

BRAND INTERACTION AND INTIMACY AS MEDIATORS BETWEEN STAY EXPERIENCE AND BRAND EVANGELISM AT MAHAVIRA HOTEL NABIRE

Nikita Felicia Agatha¹, Asriah Syam^{2*}

Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar, Makassar, South Sulawesi, Indonesia

E-mail: nfelicia02@student.ciputra.ac.id¹, asriah.syam@ciputra.ac.id^{2*}

Received: 19/06/2026 | Revised : 22/06/2026 | Accepted: 28/06/2026 | Published :02/07/2026

Abstract

The post-pandemic recovery of the hotel industry has intensified competition and increased the importance of customer advocacy. This study examines the effect of stay experience on brand evangelism and tests the parallel mediating roles of brand interaction and brand intimacy among customers of Mahavira Hotel Nabire. A quantitative survey was conducted with 210 customers selected through purposive sampling, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings show that stay experience has positive and significant effects on brand interaction and brand intimacy. Brand intimacy significantly influences brand evangelism, whereas stay experience and brand interaction do not have significant direct effects on brand evangelism. Brand intimacy significantly mediates the relationship between stay experience and brand evangelism, while brand interaction does not. These results indicate that positive hotel experiences encourage voluntary recommendations when they create emotional closeness between customers and the hotel brand. Managers should therefore design personalized, meaningful, and memorable service experiences to strengthen brand intimacy and support brand evangelism.

Keywords: Brand Evangelism; Brand Interaction; Brand Intimacy; Hotel Industry; Stay Experience

INTRODUCTION

The development of the global hospitality industry after the COVID-19 pandemic has changed consumer behavior and the competitive dynamics of hotel businesses. The recovery of the tourism sector, marked by rising global tourist mobility, has encouraged hotels to compete not only through service quality but also through their ability to build stronger emotional connections with customers (World Tourism Organization, 2024). Amid increasing competition, customer loyalty has become more difficult to maintain because customers can switch brands even after receiving a satisfactory service experience (Rather et al., 2022). Digitalization has also changed the customer decision-making process, as online reviews have become an important source of information before making hotel reservations (Tsiotsou, 2021). This situation has shifted the hospitality paradigm from merely creating customer satisfaction to building active brand advocacy through brand evangelism. Brand evangelism is a valuable form of customer loyalty because it involves the willingness of customers to defend a brand, recommend it voluntarily, and actively share positive experiences with others (Nurhasbiyah & Astuti, 2025). In the hotel industry, evangelism behavior is important because customer recommendations may be perceived as more credible than traditional marketing communication in shaping the trust of prospective guests (Kim et al., 2022).

Stay experience is one of the main factors that can influence customers' emotional and behavioral responses toward hotel brands. A positive stay experience includes comfort, atmosphere, employee interaction, and sensory and emotional impressions during the stay (Chen et al., 2021). Superior experiences can increase engagement, strengthen perceived value, and encourage future behavioral intentions (Baquero, 2025). However, a positive stay experience does not always directly create brand evangelism because satisfied customers may not necessarily have the motivation to promote or defend a brand (Purohit et al., 2023). The inconsistency between customer experience and brand evangelism suggests the presence of mediating variables that link stay experience to advocacy behavior (Nguyen et al., 2021; Ahmad et al., 2023). This study proposes brand interaction and brand intimacy as two mediating mechanisms. Brand interaction reflects active customer engagement through communication, digital experience, and social involvement with the brand (Satar et al., 2024). Brand intimacy describes the emotional closeness formed

through meaningful and personal experiences with the brand (Guan et al., 2021). This research was conducted at Mahavira Hotel in Nabire, a setting with characteristics that differ from metropolitan hotel markets and major tourist destinations. Customers in developing destinations may develop different social and emotional relationships with brands compared to customers in more established destinations (Marques et al., 2021). Therefore, this study aims to analyze the effect of stay experience on brand evangelism and to test the parallel mediating roles of brand interaction and brand intimacy in that relationship.

LITERATURE REVIEW

Brand Evangelism

Brand evangelism refers to a strong connection between consumers and a brand, showing deep loyalty, emotional engagement, and a tendency to promote the brand actively (Mishra et al., 2021). It describes how much consumers are eager to suggest, support, and advertise a brand to others based on their own beliefs (Cavadas & Moreira, 2025). Unlike traditional loyalty, which may remain passive, brand evangelism involves emotional attachment and self-identification with the brand (Rather et al., 2022).

