. Instead, customers' revisit decisions are largely influenced by the extent to which digital interactions contribute to overall satisfaction and emotional service experiences. Furthermore, customer satisfaction was found to significantly mediate the relationships between digital customer experience, service quality, and revisit intention. These findings confirm the pivotal role of customer satisfaction as the mechanism through which digital and service experiences are transformed into customer loyalty behaviour. Overall, this study contributes to hospitality marketing literature by demonstrating that the successful integration of digital services and service quality creates customer satisfaction, which subsequently drives revisit intention in premium hospitality services.

The findings offer several managerial implications for five-star hotel operators. First, hotel managers should continue investing in digital technologies that enhance convenience, accessibility, and operational efficiency. However, digital transformation should not be viewed as a substitute for personalised service interactions. Instead, technology should function as an enabler that supports superior customer experiences. Second, hotel management should prioritise service quality improvements through continuous employee training, service personalisation, responsiveness, and relationship-building initiatives. Given that service quality emerged as the strongest determinant of customer satisfaction, investments in human resource development remain essential for sustaining competitive advantage. Finally, managers should regularly monitor customer satisfaction through customer feedback systems, online reviews, and customer relationship management programmes. By maintaining a balance between technological innovation and personalised hospitality services, hotels can strengthen customer satisfaction and encourage long-term revisit behaviour.

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