Stay Experience

Stay experience is the customer's subjective response to the overall interaction with the hotel environment, including sensory, emotional, and cognitive aspects (Shahid & Paul, 2022). In hospitality, stay experience is shaped not only by physical facilities but also by every touchpoint during arrival, service encounters, and departure (Pinho et al., 2025). Positive stay experiences can build customer relationships and encourage positive behavioral responses toward the hotel (Purohit et al., 2023).

Brand Interaction

Brand interaction is active customer involvement in communication and two-way relationships with a brand (Nadeem et al., 2021). In hotels, this interaction may occur through communication with staff, digital interfaces, social media, and service activities that allow customers to participate in the brand ecosystem (Buhalis & Moldavska, 2021). High-quality interaction makes customers feel valued and involved, which may strengthen their relationship with the hotel (Rungruangjit & Charoenpornpanichkul, 2022).

Brand Intimacy

Brand intimacy is the emotional closeness formed between customers and brands through meaningful experiences and affective relationships (Cavadas & Moreira, 2025). In hospitality, brand intimacy can emerge when customers feel personally understood, valued, and emotionally connected to the hotel (Wu, 2025). This emotional closeness can motivate customers to maintain long-term relationships and advocate for the brand (Dan & Trong, 2023).

Hypotheses Development

Based on the theoretical arguments and prior findings, this study proposes the following hypotheses:

- H1: Stay experience has a positive and significant effect on brand evangelism.
- H2: Stay experience has a positive and significant effect on brand interaction.
- H3: Stay experience has a positive and significant effect on brand intimacy.
- H4: Brand interaction has a positive and significant effect on brand evangelism.
- H5: Brand intimacy has a positive and significant effect on brand evangelism.
- H6: Brand interaction significantly mediates the influence of stay experience on brand evangelism.
- H7: Brand intimacy significantly mediates the influence of stay experience on brand evangelism.

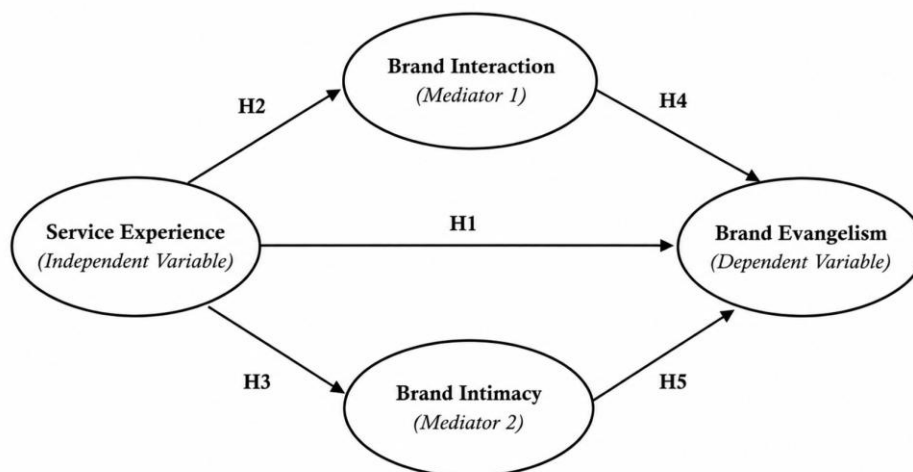


Image 1. Research Model

METHOD

Research Type

This study used a quantitative approach with a survey method. The quantitative approach was selected because the study aimed to test formulated hypotheses and analyze causal relationships among stay experience, brand interaction, brand intimacy, and brand evangelism. The research model was tested using Partial Least Squares Structural Equation Modeling (SEM-PLS), which is suitable for analyzing complex models with latent constructs and mediating effects (Hair et al., 2017, 2019).

Population and Sample/Informants

The population of this study comprised customers who had stayed at or used the services of Mahavira Hotel Nabire. The sample was selected using purposive sampling with the main criterion that respondents had direct experience with Mahavira Hotel Nabire services. A sum of 210 people took part in the research, and every survey was considered appropriate for examination since there were no unfinished answers to discard.

Research Location

The research was conducted in the context of Mahavira Hotel Nabire, Indonesia. This location was selected because it represents a hotel service context in a developing destination where customers may form distinctive relational and emotional connections with hotel brands.

Instrumentation or Tools

The research instrument was an online questionnaire measuring four constructs: stay experience, brand interaction, brand intimacy, and brand evangelism. The stay experience construct was adapted from Klaus and Maklan (2013), brand interaction from Hollebeek et al. (2014), brand intimacy from Fournier (1998), and brand evangelism from Becerra and Badrinarayanan (2003). All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Data Collection Procedures

Data were collected by distributing online questionnaires to customers of Mahavira Hotel Nabire. Prior to filling out the survey, participants were checked to confirm that they had either stayed at the hotel or utilized its services. Responses reflected respondents' personal experiences and perceptions after interacting with the hotel.

Data Analysis

Data were analyzed using SEM-PLS with SmartPLS 4. The analysis was conducted in two stages. First, the measurement model was evaluated using loading factor, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. Second, the structural model was evaluated to test direct and indirect relationships among variables. Mediation testing was performed to examine the roles of brand interaction and brand intimacy.

Ethical Approval

Respondents were informed about the purpose of the study before completing the questionnaire. Participation was voluntary, and responses were treated confidentially and used only for academic research purposes. Formal ethical approval information was not reported in the draft manuscript.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 210 respondents who had stayed at or used the services of Mahavira Hotel Nabire. The majority of respondents were male (140 respondents or 66.67%), while 70 respondents (33.33%) were female. Most respondents had monthly income between IDR 4,000,000 and IDR 7,000,000 (106 respondents or 50.48%). Based on occupation, the largest group was private employees (84 respondents or 40.00%). Based on educational background, most respondents held Diploma or Bachelor's degrees (151 respondents or 71.90%).

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	140	66.67
	Female	70	33.33
Income	< IDR 4,000,000/month	18	8.57
	IDR 4,000,000-IDR 7,000,000/month	106	50.48
	> IDR 7,000,000/month	86	40.95
Occupation	Private employee	84	40.00
	Self-employed/entrepreneur	62	29.52
	Government employee	38	18.10
	Freelancer	13	6.19
	Army/police	13	6.19
Educational background	High school/vocational/equivalent	27	12.86
	Diploma/Bachelor degree	151	71.90
	Postgraduate degree	32	15.24

Source: Primary data

Measurement Model

The measurement model evaluation showed that all indicators had loading factor values above the recommended threshold, ranging from 0.681 to 0.863. The AVE values for all constructs exceeded 0.50, indicating adequate convergent validity. Cronbach's Alpha and Composite Reliability values were above 0.70, indicating that all constructs were reliable.

Table 2. Measurement Model Results

Variable and Indicator	Loading Factor	AVE	Cronbach Alpha	Composite Reliability
Stay Experience (SE)		0.562	0.871	0.900
X1	0.748			
X2	0.767			
X3	0.750			
X4	0.767			
X5	0.681			
X6	0.775			

BRAND INTERACTION AND INTIMACY AS MEDIATORS BETWEEN STAY EXPERIENCE AND BRAND EVANGELISM AT MAHAVIRA HOTEL NABIRE

Nikita Felicia Agatha et al.

Variable and Indicator	Loading Factor	AVE	Cronbach Alpha	Composite Reliability
X7	0.756			
Brand Interaction (BI)		0.640	0.812	0.877
M1_1	0.805			
M1_2	0.807			
M1_3	0.769			
M1_4	0.818			
Brand Intimacy (BINT)		0.623	0.798	0.868
M2_1	0.748			
M2_2	0.850			
M2_3	0.801			
M2_4	0.754			
Brand Evangelism (BE)		0.687	0.909	0.929
Y1	0.863			
Y2	0.838			
Y3	0.812			
Y4	0.820			
Y5	0.820			
Y6	0.821			

Source: SmartPLS 4 output

Discriminant Validity

Discriminant validity was assessed using the HTMT and cross-loading criteria. The HTMT values ranged from 0.423 to 0.676, all below the recommended threshold of 0.85, while each indicator exhibited the highest loading on its respective construct compared to other constructs. These results confirm that Stay Experience (SE), Brand Interaction (BI), Brand Intimacy (BINT), and Brand Evangelism (BE) are empirically distinct and demonstrate satisfactory discriminant validity.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Results

Constructs	SE	BI	BINT	BE
Stay Experience (SE)	-			
Brand Interaction (BI)	0.450	-		
Brand Intimacy (BINT)	0.554	0.629	-	
Brand Evangelism (BE)	0.423	0.448	0.676	-

Source: SmartPLS 4 output

Table 4. Cross-Loading Results

Indicator	SE	BI	BINT	BE
SE1	0.775	0.424	0.458	0.294
SE2	0.766	0.399	0.374	0.290
SE3	0.740	0.321	0.354	0.222
SE4	0.681	0.227	0.339	0.185
SE5	0.733	0.216	0.268	0.239

BRAND INTERACTION AND INTIMACY AS MEDIATORS BETWEEN STAY EXPERIENCE AND BRAND EVANGELISM AT MAHAVIRA HOTEL NABIRE

Nikita Felicia Agatha et al.

Indicator	SE	BI	BINT	BE
SE6	0.742	0.264	0.382	0.267
SE7	0.754	0.283	0.334	0.288
BI1	0.304	0.818	0.468	0.262
BI2	0.284	0.769	0.365	0.252
BI3	0.372	0.794	0.506	0.387
BI4	0.349	0.803	0.565	0.440
BINT1	0.391	0.543	0.850	0.511
BINT2	0.418	0.506	0.811	0.514
BINT3	0.392	0.495	0.806	0.560
BINT4	0.360	0.466	0.748	0.405
BE1	0.302	0.355	0.558	0.863
BE2	0.292	0.344	0.522	0.848
BE3	0.305	0.341	0.540	0.855
BE4	0.255	0.342	0.541	0.812
BE5	0.278	0.324	0.493	0.812
BE6	0.235	0.319	0.451	0.821

Source: SmartPLS 4 output

Structural Model and Hypothesis Testing

The framework was utilized to evaluate the suggested theories. The results indicate that stay experience significantly affects brand interaction and brand intimacy. Brand intimacy significantly affects brand evangelism, but stay experience and brand interaction do not directly affect brand evangelism. The mediation test shows that brand intimacy significantly mediates the relationship between stay experience and brand evangelism, whereas brand interaction does not.

Table 5. Hypothesis Testing Results

Hypothesis	Path	Result	Decision
H1	Stay Experience -> Brand Evangelism	0.073	Rejected
H2	Stay Experience -> Brand Interaction	0.000*	Accepted
H3	Stay Experience -> Brand Intimacy	0.000*	Accepted
H4	Brand Interaction -> Brand Evangelism	0.155	Rejected
H5	Brand Intimacy -> Brand Evangelism	0.000*	Accepted

*p < 0.05. Source: SmartPLS 4 output

Table 6. Mediation Testing Results

Hypothesis	Mediation Path	Result	Decision
H6	Stay Experience -> Brand Interaction -> Brand Evangelism	0.0188	Rejected
H7	Stay Experience -> Brand Intimacy -> Brand Evangelism	0.000*	Accepted

*p < 0.05. Source: SmartPLS 4 output

Discussion

The results indicate that the experience of staying does not have a major direct impact on brand evangelism among customers of Mahavira Hotel Nabire. Although a positive stay experience can shape favorable perceptions of a hotel, satisfaction with service may not be sufficient to motivate customers to voluntarily recommend or defend

the hotel. This finding is consistent with Purohit et al. (2023), who argue that positive customer experiences may reach the level of satisfaction without necessarily producing active advocacy behavior.

The results also show that stay experience has a positive and significant effect on brand interaction. Customers who experience pleasant hotel services are more likely to communicate with staff, provide feedback, and engage with the hotel through different interaction channels. This finding supports Nadeem et al. (2021), who explain that positive service experiences can enhance customer engagement and strengthen customer relationships with brands.

Stay experience also has a positive and significant effect on brand intimacy. A comfortable and meaningful stay can create emotional closeness between customers and the hotel. When customers feel valued and personally understood, their relationship with the hotel can move beyond a transactional relationship and become an affective connection. This result supports Choi et al. (2024), who state that emotionally meaningful experiences can strengthen affective relationships with brands.

The way people engage with a brand does not greatly influence brand evangelism in this research. This outcome indicates that just having interactions might still be useful, but it probably isn't powerful enough to motivate guests to promote the hotel willingly. Customers may communicate with the hotel or interact through digital channels without developing a strong internal motivation to recommend the brand to others. This finding is in line with Kbaier et al. (2025), who indicate that customer interaction does not always lead to advocacy when emotional attachment is weak.

Brand intimacy has a positive and significant effect on brand evangelism. Customers who feel emotionally close to Mahavira Hotel Nabire are more likely to voluntarily recommend, defend, and promote the hotel. This supports Cavadas and Moreira (2025), who emphasize brand intimacy as an emotional factor that can shape evangelism behavior.

The mediation analysis shows that brand interaction does not mediate the effect of stay experience on brand evangelism. Although stay experience can increase customer interaction, this interaction does not necessarily transform customers into brand evangelists. In contrast, brand intimacy significantly mediates the relationship between stay experience and brand evangelism. This means that stay experience contributes to evangelism behavior when it is able to build emotional closeness and personal meaning for customers.

Overall, the findings indicate that brand evangelism in the hotel industry is not driven only by service experience but requires deeper emotional mechanisms. For Mahavira Hotel Nabire, the managerial implication is that service strategies should not only focus on functional quality but also on personalized service, emotional comfort, and memorable experiences that can strengthen customer intimacy with the hotel brand.

CONCLUSION

This study investigated the influence of stay experience on brand evangelism and examined the mediating roles of brand interaction and brand intimacy among customers of Mahavira Hotel Nabire. The results demonstrate that stay experience has a positive and significant effect on brand interaction and brand intimacy. However, stay experience does not directly influence brand evangelism. Brand intimacy significantly influences brand evangelism, while brand interaction does not.

The findings also show that brand intimacy mediates the relationship between stay experience and brand evangelism, whereas brand interaction does not. This indicates that positive stay experiences can encourage brand evangelism when they create emotional closeness between customers and the hotel. Guests assess hotels not just by the services provided but also by the feelings and personal bonds they develop while they are there.

The practical implication of this study is that hotel managers need to design personalized, comfortable, and meaningful service experiences to strengthen customer emotional attachment and stimulate positive word-of-mouth. Theoretically, the study contributes to the hospitality marketing literature by demonstrating the importance of brand intimacy as a psychological mechanism linking stay experience and brand evangelism.

This study has several limitations. First, it was conducted only among customers of Mahavira Hotel Nabire, so the findings may not be generalized to all hotel contexts. Second, data were collected through an online survey, which may introduce response bias. Third, the cross-sectional design limits the ability to observe changes in customer behavior over time. Future research should expand the research setting, include additional variables such as customer satisfaction, brand trust, customer engagement, and emotional attachment, and consider longitudinal or mixed-method designs to obtain a deeper understanding of brand evangelism formation.

AUTHOR CONTRIBUTIONS

Nikita Felicia Agatha played a role in coming up with ideas, gathering information, studying the data, and writing the paper. Asriah Syam contributed to supervision, methodology review, interpretation of findings, and manuscript revision. Both authors approved the final version of the manuscript.

CONFLICTS OF INTEREST

The authors declare that they have no financial or personal conflicts of interest that could influence the objectivity or integrity of this research.

FUNDING

This study did not get particular financial support from any public, business, or charitable funding organization. The funding agency statement can be revised if external funding support exists.

ACKNOWLEDGMENTS

The authors express gratitude to Mahavira Hotel Nabire and all respondents who participated in this study. Appreciation is also extended to academic supervisors and colleagues who provided support during the research and manuscript preparation process.

REFERENCES

- Ahmad, N., Ahmad, A., & Siddique, I. (2023). Beyond self-interest: How altruistic values and human emotions drive brand advocacy in hospitality consumers through corporate social responsibility. *Corporate Social Responsibility and Environmental Management*. <https://doi.org/10.1002/csr.2701>
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423. <https://doi.org/10.1037/0033-2909.103.3.411>
- Baquero, A. (2025). Exploring the relationship between customer experience, revisit intention, customer value and engagement in the hotel industry. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.70109>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52-68. <https://doi.org/10.1509/jmkg.73.3.52>
- Buhalis, D., & Moldavska, I. (2021). Voice assistants in hospitality: Using artificial intelligence for customer service. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-03-2021-0104>
- Cavadas, R., & Moreira, A. (2025). Brand evangelism: A review and research agenda. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.70064>
- Chen, G., So, K. K. F., Hu, X., & Poomchaisuwan, M. (2021). Travel for affection: A stimulus-organism-response model of honeymoon tourism experiences. *Journal of Hospitality & Tourism Research*, 46(6), 1187-1219. <https://doi.org/10.1177/10963480211011720>
- Choi, C., Xu, J., & Min, D. (2024). Investigating the influence process on consumer's active engagement through emotional brand attachment and brand love. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-10-2023-1028>
- Dan, T., & Trong, P. (2023). Does brand anthropomorphism and brand intimacy matter to assess consumers' engagement successfully? *Cogent Business & Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2249897>
- Dedat, S., & Rodrigues, R. (2025). Perceived sustainability improves guest loyalty in hospitality sector. *Frontiers in Sustainability*. <https://doi.org/10.3389/frsus.2025.1628871>
- Guan, J., Wang, W., Guo, Z., Chan, J., & Qi, X. (2021). Customer experience and brand loyalty in the full-service hotel sector: The role of brand affect. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-10-2020-1177>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hanaysha, J. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjimei.2022.100102>

- Hasnin, E. (2025). The impact of online apps hotels, customer wellbeing and customer citizenship behavior: A mediating role of customer intimacy. *Journal of Ecohumanism*. <https://doi.org/10.62754/joe.v4i2.5913>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20, 277-319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Hotlogix. (2025). Impact of online travel reviews on hotel bookings. Hotlogix. <https://hotelagio.com/impact-of-online-travel-reviews/>
- Kbaier, E., Salminen, J., & Jansen, B. (2025). A glimpse into the AI: Exploring the effect of consumers' chatbot interaction experience on brand attachment and advocacy with the moderating role of AI skepticism. *Asia-Pacific Journal of Business Administration*. <https://doi.org/10.1108/APJBA-01-2025-0003>
- Kim, J., Lee, M., & Han, H. (2022). The psychology of vacationers' hotel brand choice in a post-pandemic world. *Journal of Vacation Marketing*, 29(2), 206-221. <https://doi.org/10.1177/13567667221086325>
- Marques, C., Da Silva, R., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations? *Tourism Management*, 85, 104293. <https://doi.org/10.1016/j.tourman.2021.104293>
- Mishra, M., Kesharwani, A., & Gautam, V. (2021). Examining the relationship between consumer brand relationships and brand evangelism. *Australian Journal of Business and Management Research*, 6, 84-95. <https://doi.org/10.52283/nswrca.ajbmr.20210601a07>
- Nadeem, W., Tan, T. M., Tajvidi, M., & Hajli, N. (2021). How do experiences enhance brand relationship performance and value co-creation in social commerce? The role of consumer engagement and self-brand connection. *Technological Forecasting and Social Change*, 171, 120952. <https://doi.org/10.1016/j.techfore.2021.120952>
- Nguyen, T., Quach, S., & Thaichon, P. (2021). The effect of AI quality on customer experience and brand relationship. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.1974>
- Nurhasbiyah, S., & Astuti, P. (2025). Menciptakan brand evangelism: Studi peran brand experience, brand relationship quality dan brand loyalty. *Reslaj: Religion Education Social Laa Roiba Journal*. <https://doi.org/10.47467/reslaj.v7i7.8092>
- Pham, T. (2025). Investigating the impact of online reviews, virtual reality, and AI chatbots on first-time hotel bookings in rural destinations: The role of sense of presence and trust. *Geojournal of Tourism and Geosites*. <https://doi.org/10.30892/gtg.61343-1553>
- Pinho, T., Da Cruz Andrade, D., Ferreira, L., & Da Silva, G. (2025). Guest experience in the hotel industry and the practice of hospitality in the post-pandemic era. *Applied Tourism*. <https://doi.org/10.14210/at.v9i2.20652>
- Purohit, S., Hollebeek, L., Das, M., & Sigurdsson, V. (2023). The effect of customers' brand experience on brand evangelism: The case of luxury hotels. *Tourism Management Perspectives*, 47, 101092. <https://doi.org/10.1016/j.tmp.2023.101092>
- Rahayu, S. (2023). Strategi pemasaran produk dalam meningkatkan kepuasan pelanggan. *Jurnal Penelitian dan Pengkajian Ilmiah Sosial Budaya*. <https://doi.org/10.47233/jppisb.v2i1.705>
- Ramadhani, N., Firmantyas, I., & Pertiwi, P. (2023). The influence of self service technology, customer intimacy and customer delight on customer loyalty with customer bonding as an intervening variable. *Social Science Studies*. <https://doi.org/10.47153/sss32.6792023>
- Rather, R., Hollebeek, L., & Rasoolimanesh, S. M. (2022). First-time versus repeat tourism customer engagement, experience, and value cocreation: An empirical investigation. *Journal of Travel Research*, 61(3), 549-564. <https://doi.org/10.1177/0047287520980008>
- Rather, R., Hollebeek, L., Vo-Thanh, T., Ramkissoon, H., Leppiman, A., & Smith, D. (2022). Shaping customer brand loyalty during the pandemic: The role of brand credibility, value congruence, experience, identification, and engagement. *Journal of Consumer Behaviour*, 21, 1175-1189. <https://doi.org/10.1002/cb.2070>
- Riyadi, A. (2024). Crisis management, reputation, and performance of upscale hotels in the post-COVID-19 crisis. *The European Proceedings of Social and Behavioural Sciences*. <https://doi.org/10.15405/epsbs.2024.05.84>
- Rungruangjit, W., & Charoenpornpanichkul, K. (2022). Building stronger brand evangelism for sustainable marketing through micro-influencer-generated content on Instagram in the fashion industry. *Sustainability*, 14(23), 15770. <https://doi.org/10.3390/su142315770>
- Satar, M., Rather, R., Shahid, S., Islam, J., Parrey, S., & Khan, I. (2024). Dynamics of social media involvement in building customer engagement and co-creation behavior: The moderating role of brand interactivity. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-08-2023-0754>

- Shahid, S., & Paul, J. (2022). Examining guests' experience in luxury hotels: Evidence from an emerging market. *Journal of Marketing Management*, 38(13-14), 1278-1306. <https://doi.org/10.1080/0267257X.2022.2085768>
- Swimberghe, K. R., Astakhova, M., & Wooldridge, B. R. (2018). A new dualistic approach to brand passion: Harmonious and obsessive. *Journal of Business Research*, 92, 57-68. <https://doi.org/10.1016/j.jbusres.2018.07.013>
- Touni, R., Kim, W. G., Haldorai, K., & Rady, A. (2022). Customer engagement and hotel booking intention: The mediating and moderating roles of customer-perceived value and brand reputation. *International Journal of Hospitality Management*, 104, 103246. <https://doi.org/10.1016/j.ijhm.2022.103246>
- Tsiotsou, R. (2021). Identifying value-creating aspects in luxury hotel services via third-party online reviews: A cross-cultural study. *International Journal of Retail & Distribution Management*, 50(2), 183-205.
- World Tourism Organization. (2024). World tourism barometer 2024. UN Tourism. <https://www.unwto.org/tourism-data>
- Wu, M. (2025). The impact of brand identification, brand image, and brand love on brand loyalty: The mediating role of customer value co-creation in hotel customer experience. *Frontiers in Communication*. <https://doi.org/10.3389/fcomm.2025.1626744>
- Yan, D., Wang, C., Sun, T., & Wen, D. (2023). The impact of service experience on sustainable customer engagement: The mediation of green perceived value and customer satisfaction. *Corporate Social Responsibility and Environmental Management*. <https://doi.org/10.1002/csr.2685>
- Yin, X., Havelka, J., & Allen, R. (2024). The role of attention and verbal rehearsal in remembering more valuable item-colour binding. *Memory*, 32(9), 1158-1172. <https://doi.org/10.1080/09658211.2024.2389177>
- Zhang, Y., & Zhu, H. (2025). Brand intimacy and customer engagement in hospitality services. *Journal of Hospitality Marketing & Management*.